



# DSC Logistics and Supply Chain Management

## *Superior Service Attracts More Customers*

*"Looking at where our business is today we see there is more opportunity with transportation business, because we can provide excellent service. NuLogX will play an important role to help us fill our customers' needs."*

– Shouvik Dutta, Senior Director, IT Applications DSC Logistics

Executives at DSC Logistics recognize that in order to meet the objectives of the preeminent "sense-and-respond" supply chain management organization, the company's value chain needs to match their commitment to customer service.

According to **Shouvik Dutta**, Senior Director, IT Applications for **DSC Logistics**, "There are no two customers alike. Many systems deliver about 80% of the capabilities required to enable the kind of service we want to deliver. With the NuLogX solution, we are able to deliver the service customers want, while maintaining best business practices, which ensure internal efficiencies. With NuLogX Transportation Management Systems, DSC Logistics is able to improve service by providing exactly what customers want – right down to the consignee level. **This is a key differentiator for us.**"

DSC Logistics respond to specific customer requirements using routing guides built into NuLogX Transportation Manager. The routing guide is a centralized store of contracted carrier offerings, and configurable business rules that provide automated, intelligent selection of transportation mode, carrier, and service level for any given set of shipment requirements. Routing guides are used by the system to refine the process of finding the best routes, rates and optimized loads.

### **NuLogX delivers superior services**

NuLogX provided consulting services to help DSC Logistics maximize the value of the routing guides. "We are very happy with NuLogX Consulting Services," said Mr. Dutta. "They came to our site and spent an appropriate amount of time to understand our business. In the past, other consultants would gather information, then go away to build a solution, and then return, hoping that the fix was right."

"Our experience with NuLogX was very interactive. NuLogX looked at our business processes, and using examples, suggested where to make changes. We were able to implement our new processes without modifying the software. We are very satisfied in the results we're getting from using advanced optimization and routing."

### **Grow the business with centralized management**

DSC Logistics' national service center provides the ability to expand and grow without the need to deploy resources at each individual region. It centralizes the

functions of carrier management, freight payments, customer invoicing, load optimization, load building, carrier compliance, and the coordination of order statuses with customers. "Companies look at us very carefully before they decide to become a customer. We have to prove that we are a very cost effective vendor." Mr. Dutta said. "After bringing on a new customer only a few months ago, they have seen a reduction in their transportation costs."

As a third-party logistics provider, DSC Logistics offers substantial cost savings to mid-sized customers by leveraging their freight with that of its other customers. NuLogX Transportation Manager and Transportation Optimizer are adding efficiency and velocity to the load-planning process, enabling DSC Logistics to deliver even more value to its customers. That increased efficiency across the board has allowed DSC Logistics to grow its business, while remaining focused on customer service.

"NuLogX Transportation Management products have played a key role in our success. Optimization is a key part of our service, which helps keep costs down. The implementation of our TMS helped us become a true Supply Chain Management company. Looking at where our business is today we see there is more opportunity with transportation business, because we can provide excellent service. NuLogX will play an important role to help us fill our customers' needs." Mr. Dutta said.

### **Problem:**

- Customers were not getting the level of service that DSC Logistics wanted to deliver

### **Strategy:**

- Build strong business processes that meet unique customer requirements

### **Solution:**

- Use the electronic routing guide built into NuLogX Transportation Management system to enforce detailed customer requirements during load building and rating processes

### **Results:**

- DSC Logistics can deliver the high level of services their customers expect
- Increased cost savings
- Attract more customers

**One of the largest privately owned, third-party logistics organizations in North America, DSC Logistics provides services including transportation, warehousing, packaging, e-fulfillment, operations-based consulting, and other knowledge-based services.**

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