

Case Study: 3PL Outsourcing Benelux



Client: Pioneer DJ

The Project:

To review DJ Pioneer's existing European distribution operations and inbound supply chain from Asia and bid these services out to the 3PL logistics industry, with a view to improving service levels, management information, 3PL responsiveness and if possible cost reductions.

Background:

Pioneer DJ had a long standing historical 3PL contract for their operation of a European DC in Antwerp, Belgium and the associated European transport flows. This arrangement was not delivering sufficient value in support of the general business strategy and a more value-added partnership was needed. Specific improvements were needed in service level targets, conformance & supply chain visibility, data management, performance reporting, IT development & cost visibility.

Bisham's Activities:

- Review the performance of an existing operation and make recommendations regarding operational improvements.
- Launch a supplier chain management procurement programme, covering inbound freight, outbound freight & warehousing/value-adding services.
- Create RFQ documentation and logistics datasets.
- Bid evaluation and short-list recommendations.
- Final offer evaluation and support during bidder presentations



Outputs:

- Diagnostic of current state operations both quantitatively & qualitatively
- Recommendations for outsourcing strategy
- Professionally managed procurement process
- Bid response evaluation & sourcing recommendations

Results:

- **Selection of 3PL partner, who transferred the business with no impacts on customer service**
- **General achievement of project objectives**
- **Reduced costs achieved in line with evaluated 3PL costs**



"Bisham used their experience & expertise to ensure we sourced the right partner and took a safe path through supply chain transformation, which ultimately allowed us to meet our strategic supply chain objectives".

Justin Porter GM Finance & Operations, Pioneer DJ Europe