



Plugged In: ODW Logistics in Tune with Consumer Electronics Giant Pioneer

We've Got **RANGE**

When a shift in business strategy multiplied daily order volume a few years ago, Pioneer Electronics needed more efficiency, flexibility and security from its third-party logistics provider. ODW Logistics was there to provide the right solution to the challenge. In an era where consumer electronic technology is considered outdated on average every 18 months, the ability to move product quickly and safely to the retail facility for consumer purchase is imperative.

The ever-changing, fast-paced consumer electronics marketplace necessitates a supply chain company that can handle these demands, which makes ODW the right choice for this industry.

In late 2009, Pioneer Electronics had a change in business strategy. The company decided to move away from plasma televisions and focus on its home and mobile electronics business, which included a range of products from car stereos, speakers, navigation systems and head units to home stereo and speaker systems.

Making this change meant that average daily order volume would increase greatly, as well as variation in activity from week to week and season to season. Additionally, security would be an even greater priority.

ODW has worked with Pioneer for nearly 20 years and during the transitions over the years, ODW has been right there with them.

ODW employs a two node distribution model in Southern California and Central Ohio, which allows the company to keep Pioneer products where they're needed most. In ODW's

Southern California operation, products come in from the port and are warehoused in that location until they are forwarded to the end retail facility.

And since Pioneer has increased SKU count over time, ODW upgraded their technology to manage it by building a specialized IT system with individualized bar coding for unique serialization. Each item that comes into the warehouse has a serial number so the system won't allow scans that don't match the SKU, resulting in improved order accuracy.

"We needed a partner that was nimble —one that could respond to our strategy change with flexibility and accessibility," said Jeffrey Mo, Senior Manager of Supply Chain Management, Pioneer Electronics, USA, Inc. **"Their management team is invested, supportive and dedicated, and our operation reflects that."**

To help meet the demands of maintaining the parameters the consumer electronics industry must have in place, ODW has a larger workforce with plans to keep alternative staffing arrangements and pools of people and resources flexible and available to meet changing demands. Because security is such a high priority in this industry, ODW has 24-hour gate guards, security cameras in warehouses, conducts random employee checks and remote monitoring.

These factors help provide the security, safety and reliability consumer electronics companies like Pioneer seek in selecting a 3PL partner, such as ODW Logistics.



www.odwlogistics.com

