

# CASE STUDY

## FUJITSU AND ORACLE TRANSPORTATION MANAGEMENT (OTM) MAKE TRANSPORTATION MORE EFFICIENT



### THE CUSTOMER:

Founded in 1985 and listed on the Stock Exchange of Hong Kong Limited in 1990, TTI Floor Care is a world-class supplier of superior home improvement and construction tools with a powerful portfolio of trusted brands and a strong commitment to innovation and quality. The portfolio that TTI offers includes a full line of power equipment products, floor care appliances, and laser and electronic products. TTI employs over 20,000 people worldwide.

### THE PROJECT:

Manual based logistics operations provided opportunity windows for reduced transportation costs and improved customer compliance.

### THE SOLUTION:

A centralized transportation management platform for outbound freight and parcel operations in North America

### THESE CHALLENGES INCLUDED

- How to handle multiple customer requirements while optimizing transportation planning
- How to increase cross-functional efficiency
- How to increase carrier collaboration
- Visibility crisis! Once it leaves the planners' domain, there is no order-shipment-invoice visibility
- How to handle TTI inventory reduction efforts impact on logistics cost and service performance
- How to effectively manage carrier performance KPI's
- How to increase agility and responsiveness

From the very beginning, the OTM implementation at TTI was never about software. The Fujitsu focus was always on TTI's business process and results.

Fujitsu has guided the deployment of OTM at TTI's three major distribution centers in North America. As a result, OTM now provides a centralized transportation management platform for outbound freight and parcel operations in North America. In Phase 1 of the implementation, OTM's core transportation and planning modules were deployed to focus on immediate ROI from reduced transportation costs. The Fujitsu team faced a challenging 5 month implementation timeline, but maintained focus on the target outcomes of the project to streamline the implementation process.

By deploying OTM as TTI's logistics backbone, the client has a single platform to manage all shipments and modes of transportation across its domestic network. OTM processes 10,000 order lines per month and manages almost 30 carriers across its North American Network.



## RESULTS

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**Reduced transportation costs and improved customer compliance.**

**Transportation costs were reduced by the following:**

- Increased order consolidation
- Increased service optimization
- Increased transport mode shift
- Better carrier selection

**Customer compliance was improved by the following:**

- Increased end-to-end visibility
- Improved real time order and shipment visibility

Additionally, the OTM solution was integrated with the Oracle E-Business Suite of applications, which had been previously implemented by Fujitsu. Working with the Manufacturing, Planning, and Warehouse Management applications, Fujitsu was able to automate TTI's shipment review process by providing a variety of release methods including carrier, equipment, weight, and delivery date.



## ABOUT FUJITSU AMERICA

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