

RETAIL

CASE STUDY



Decathlon Partners with LogiNext to Streamline Long Haul Deliveries



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Company Overview

Decathlon has established itself as world's leading sporting goods retailer. With a unique marketing strategy, the veteran company categorized its products as per individual sports domains. This sports goods company is set to grow at a compound annual growth rate of 14.3 % up until 2020, where the overall revenue would grow multi-fold from the current \$10.9 billion.

Decathlon workforce strength has increased 290% over the past one and a half decade. A substantial share of this workforce are on-field resources that are function of efficient logistics management and optimization. With 90% of its logistics and goods movement happening using an efficient network of 3PLs, Decathlon is one of the leaders in having an efficient hub and spoke logistics model.

LogiNext Overview

LogiNext, global leader in its space with 250+ large scale SaaS implementations across 10 countries, have successfully streamlined first mile, last mile and other models of intra-city as well as inter-city logistics distribution. With satisfied enterprise clients across retail, manufacturing, transportation, utilities and services industries, LogiNext has perfected the art of logistics optimization and cost savings with its real-time route planning, tracking and analytics software. With efficient schedule planning and management, LogiNext's products successfully induce optimal resource utilization across industries. Retail logistics management integrate LogiNext's product to cut down on their resource cost and improve their turn-around time for deliveries.



Problem

- Lack of centralized control over 3PL vendors
- Unable to track deliveries
- High resource cost per warehouse
- Lack of delivery status authentication
- Unable to set priority delivery schedules
- Lack of end-to-end visibility
- Unable to track service time

Solution

- Authenticate orders
- Optimize routes
- Cut down on resource costs
- Track delivery delays and statuses in real-time
- Increase transparency across the supply chain
- Improve Turn Around Time (TAT) for the delivery cycles

Implementation

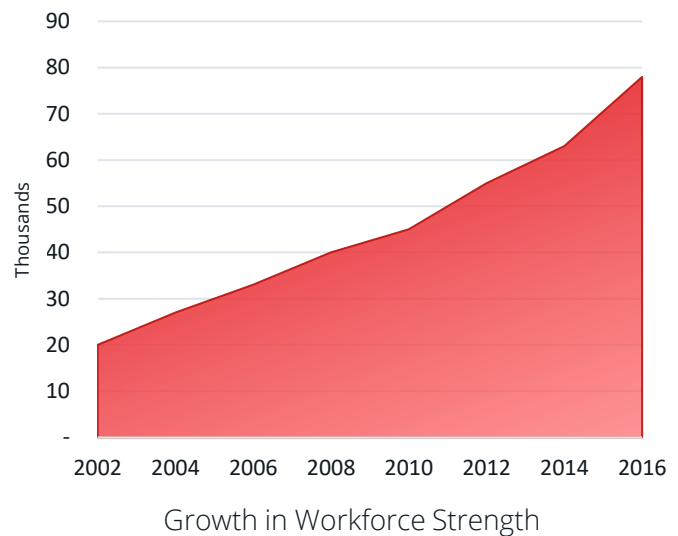
- Efficient resource planning using a flexible route planning software
- Order and service time validation
- Automated resource allocation using time distance and location intelligence
- Control tower implementation

Problem Statement

Decathlon, with 41% of total workforce being on-field, lacked optimization and tracking capabilities for them, curtailing their end-to-end efficiency. The clients utilized the services of multiple 3PL vendors but were unable to control the actions of these vendors.

Delivery schedule management was an issue where each warehouse had 185 dedicated on-field delivery personnel handling the pending deliveries to more than 300 retail outlets with and 689 warehouse-workforce supporting them. Automating the schedules of the entire workforce to ensure seamless delivery processes was a pressing concern.

Inefficient resource utilization resulted in high cost-per-resource at warehouses. Inability to manage order across diverse postal codes resulted in delays and service failures where preferred time deliveries weren't fulfilled accordingly.



Decathlon wanted automated resource allocation to maximize the potential of its vast workforce and its extensive 3PL network to ensure order and service time validation while optimizing routes and load capacities.

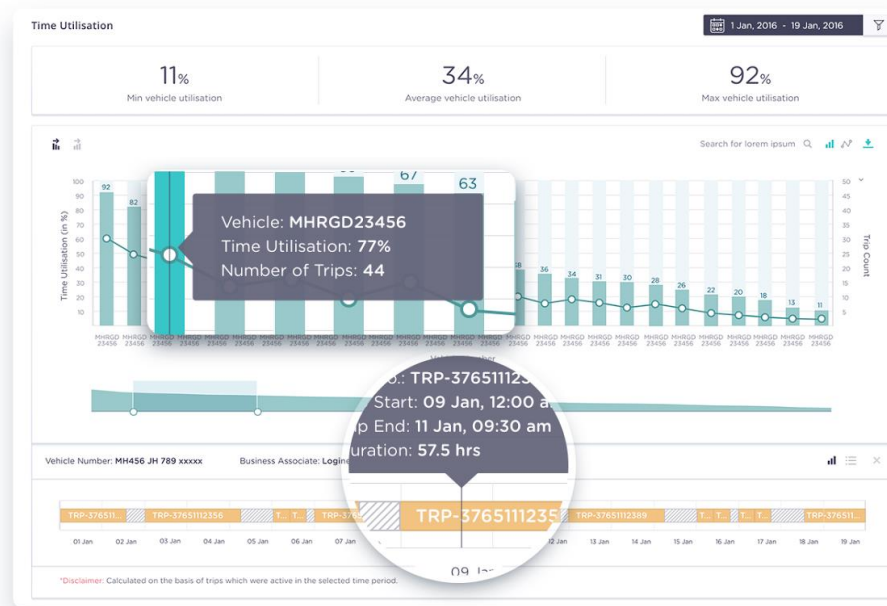


LogiNext Haul™

LogiNext Haul™ is the proprietary cloud-based software which manages resource capacity utilization, route optimization, real-time tracking, schedule management and order validation. Over the course of time, LogiNext Haul™ has tracked more than 50 lakh kilometers.

LogiNext has perfected route optimization and resource allocation to create the highest grade of product to function within the unique aspects of the retail industry. LogiNext Haul™ packs in multiple features to address everything that the customer/vendor might expect from the logistics leg of a retail company. Moreover, the product functions with total control and customizability with Decathlon's problem statement.

LogiNext integrates with multiple enterprise level management systems to bring different 'flavors of planning' to the central management tools in a company. Consider the system integrations LogiNext completed in less than 30 days.



Long Haul Trip History Tracker



LogiNext integrated with Decathlon's enterprise software, third party logistics and GPS providers.

Solution

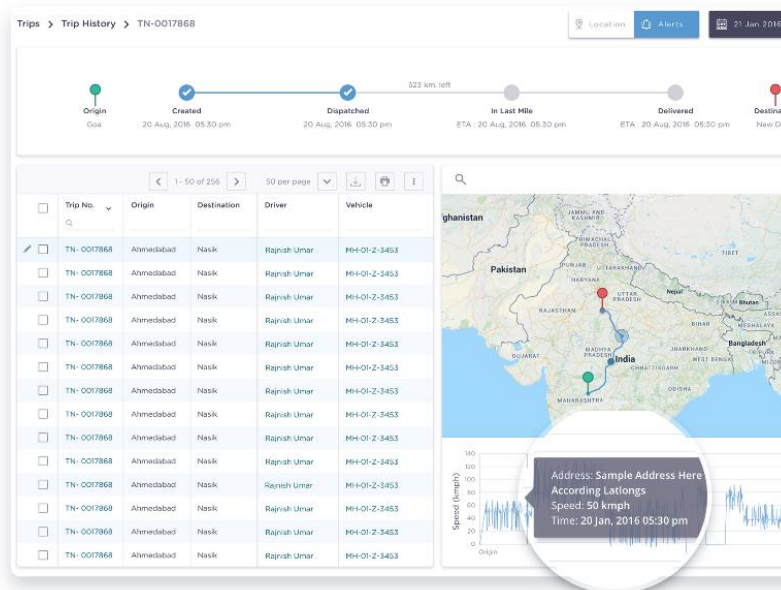
LogiNext Haul™ assessed the available load capacities and usage potential of each available resource. These resources were spread over the expanse of the client's deliverable universe of more than 20,000 postal codes and more than 5,000 districts. The delivery universe mapped the reach of long haul deliveries based on available resources per district or postal code.

Schedule Management

With LogiNext, Decathlon automated schedule management in a way that delivery personnel would prioritize the noon delivery over the 4:00 PM dispatch, and the intermediate deliveries would have to be arranged to make sure that the four hours in between the appointments is optimized with en-route deliveries.

Warehouse Management

Warehouse Management through preferred time (PT) deliveries were an offering that the retailers had to manually manage prior to LogiNext. A warehouse would set a preferred delivery time between 4:00 PM and 6:00 PM where as another would schedule the delivery around noon.



Vehicle Time Utilization

Electronic Proof of Delivery (ePoD)

Decathlon utilized LogiNext's robust ePoDs to validate and authenticate all orders fulfilled by their field agents or their 3PL vendors cutting down on disputed invoices and increasing credibility along the supply chain.

Route Optimization

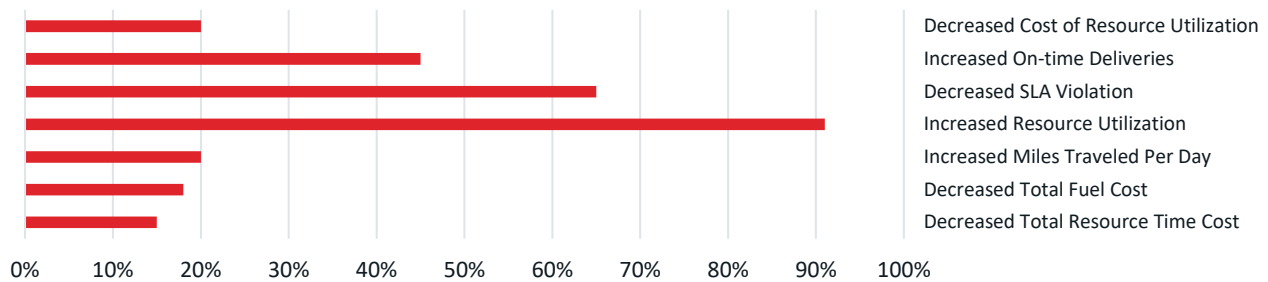
Decathlon could plan routes optimizing them along the delivery universe in order to cover maximum miles in the lowest time, every day, factoring in local traffic and climate condition to pre-plan contingencies in terms of possible delays. Decathlon was now able to pre-plan routes as per the deliveries scheduled and cut down on unnecessary delays.

Resource Automation

LogiNext's Resource Capacity Management module solved the cost-to-service problem for Decathlon. LogiNext Haul™ planned deliveries based on unit or weight capacity, as per the client's preference. Weight preference enabled the client to assess the load capacity that went unfulfilled in the delivery runs and they could then optimize the same.

Implementation and End Result

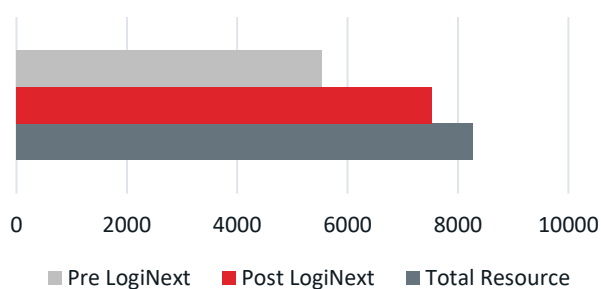
Boost In Logistics Operational Efficiency



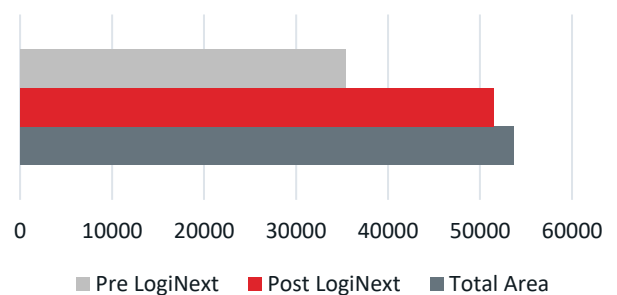
LogiNext provided end-to-end efficiency for Decathlon, enabling them to track, in real-time, all of their logistics' movement.

- LogiNext Haul™ reduced the SLA violations at the vendor level by 65%.
- With electronic proof of deliveries (ePoDs), the manager could, in real-time, validate the order from the mother warehouse and reduce total failed deliveries by 43%.
- Decathlon reduced its total cost of fuel by 18%, by optimizing delivery routes and decreasing overall TAT for all vehicles.
- LogiNext Haul™ route optimization algorithm channelized Decathlon's workforce to more than 90% resource utilization.
- Decathlon reduced the cost of utilization of resource time by 15% by automating order allocation
- After integration of LogiNext Haul™, Decathlon's workforce could serve close to 100% of the deliverable area under each warehouse.

Increase in Resources Utilized (Units)

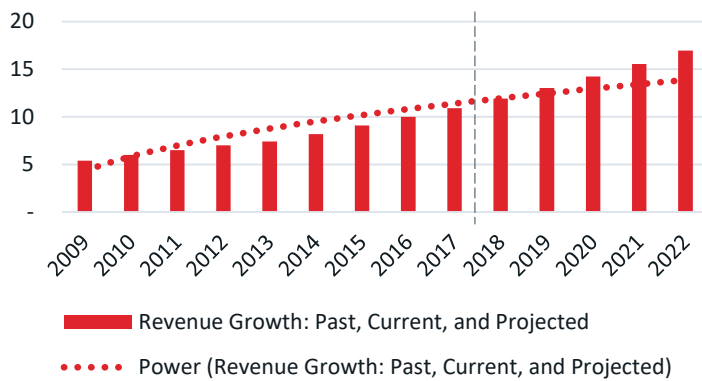


Increase in Area Covered (sq. kms)



LogiNext's Control Tower is a novel concept of 'birds-eye' management, where Decathlon could optimize, track, and moderate its deliverables and resources across postal codes and districts from a single base. ***The company had visual and controlling access to multiple dashboards helping them manage the movement of their entire merchandise.***

Decathlon Revenue Growth (in billion)



The company could direct resources from a dormant district to a saturated one, normalizing the cost of operations. The company could also conduct forecast analysis to identify trends that could be monetized. ***This forecast analysis helped Decathlon to properly structure its field and fleet workforce to meet future delivery demands.*** They now had the vantage point to view of all possible trends in the market. This feature helped Decathlon achieve its goal of sustainable development

The biggest take away for Decathlon, was the power to strategize. The control tower enabled them to analyze returns on investment of each resource and its viability in its current allocation.



About LogiNext

LogiNext is a global technology firm that offers a SaaS based Delivery Automation Platform. The software helps brands across Food & Beverage, Courier, Express and Parcel, eCommerce & Retail and Transportation (3PLs, 4PLs, etc.) to digitize, optimize and automate deliveries across the supply chain.

Growing at an average rate of 120% YoY, LogiNext has 200+ enterprise clients in 50+ countries with headquarters in New York and regional offices in Mumbai, Jakarta, Delhi and Dubai.

The logistics technology firm is backed with \$49.5 million across three rounds of private equity investments by Tiger Global Management, Steadview Capital and Alibaba Group of companies.

Founded in: 2015

Headquarters: New Jersey, USA

Founder & Chief Executive Officer: Dhruvil Sanghvi



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@FieldServiceOptimization



LogiNext-Solutions

LogiNext, 111 Town Square Place, Suite #1203, Jersey City, NJ 07310 USA: 1 866 253 3268 |
Singapore: 800 101 3078 | Indonesia: 001 803 016 0315 | UAE: 800 035 703540
Email: admin@loginextsolutions.com

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