

A DIMERCO CASE STUDY:

Global electronics giant partners with Dimerco to create faster, more reliable deliveries in Southeast Asia



Summary

High-speed distribution of mixed freight from many different manufacturers to many customers creates opportunities for mis-shipments. A leading global distributor of electronics teamed up with Dimerco to tame this complexity by digitizing the warehousing and delivery process for a critical freight lane in Southeast Asia.

Challenge

In Southeast Asia, this distributor regularly ships thousands of orders to many different customers simultaneously. All this mixed freight converges at distribution terminals in Singapore and Malaysia. Without proper systems, there is significant opportunity to route the wrong cartons to the wrong customers.

Part of this distribution solution is a critical freight loop between the company's Johor Bahru, Malaysia supplier hub and a Dimerco-operated Singapore terminal. When the supplier hub was moved from Singapore to Malaysia, customer shipments between the two countries went from same-day delivery to 2-day delivery. According to the distributor's Director of Logistics, "We wanted to reduce distribution time, maintain a high degree of order accuracy, and have full visibility as cargo moves between Malaysia and Singapore and then out to the final customer."

Approach

Dimerco manages daily truck shipments to and from Johor Bahru and its Singapore terminal in the Airport Logistics Park, Singapore (ALPS). The new process reduced distribution time to less than a day.



Malaysia > Singapore > Customer distribution process reduced from 2 days to 1/2 day.

10AM → 8PM

Dimerco staff scan cartons and then palletize at origin facility. Scan data is compared to the customer's manifest data (which gets loaded into Dimerco's system) to identify discrepancies.

5AM → 6AM

Cargo scanned upon receipt and compared with original manifest. Cartons deconsolidated and sorted based on delivery location and loaded on truck for final delivery.



10PM → 2/3AM

Bonded truck picks up freight and driver records milestones en route

8AM → 5PM

Goods delivered within the day (as per booking) and POD is scanned and uploaded to tracking portal.

Rejected products returned to origin

Key elements of the fully customized solution:

Data integration	Dimerco receives a manifest from the customer with all the shipping data and loads it into the Dimerco system before cargo is ready to depart.
Mobile scanning at the terminal	Using Dimerco's warehouse scanning app, staff scan bar code labels upon arrival to link cartons to a specific PO. Discrepancies are identified and rectified. This prevents cross-shipments and reduces the quality check process from 1.5 minutes to several seconds.
Mobile scanning by trucking partners	Truckers record key milestones using Dimerco's mobile scanning device and these updates are uploaded immediately to the tracking portal. "Dimerco earned our trucking business for the Malaysia-Singapore loop because they invested to build a strong system to track shipments," says the company's Logistics Director.
24/7 web tracking portal	This allows the electronics distributor and its suppliers to monitor shipments anytime, anywhere, on any device. The company's Asia Logistics Director added: "In many logistics operations, customer service is constantly calling the warehouse for status updates. With the Dimerco system, we can enter a customer-specific reference number into the portal and get those answers immediately."

RESULTS

- Reduced distribution cycle time from **2 days to ½ day**
- Maintained **small error rate of just 0.001%** on over 600,000 cartons handled
- Provided live tracking of shipment status to reduce phone/email communication.

"For our large volume of mixed customer cargo, it's important to have a digitized process for receiving, processing and tracking. Dimerco has helped us create a faster, simpler process to meet the needs of our demanding customers."

Asia Logistics Director, Global Electronics Company

