



CASE STUDY

BUSINESS CONSULTANCY DELIVERS RESULTS WITH REDWOOD

BACKGROUND

A national business consulting firm working with entrepreneurs and executives of small and medium sized businesses assists with all aspects of operating and growing successful companies, including supply chain logistics. The lead consultant has experience running manufacturing firms, including with challenges moving inbound and outbound freight, but was looking for a go-to logistics provider to execute the supply chain needs of the firm's clients.

THE CHALLENGE

The consulting firm had established its reputation with over 30 years of experience in executive management, strategy and corporate operations, but a growing number of clients needed supply chain expertise. Specifically, the firm's clients were struggling with supply chain inefficiencies, increased costs, concerns about scaling their businesses and lack of visibility. The pandemic only amplified those challenges, so in 2020, the firm connected with Redwood about becoming a strategic alliance partner to deliver measurable improvements for the firm's clients.

THE SOLUTION

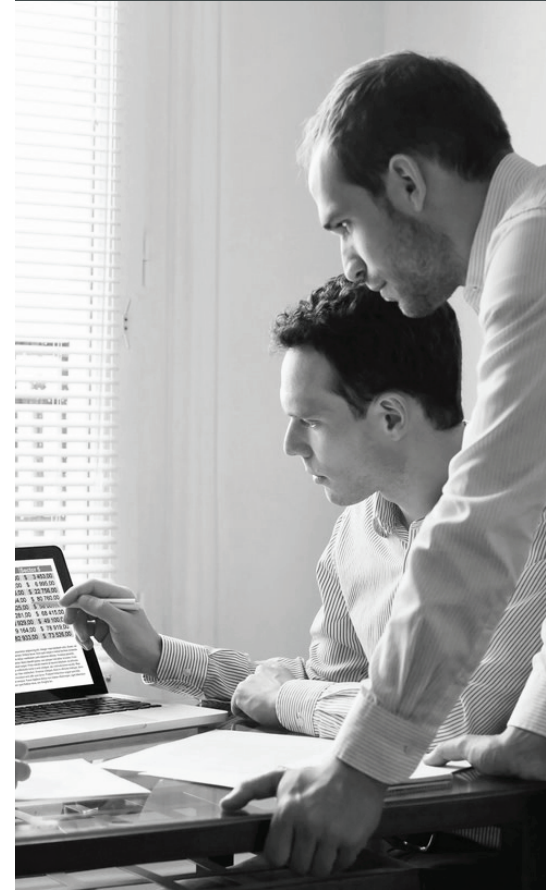
Redwood's Channel Partner team shared with the consulting firm about the broad portfolio of modern 4PL logistics execution and supply chain orchestration services available, including its RedwoodConnect™ open ecosystem model that could partner with a wide variety of transportation systems and FreightTech providers.

The consulting firm started recommending Redwood to its clients for supply chain solutions, and Redwood quickly delivered impressive results for multiple clients, including an automotive aftermarket manufacturer that had a sudden break in relationship with a provider. Redwood has now successfully delivered efficiencies, cost savings and visibility to several of the consulting firm's clients, with more opportunities in the pipeline.

THE RESULTS

For the consulting firm's automotive aftermarket manufacturing client, Redwood set up a Transportation Management System (TMS), provided pricing, training and launched multiple locations in less than 2 weeks and delivered 7% in LTL realized savings and 12% in Parcel shipping savings. Another client had oversized products, and Redwood delivered a managed transportation solution. Another was using an underperforming 3PL, and Redwood executed on its projected cost savings.

In each case and several others, Redwood has successfully delivered efficiencies, cost savings and visibility to the consultancy's clients, with more opportunities in the pipeline. The consulting firm has developed a great relationship with Redwood, and each organization considers the other a valuable strategic partner.



MARKET

- Business consultancy
- Supply chain & logistics consulting

KEY TOOLS & SOLUTION

- Modern 4PL portfolio of logistics execution & supply chain orchestration
- Supply chain planning & efficiency
- Scalability & visibility

KEY RESULTS

- Consistently 5-15% cost savings for companies advised
- Proof as a trusted supply chain advisor

“My clients are always stressing the need to improve their supply chain, and I feel very comfortable as a consultant recommending Redwood as a company to work with. Together, we have a great relationship of trust, and we know we can partner together to help companies improve performance and deliver measurable, sustainable results.”

- President & CEO