

CASE STUDY

KEEP COOL UNDER PRESSURE WITH RAPID IMPLEMENTATION

BACKGROUND

Mishimoto is the world leader in performance cooling products for automotive enthusiasts. Established in 2005, the company provides cooling system upgrades for a wide variety of applications, including sport compacts, powersports, trucks, Jeeps, muscle vehicles, daily drivers, and the classics — but a sudden provider change quickly put Mishimoto at risk of disrupting client deliveries. At the recommendation of Ferguson Management Services, Mishimoto quickly engaged Redwood.

THE CHALLENGE

A sudden break in relationship with a provider required a speedy transition of 3PL suppliers while not disrupting Mishimoto's operation. They quickly needed to establish rates, set up a rating and execution platform, support both full truckload (FTL) and less-than-truckload (LTL), and train and launch two locations. It would require setup of a Transportation Management System (TMS) instance as well. The clock was ticking.

THE SOLUTION

Redwood raced into action, set up a MercuryGate TMS instance, provided pricing and training, and launched the two locations - in less than 2 weeks. When the dust settled on that rapid-fire implementation, Mishimoto looked to Redwood for parcel procurement optimization as well through Redwood's carrier contract assessment and mediation service.

THE RESULTS

The most important result was ensuring no client disruption following a sudden provider change, but Redwood didn't just provide a temporary gap-fill solution; they also set Mishimoto up for success with a smooth MercuryGate implementation, outstanding client support, and savings for both LTL and parcel shipping. Now Mishimoto will be able to continue delivering performance cooling parts to its global reseller and dealer market through its Delaware headquarters, Nevada office and international locations in London, Shanghai, and Sydney.

"Thanks to Redwood's swift and reliable solutions, we were able to overcome a challenging situation with a sudden break in a provider relationship, and continue our deliveries without any disruption," said Marc Barrer, Vice President of Operations, Mishimoto. "Their exceptional support, including TMS implementation and LTL and parcel management, has resulted in significant cost savings and positioned Mishimoto for success in our global market."



MARKET

- Automotive aftermarket
- Performance cooling products

KEY TOOLS & SOLUTION

- LTL Management
- MercuryGate TMS implementation
- Carrier Contract Assessment parcel mediation

KEY RESULTS

- Implementation in less than 2 weeks
- 7% LTL realized savings
- 12% Parcel shipping savings

