



How a global sporting goods company manages complex logistics operations from a single interface

Overview

Moving branded merchandise through a global network of 55 distribution centers and 30 independent distributors presented significant challenges for this major licensee of global athletic brands, but Shippabo's solution gives JR286 greater control over and previously inaccessible insight into the international logistics of moving over \$1 billion in premium merchandise

About JR286

JR286 is a premier global sports equipment and accessories company.

Specializing in the sporting goods industry since 1989, JR286 is a global leader in the design, development, manufacturing, and distribution of branded and licensed sports equipment and accessories.

With global sales of over \$1 billion to over 2,500 clients, JR286 operates 65 sales offices, servicing 150 countries around the world. The company is also the proud accessories licensee of brands including Nike, Air Jordan, and others.

The complexity and size of JR286 provided an excellent opportunity for Shippabo to add value

Global Reach, Limited Line of Sight and Control

JR286's supply chain spans the globe and often their manufacturing partners directly ship to wholesale clients, brand headquarters, and independent distributors. Managing such a complex web of interlocking partners and shipments became overwhelmingly difficult.

In addition, this problem prevented the JR286 sales team from proactively selling before inventory could be logged into a local warehouse. With more than 800 twenty-foot equivalent units expected to ship in 2019, JR286's top priority was to create greater cross-functional and cross-division visibility into their supply.

All these operational challenges were compounded by a reliance on conventional freight forwarders who could not guarantee critical shipping times and the required space.

To gain control of its supply chain, JR286 needed:

- A stable shipping contract that ensured guaranteed capacity
- Accurate visibility into SKU-level data inventory flows
- A single platform that unified their global shipping activity
- A global source of real-time data to enable cross-functional collaboration

Wins with Shippabo

As shipping experts and enthusiasts at Shippabo, we are drawn to JR286's story. The same passion and innovation that propels JR286 forward is what led our team to found Shippabo.

While we cannot help JR286 create athletic gear, we can integrate with their current logistics processes to give them better control over how, when, and where they ship.

The Technology to Manage a Global Supply Chain

Moving cargo between four different continents while working with numerous ocean carriers meant that JR286 had no clear line of sight into their flows of inventory. Centralizing their inventory moves on a SKU-level was game-changing. When JR286 purchased the Dakine brand, they had access to centralized supply information and SKU visibility on the licensed products plus the subsidiary. This allowed their sales team to start selling earlier, reduce their inventory holding by two to four weeks, and gain production completion information from the factory much faster. The fixed-rate contract had two clear benefits for the company right away: it allowed them to better budget the cost of sales and the contract provided rates their subsidiary was not able to access as a standalone organization.

Now, JR286 is taking full advantage of Shippabo's robust platform with their sales, operations, and logistics teams all accessing the system. Before Shippabo, JR286 had to individually reach out to carriers, sift through key information, and spend excessive time trying to bring their information together.

With our solution, JR286 can:

- Gain visibility into which shippers are moving inventory SKUs and see data broken down by origin port, delivery port, mode of transportation, cargo ready date, and more.

- Instantly access shipment, container, and related information, including carrier, contract type, transit time, and loading port.
- Automate their shipments lifecycle so their factories could book in minutes directly from Shippabo's platform— thanks to pre-populated contract information and an easy-to-follow action item list.

Beyond the Savings

In addition to significant savings, Shippabo's all-in-one platform provides another tangible benefit; JR286 can now accurately understand what inventory was available to be sold to accelerate their order-to-cash cycle. Shippabo's automated workflows allowed JR286 to expand their productions to multiple countries without additional FTE to manage.

Working with Shippabo's platform meant not having to deploy an army of business analysts, invest in expensive systems or build costly data integrations. This is because our platform was built by shippers and technologists who have hands-on experience with similar challenges. The platform allows JR286 to centralize their purchasing and logistics conversations. Instead of playing a game of tag to chase down the information they needed, with Shippabo, it's right at their fingertips.

We are taking the uncertainty out of shipping by:

- Making every shipment detail visible and easy-to-access.
- Facilitating better collaboration between everyone in the supply chain.
- Sharpening our client's competitive edge with transparent marketplace rates.
- Providing actionable data and insights to pre-plan.

Want to see how much you could save with exclusive fixed-rate contracts and personalized consulting?