

CASE STUDY:

Sodalis sees 20% costs reduction with integrated supply chain solution

COMPANY PROFILE

Sodalis, is one of the largest independent branded personal care companies in the United States with a mission to craft extraordinary experiences for savvy consumers. The company has a portfolio of over thirteen trusted brands, serving primarily North American skin cleansing, hair care markets, including Zest®, Alberto VO5®, Coast®, White Rain®, LA Looks®, Zero Frizz®, Rave, SGX®, Salon Grafix®, and Thicker Fuller Hair®.



PARTNERSHIP HISTORY

Since 2012, Sodalis has partnered with ODW Logistics for warehousing and fulfillment services. Over the 10 year partnership, ODW Logistics has operated multiple DCs across the country for Sodalis and entered new markets to maximize distribution. In 2020, the company was looking to leverage ODW Logistics to also manage their transportation and deliver a holistic supply chain solution that would drive cost and service advantages.

CHALLENGE

Escalating retail compliance charges, strained communications through multiple 3PLs, and overall rising transportation costs were causing disruptions and inefficiencies in Sodalis's supply chain.

The company was looking at ODW Logistics to manage their warehousing and transportation to help:

1. Reduce vendor compliance charge for Walmart, Target and other major retailers
2. Streamline communications and build better visibility into their overall supply chain
3. Reduce overall supply chain costs

Through a deep-dive audit of Sodalis supply chain challenges, ODW Logistics learned:

1. LTL shipments were not being fully optimized to maximize savings.
2. There was an opportunity to build strategic truckload schedules to meet vendor compliance measures.
3. Streamline communication and have complete visibility into the company's entire supply chain.

SOLUTION

ODW Logistics implemented the following actions to overcome these challenges:



Compliance Audit

Establish a baseline for vendor compliance issues (i.e. OTIF, MABD).



Root Cause Analysis

Identify the precise cause for flagged orders that led to retail compliance charges.



Routine Continuous Improvement

Implement a process that builds systemic solutions to correct issues.



Weekly Team Reviews

Team meetings with client, warehousing and transportation teams to communicate challenges and improve order execution.

RESULTS

Bundling warehousing and transportation with ODW Logistics delivered a **20% reduction in total supply chain costs.**



40%
reduction in Walmart
retail fines



Converted **25%** of LTL
orders to Truckload and
consolidated **34.6%**
of all orders with other
ODW client freight



Collaborative
communication under a
single 3PL led to better
outcomes and supply
chain visibility



ODW Logistics has the processes, technology, and unique solution set to drive real savings to our bottom line supply chain. It's the team of people at ODW Logistics that make the difference and drive results.

— Sodalís