

TALBOTS
Established 1947



TPM19

Successfully Outsourcing Origin
Logistics: A Talbots Case Study

AGENDA

- Introductions
- The Case for Changing Providers
- Finding the Right Partner
- Yusen Logistics: Managing the Risk of Change
- After One Year...
- Q&A

INTRODUCTIONS

Talbots Perspective

The Case for Changing providers

- Strategic
 - Need for Speed to Market
 - Managing Change in retail/transport markets
- Tactical
 - Need better control, compliance, and visibility
 - Provide effective eyes/ears on the ground for Talbots.
- Partner customize and flex to meet Talbots' supply chain objectives.

Finding the right partner

- Origin Cargo Management as core competencies
- Single source of truth
 - data for all modes
 - accuracy
 - timeliness
 - provide context for decision making
- Clear and strong integration between origin & destination – process, system, team
- Culture & best fit – the RFP process gives the team insight a “feel” for the options presented

Yusen Logistics – Managing the Risk of Change

- The need to be flexible, empowered, and have knowledgeable resources deployed from nomination.
- Quickly establish two-way communication between teams, and establish the learning process – using an adaptable system and a solid process build up from day one of the start up.
- Origin and Destination Operations launch:
 - Appoint dedicated resources to be involved in the business from day one managing the transition, and then managing the business.

Yusen Logistics – Managing the Risk of Change

- Have a transition team focus on the start up, and then at the end of the process do not lose the gained knowledge.
- Focus on a hands on a relationship building and training plan with suppliers across all origins.
- Meet with all the customers carriers and service providers to plan for a smooth transition.
 - Reduce any anxiety with suppliers and internal stakeholders by open communication, frequent meetings and briefings.
- Have an actionable back up plan ready in case the incumbent has an early departure, and hope it is not needed.

Yusen Perspective

Yusen Logistics – Priorities

- Trust – A key attribute
 - Build a good client relationship and keep this as a Primary Focus
 - Honest communication in all areas.
- Integrity -
 - Deliver on customer expectations, and what you sold.
 - Do what you say you are going to do, without fail.
- Work for the client, and serve as an extension of their organization
- Customers count on their service providers, do not let your customer down!

Yusen Logistics – A True Strategic Partner

- Collaboration
 - Process Driven
 - Accountability
- Challenges
 - Victories
 - Best Practices

After one year...

- Architecture and partnership in place—facilitates strategic growth
- New energy and knowledge – we are benefiting from fresh insights to our supply chain

QUESTIONS?
DISCUSSION

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THANK YOU!!!