



CASE STUDY

DHL Supply Chain



OVERVIEW

A leading automotive company, through its operating division, manages car auctions across the U.S., transporting used vehicles to these auctions. The company handles an annual volume of over 1 million cars.



CUSTOMER CHALLENGES

The automotive company's ability to scale was limited by outdated technology and manual operations.

Its legacy in-house transportation systems required extensive manual intervention, constraining business growth and necessitating significant investment in human capital to manage increasing volumes.

SOLUTION

- DHL Supply Chain partnered with **the logistics entity**, part of the automotive company, to **modernize** and **optimize** their logistics **operations**.
- This collaboration aimed to create a more **efficient** and **transparent** transportation experience by leveraging DHL's advanced logistics engineering and technology.

BENEFITS

- Significant improvements in transportation **efficiency** and **transparency**
- Enhanced client and carrier **satisfaction**
- Strengthened the customers' position as a **preferred transportation** partner in the automotive vehicle remarketing industry
- **Cost** savings through automation

KEY SOLUTION FEATURES

- **DHL Workforce:** 48 dedicated full-time employees (FTEs)
- **Modernized Technology:** For order management, vehicle verification, and full visibility through DHL's MYSC.
- **Scalability:** Capability to grow without over-relying on human capital.
- **Proactive Service Level Management:** Improved customer service levels and operational efficiency.
- **Optimized Transportation Network:** Utilized advanced routing and network design to optimize vehicle moves and improve on-time delivery.
- **Order Management:** DHL receives and manages each car as a separate order, ensuring precise tracking and handling.



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IMPLEMENTATION

- North America **Control Tower**: Utilized DHL's Global Control Tower in Detroit for greater visibility on inventory flows and optimized vehicle moves.
- **Routing Optimization**: Applied advance routing and transportation management execution technology.
- **Carrier Procurement Management**: DHL's procurement solution streamlined large regional procurement events, identifying the greatest cost optimization scenarios, and driving significant cost savings to the customer.