

## Managing International Fulfillment: Case in Point Global Construction Company



Since 2000, this customer has had a full-time Account Team to manage product needs through an 800 number and a variety of online store applications for use by departments across the organization. HotLink also provides support for their Retiree and Employee Recognition programs and extensive marketing communications support for promoting the program through e-mail and surveys to buyers to improve on the user experience and customer service.

In early 2004, HotLink began the development of an integrated Safety Reward and Recognition procurement program for 240 construction projects internationally. HotLink is charged with providing creative products, competitive pricing, and sophisticated online tools for providing financial control to Environmental Safety and Health managers worldwide. HotLink manages thousands of transactions internationally and warehouses and distributes product on behalf of this customer.

### CHALLENGE (Former Customer environment):

---

- Paper-based catalog required in hundreds of locations;
- Decentralized buying with quasi-centralized control (no automation);
- 2-3 full time employees managing fulfillment and customer service requirements;
- Required to manage hundreds of vendor relationships;
- Limited control over the buying patterns of buyers; and
- Limited ability to leverage purchasing power.

### SOLUTION (HotLink provided):

---

- Online store supporting 50,000 employees in 67 countries;
- One system for centralized management of promotional product expenditures;
- HotLink has procured and processed over 7,000 orders from different buyers; and
- HotLink has successfully centralized the buying process to significantly save soft and hard costs.

### RESULTS:

---

**The customer was able to eliminate two (2) full-time positions to manage fulfillment (approx. \$100K+ savings annually).**

HotLink manages sourcing and fulfillment internationally and is this client's "watch dog" to find the best practices for saving money. The scenario below highlights HotLink and our Strategic Sourcing agreements with overseas suppliers. HotLink has access to over 10,000 different promotional products at the most competitive pricing available.

**Product:** Watches for Safety Recognition program

**Quantity:** 3,000

This particular watch was requested by the customer and sourced through a domestic supplier. The net cost of the watch was \$18.50 with a sales price of \$28.45 – which the client approved. Hotlink was able to source this exact product from our overseas partner for a net cost of \$9.50 per watch. Our customer was able to buy the watch at a price of \$15.83 for a **\$37,860 savings on the order.**

**HotLink overseas sourcing resulted in a 55% savings from the domestic price.**