

## Logistics Services



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## Main Features

- ✓ We are a well-established and experienced company with strong partnerships in China, Australia and other countries.
- ✓ Our clients include some leading retailers as well as wholesalers.
- ✓ We operate from modern secure premises near Auckland airport.
- ✓ We have ample storage capacity.
- ✓ Our workforce is trained and experienced in retail support logistics.
- ✓ We operate to KPIs agreed with clients and reviewed regularly.
- ✓ Our Internet tracking systems, developed in-house, provide the ability to track individual SKUs, from quantity and position in storage to final delivery to store.
- ✓ We are neutral on the selection of couriers and make our bulk rates available to clients with no hidden mark-ups.
- ✓ We provide full Customer Service.
- ✓ We do a full stock-take once a year for no charge and reconcile any stock count discrepancies.
- ✓ We provide a full range of value-added services, including in-house production of changed price tickets.
- ✓ Our IT systems are sophisticated and were developed in-house by operators over a period of fifteen years. We modify them for each client, so clients do not need to modify their systems.
- ✓ We design and implement a detailed initial stock transfer plan to achieve a seamless transition.

## Background

**dsl logistics** is a professional team that specialises in a range of import and retail support services. These include contract warehousing, customs clearance and freight forwarding, all supported by state of the art software developed in-house.







We have been in operation since 1986 and now have 35 full time staff, based in our new purpose-built Auckland distribution centre. The three directors are Daniel Silva, John Widdows, and Phillip Rashleigh.

We have strong partnerships with a reliable network of agents throughout the world.

Our associations enable us to perform a range of services to importers, for example pick-by-store in China, consolidation from different suppliers in China or in Australia, groupage freight and clearances, carton-level scanning and immediate carton-level cross-docking with item-level tracking to final destination. Some of our clients use a mix of different services.

## References

Within our total client base we have a range of clients. Please feel free to contact some or all of these references.

COMPANY	CONTACT	TEL
	Russell Mullane	+61 448 553 256
	Andrew Grant	+61 400 520 390
	Melissa Charlesworth	+61 409 018 308
	Dean Howard	+64 9 623 0432
	Dale Buckley	+61 400 920 232
	Duncan Hirst	+61 3 942 00254

## Security

The contract warehouse facility operated by **dsl logistics** is a licensed Customs Bonded Warehouse facility and a MAF Authorised Transitional Facility (ATF).

The contract warehousing and distribution facility of **dsl logistics** is a modern purpose-designed building situated on a visible corner site within a newly developed business park close to Auckland International Airport. The business park has a number of security cameras set amongst the buildings, and there are signs to this effect throughout the area.

The corner site of **dsl logistics** is fully fenced with a 2.6-metre high perimeter electric fence. Key access to the facility and building is provided only to authorised personnel. Security lighting is installed throughout the facility and all access doors are alarmed and monitored 24/7.

Multiple CCTV cameras are strategically positioned externally and internally and these provide visual recording of all movement activity up to 30 previous days. At **dsl logistics**, we have a zero-tolerance policy on theft.

The site is also equipped with monitored fire sprinklers and all security features and applications are regularly inspected and maintained.

## Storage and Capacity

The *dsl logistics* warehouse occupies an area of 5,555 square metres and has a stud height of 12 metres , within which is a configuration of standard and narrow aisle high rise racking which supports both bulk pallet and individual item picking.

A continuous capacity management process enables an assigned client 'foot print' space to be expanded or decreased to meet the changing demands of client stock management as well as enable fill optimization of the warehouse capacity by *dsl logistics*.



## KPIs

The following are some usual KPIs used by us and our clients to monitor contract performance:

- *Order Picking & Dispatch time: => 98 % within agreed target time*
- *Annual Cumulative Stock Count Discrepancy: not to exceed 2% of total units stocked*

Targets for the following KPIs are to be agreed with clients, following experience by **dsl logistics** from the processing of receipt, put away, and order picking. These KPIs are confirmed after a suitable period to determine the shipment receiving /order picking complexity and incidence of non-conformance issues.

- *Order Pick Accuracy: => 98%*
- *Receiving & Put Away: within [to be agreed] working hours from arrival at **dsl logistics***

Final delivery KPIs can be developed based on agreed transport service provider selection and the capability of the selected transport service provider to have full WMS /Freight integration with **dsl logistics**.

## Internet Tracking

Our clients (and their clients, where required) have 24/7 access to the [dsl logistics](#) tracking website, which provides real-time visibility on all orders, from receipt of order to final delivery.

dsl logistics		we deliver		suzannegrae	
<b>JOB No. 413212</b>					
STORE		ITEMS	SCANNED		
<input checked="" type="checkbox"/> <a href="#">SUZANNE GRAE GLENFIELD</a>		5	5		
<input checked="" type="checkbox"/> <a href="#">SUZANNE GRAE CHARTWELL</a>		7	7		
<input checked="" type="checkbox"/> <a href="#">SUZANNE GRAE WESTCITY</a>		7	7		
<input checked="" type="checkbox"/> <a href="#">SUZANNE GRAE PORIRUA</a>		6	6		
<input checked="" type="checkbox"/> <a href="#">SUZANNE GRAE SYLVIA PARK</a>		9	9		
<input checked="" type="checkbox"/> <a href="#">SUZANNE GRAE HAMILTON NZ</a>		6	6		
<input type="checkbox"/> <b>SUZANNE GRAE MANUKAU</b>		5	5		
SSCC	REF	DISPATCHED	DELIVERED	RECEIVED BY	
612332-22771059905637	6123322277	31 Mar 2010	31 Mar 2010 9:31	NAFIZA - SIGNATURE	
612459-24991059905637	6124592499	31 Mar 2010	31 Mar 2010 9:31	NAFIZA - SIGNATURE	
612461-25011059905637	6124612501	31 Mar 2010	31 Mar 2010 9:31	NAFIZA - SIGNATURE	
612705-26721059905637	6127052672	31 Mar 2010	31 Mar 2010 9:31	NAFIZA - SIGNATURE	
612719-26861059905637	6127192686	31 Mar 2010	31 Mar 2010 9:31	NAFIZA - SIGNATURE	
<input checked="" type="checkbox"/> <a href="#">SUZANNE GRAE COASTLANDS</a>		7	7		
<input checked="" type="checkbox"/> <a href="#">SUZANNE GRAE LYNN MALL</a>		5	5		
<input checked="" type="checkbox"/> <a href="#">SUZANNE GRAE THE PALMS</a>		7	7		
<input checked="" type="checkbox"/> <a href="#">SUZANNE GRAE NEW PLYMOUTH</a>		5	5		
<input checked="" type="checkbox"/> <b>TOTALS</b>		<b>69</b>	<b>69</b>		

The information on time of receipt and name of recipient, if provided by couriers, is loaded into our WMS system for tracking and performance analysis.

## Transportation

On behalf of clients, **dsl logistics** engages the services of proven transport service companies, which are cost competitive and which, preferably, have electronic data interchange functionality that integrates with the **dsl logistics** WMS system. However, **dsl logistics** remains strictly neutral on which courier services its clients select.

We charge an account management fee of 7.5%, but this fee is optional for those clients who prefer to pay the couriers direct. Apart from this explicit fee, we re-charge all courier fees at cost, i.e. our clients benefit from our bulk rates, without mark-ups.

## Customer Service

Client inquiries relating to order status, changes to order quantities, and order prioritisation are handled by an assigned Customer Services Representative (CSR) who will respond with a confirmation immediately, or within the first hour of contact.

The assigned CSR can be contacted by phone, email or fax. Any Client issues that are notified to the CSR for action will be logged for issue resolution, assigned to appropriate staff for action, and acknowledged to the client, with an indicative resolution time.

## Stock Counts

Provision is made for one annual physical stock count to be conducted free of charge at any time agreed with the client. Stock counts are automatically conducted for any item for which a unit discrepancy is noted at the time of order picking and stock adjustments are made with agreed client authorisation and reason stated.

## Value Added Services (VAS)

**dsi logistics** provide several different types of VAS to clients. Examples are, Price Labelling, Security Tagging, Packaging & Bundling, and Quality Assurance checking. The VAS cost varies for each VAS, and is separately negotiated by taking into account factors such as complexity of the task, volume processed, required time-line, and allocated resource cost.

We are equipped to produce price labels in-house, which reduces delays involved when price labels need to be changed.

## Information Technology

**dsl logistics** uses custom written in-house software for all its applications. Our objective with software development is to make any application robust, reliable, easy to use and smart. Software development at **dsl logistics** is conducted using tools provided by Microsoft.

All of **dsl logistics** in-house applications utilize Microsoft SQL Server 2005 as the back-end database, and run on a Windows platform.

An electronic Cubiscan and weighing station that integrates tightly with the **dsl logistics** WMS is utilised for all courier dispatches.



**dsl logistics** has used IT to its competitive advantage since it started in 1986. In the early 1990's **dsl logistics** pioneered the use of EDI as a means of streamlining customs clearances in New Zealand for goods shipped from Australian retailers and manufacturers and were heavily involved in the first trials of paperless import entries with NZ Customs.

**dsl logistics** developed two main in-house applications. Trackfreight was designed for the customs clearance and freight forwarding functions. In addition to Customs clearance, Trackfreight has these facilities:

- Cross Dock management of import cargo with tracking
- Tracking and KPI management of cargo that will eventually be received into our WMS.
- Web based order / job tracking with associated documentation, charges and order costings available for download

Our WMS, Trackstock, has been in existence since 1996 and is specially developed for 3PL operations. It provides RF capability for:

- Inwards processing
- Outwards Scan Packing
- Inventory relocation/Pick face Replenishment
- Location product verification
- Stock item look up

Because our software is written in-house, changes that are required for each client can be made quickly and efficiently. This provides the client with more flexibility. When moving to **dsl logistics** as a 3rd Party Provider, the clients do not need to change their internal systems.

## Further Discussion



**dsI logistics** would appreciate the opportunity to make a live presentation of our web tracking system and to answer any questions.

Please forward your RFP and we will provide you with a full quote.