

GE Appliances - EDRA Y Case Study

Destination Management Equals Smart Decisions

BACKGROUND

Based in Louisville, Kentucky, GE Appliances, a Haier Company, is a major U.S. importer sourcing from over fifteen Asia -Pacific locations. Over the last six years the company has achieved significant growth which can be seen in their large U.S. import container numbers.

In 2020, GE Appliances is a top 20 U.S. importer with a total of 90,000 TEUs of washers, dryers, refrigerators, air conditioners and many more innovative appliances. Today, the company uses 9 DCs (distribution centers) throughout the U.S. and inbound containers are destined for a variety of U.S. gateways on the East and West Coasts of the country.



CHALLENGES

As a major importer, with a large number of products, manufacturing sites, ship-to and distribution center locations, and a broad logistical network, supply chain complexity became the rule, not the exception, within GE Appliances' import network. Add to this complexity market volatility and challenging infrastructure conditions and it's clear that GE Appliances needed a well-defined path to effectively managing its supply chain and rising costs. Additionally, GE Appliances wanted to maintain its leadership position in the market where its supply chain performance was a competitive and strategic advantage.

Early in 2021, GE Appliances identified the top 5 areas in its supply chain that it needed to focus on to maintain its marketplace advantage. Included in the top 5 was container operations and visibility at the marine terminals which had become a significant rising cost and a black hole once containers arrived at the port. The company lacked the ability to prioritize container movement at the SKU level and had poor visibility once the containers left origin overseas. Moreover, the lack of appointments to return containers swelled yards at the DCs, per diem costs were increasing and lack of capacity was a strain getting empties back to the port. People were spending more and more of their valuable time, "managing down", looking for specific containers with specific items and were not able to maintain the productivity they had once enjoyed. This was a big issue, only getting worse. It was clear that greater expertise, management and visibility to their U.S. container import network was vital including the ability to track container milestones and dwell times at terminals and DCs.

SOLUTION

The EDRA Y “CPL” (Collaborative Port Logistics) Platform, was deployed to support GE Appliances’ import network with Destination Management and real-time visibility, a unique combination of team and technology.

EDRA Y currently supports GE Appliances with:

- Active “Final Import Mile” management via Destination Management services for all imports
- Full visibility to GE Appliances’ containers in transit, including at all DCs via EDRA Y NOW
- Real-time visibility and shipment updates
- Comprehensive analytical dashboards to make “JIT” decisions
- Management by exception capabilities
- Drayage carrier allocation and management, including dispatch and work orders, and drayage capacity
- Delivery Order Issuance (no additional cost)
- Visibility to container equipment D&D fees and surcharges enabling better management of these charges resulting in significant cost savings for GE Appliances in the multimillion-dollar range



EDRA Y’s container visibility capabilities have allowed GE Appliances to be proactive rather than reactive, enabling granular decisions about specific containers. These strategic, data-based decisions help GE Appliances improve supply chain performance and container equipment management, as well as significantly boost cost savings.

“Destination Management equals smart decisions.”

Jordan Glastein, GE Appliances, Sr. Manager Ocean Logistics and Strategy

The EDRA Y platform and its unique “Team and Tech” approach is tailored to the needs of high growth, complex importer supply chains, such as GE Appliances. That’s where EDRA Y provides real value and meaningful cost savings. EDRA Y’s collaborative, container journey advantage helps GE Appliances bring "Good Things, for Life."

