

# Integrated Solutions: Best Practices from Factory to Retail

September 15, 2015

Global logistics. Individual solutions.



# WWW and DAMCO

- **The Wolverine Worldwide and DAMCO Partnership**
- **Integrated solutions for WWW**
- **Supporting WWW objectives in the DC Bypass program**



# WWW & Damco

- Partners since 1998
- DAMCO SCM services at 100% of our origins
- DAMCO Distribution Services in the US

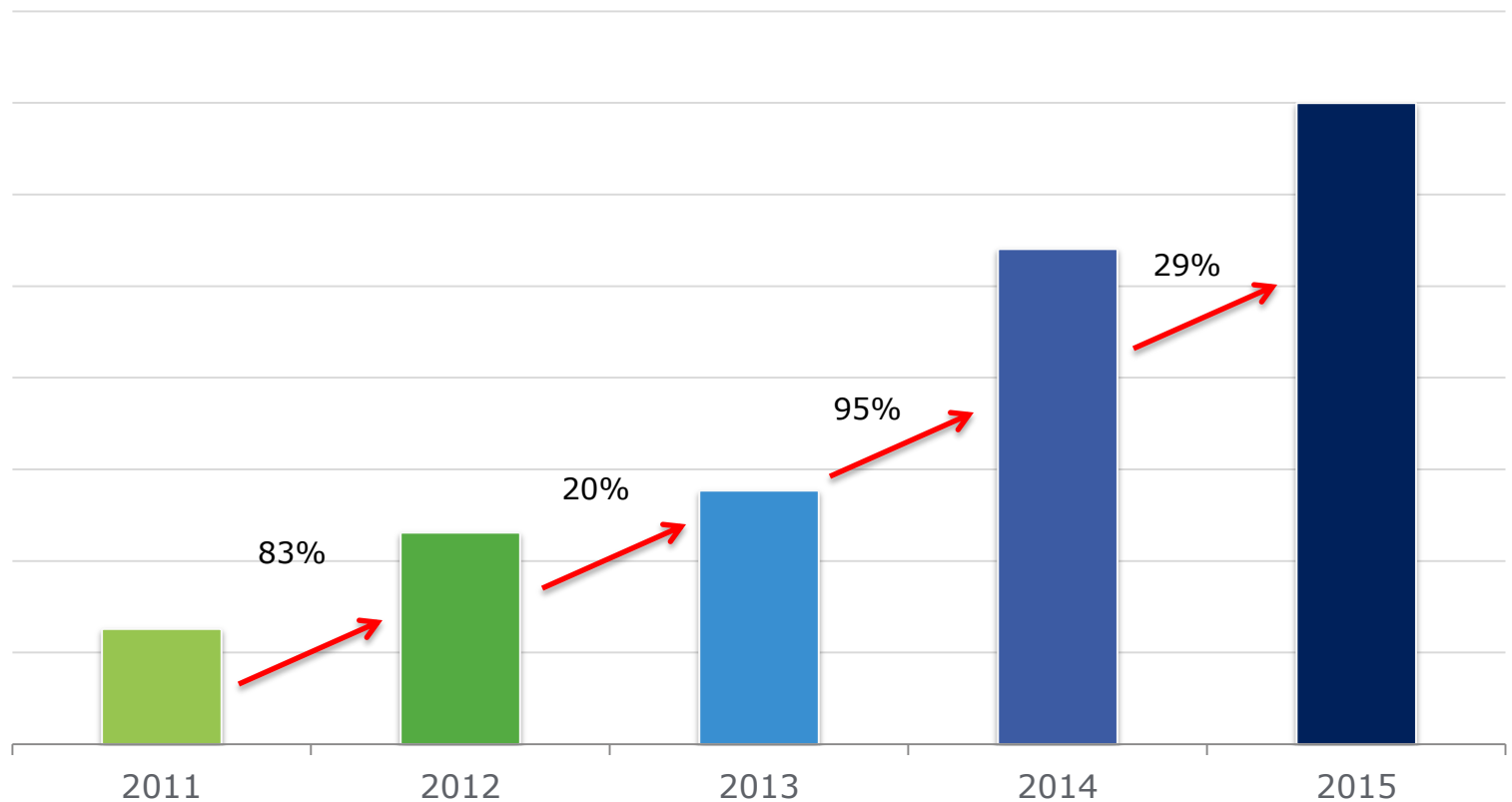


# Integrated Solutions for WWW in 2013-15



# DC Bypass Growth and Damco Distribution

## Volume



# Integrated Solutions: Differentiators



**Sense of Urgency**



**Experience & Expertise**



**Global Reach**



**People**

# Damco at a Glance

→ 10,000+ customers

→ Presence in 100+ countries

→ 11,000+ employees

→ 3.2 billion USD net turnover

→ 300+ owned offices worldwide

→ Part of the Maersk Group



Damco handled  
**3.7 Million CBM cargo of shoes in 2014**

Damco delivered  
**457,558,068 pairs of footwear for its top 8 brands in 2014**

# Integrated Solutions: The DC Bypass Program

An integrated solution supports WWW's DC Bypass objectives

**Speed-  
to-market**

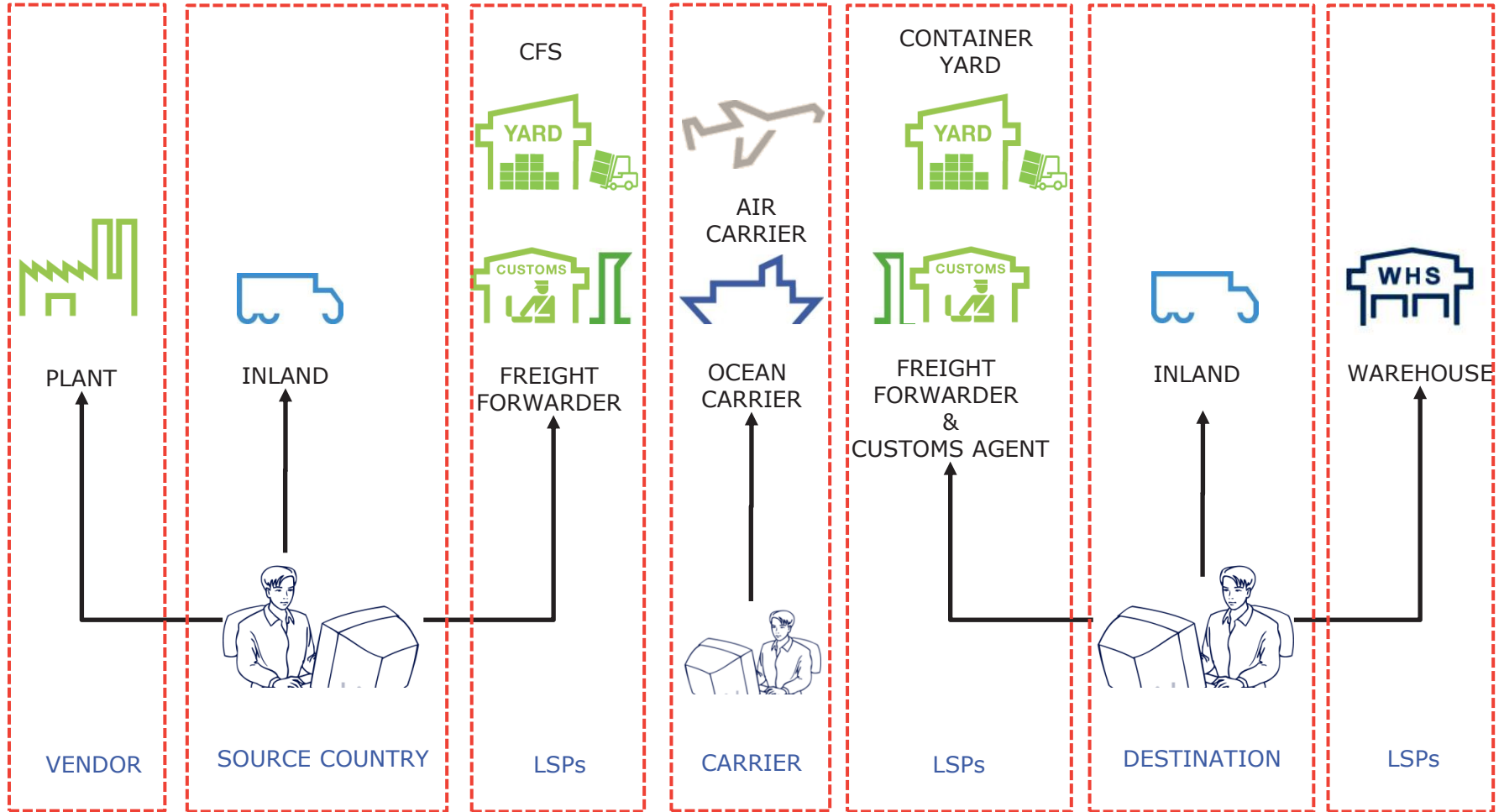
**Cost  
reduction**

**Agile and  
nimble  
supply chain**

**WWW  
customer &  
partner  
experience**



# A Common Supply Chain Structure



...But Who is Managing the Gaps?

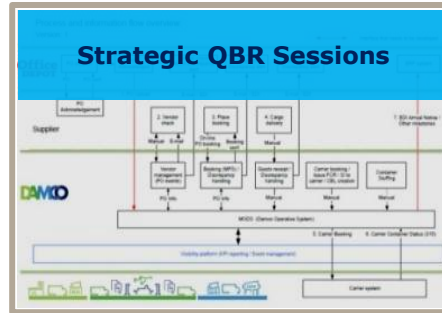
# Benefits of using Damco as single provider & Key Account Program Approach

**Structured Account Plan reviews**

Continually improving Damco mindset: single provider

- End-to-end monitoring and reporting across all providers
- Handling exceptions proactively and consistently
- Managing and executing flows, from origins to destinations

Typical mindset: Moving goods



**Relevant KPI Management**

**Dedicated Key Account Team, Incl. Executive Sponsor Assignment**

Regional Vice President | Corporate Support Team

Key Account Management Team  
Key Account Manager  
Key Account Program Manager  
Logistics Specialist

Origin Team | Destination Team

- Regional control tower
- Branch Office Coordinators
- CPD management
- QC support
- Program manager
- Logistics Specialist
- IT Support Team
- Customer Service

**Our Client's Supply Chain Goals**

Supply Chain Development  
Supply chain Management  
Key Account Management

transparency, connectivity, optimization, innovation and ease of doing business

- Active exception handling
- Local tracking (FCA)
- (Multi-country) Consolidation
- Warehousing and EDC solutions
- Value added solutions
- Customs clearance
- Ocean Freight (FCL & LCL)
- Trucking
- Cargo Insurance
- Warehousing
- Cross-Dock
- DC Bypass
- Value Added Solutions
- Distribution
- Trucking

**Best practice sharing; Networking and Collaboration**

5 years +  
10 years +  
20 years +

SEAFRO, FurnitureBrands, ICON, H&M, WILLIAMS-SONOMA, LI & FUNG LIMITED, Walmart, macy's, Target, Toys'R Us Kids, City, Luz Claiborne, Reebok, DOREL, PLACE

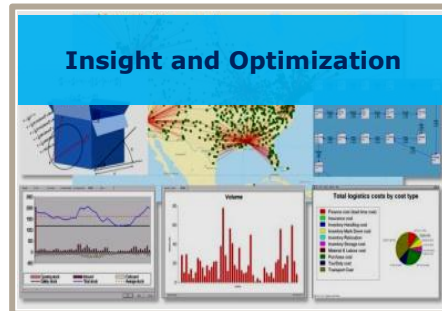
**Robust new program implementations**

points for implementation and operation

- Nominate carriers to be used per corridor
- Contract and plan allocation commitment from carriers against forecast
- Monitor bookings vs. allocation. Inform Customer and carriers as relevant

Carriers

Assignment and Systems



# THANK YOU

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# WWW & Damco

Use Damco Distribution on the West Coast in Southern California, PNW, & Vancouver

## Facility Network (US & Canada)

