

## CASE STUDY

# OceanGuaranteed™ LCL



A member of the KWE Group

## Redefining LCL Shipping: 40% Faster, 100% Reliable

Avoid the trap of over-ordering or resorting to airfreight to circumvent LCL shipping.

There is a reliable solution in OceanGuaranteed™!

## Challenge

A leading \$6 billion U.S.-based sports apparel and footwear retailer faced persistent challenges with traditional LCL shipping from Asia to North America, including unpredictable transit times, insufficient inventory to meet demand, a lack of reliable in-transit visibility, and costly domestic moves.

## Solution

APL Logistics implemented OceanGuaranteed™ (OG) services, providing direct port-to-door delivery, advanced PO/vendor management, and real-time visibility.

## BUSINESS IMPACT

### Inventory Availability

The retailer now reliably meets customer demand, avoiding costly airfreight and last-minute expedited service expenses.

### Operational Efficiency

Fewer domestic touches and resource savings free up teams to focus on growth and innovation

### A 'Middle Mode' Solution

The middle ground between LCL ocean and air freight. Order what you need, when you need it—faster than traditional LCL, cheaper than air, with reliable visibility throughout.

## CONCLUSION

OceanGuaranteed™ has proven to be a transformative solution for retailers seeking speed, reliability, improved visibility tracking, and cost efficiency in their supply chains. By leveraging APL Logistics' advanced modeling and direct port-to-door service, companies can achieve transit times up to 40% faster, predictable deliveries, and substantial cost savings compared to traditional LCL shipping. This approach ensures inventory availability to meet customer demand, streamlining operations and eliminating the need for unnecessary expediting of domestic moves to compensate for unplanned delays. For organizations aiming to stay competitive and responsive in today's dynamic market, OceanGuaranteed™ stands out as the smarter, more strategic choice for LCL shipments.

## KEY BENEFITS



### 40% Faster Transit Times

OG delivers an average transit time reduction by origin, resulting in shipments that are up to 40% faster than standard LCL.



### End-to-End Supply Chain Visibility

Enhanced PO and vendor management, along with real-time shipment tracking, eliminate the 'black hole' challenge of LCL movement tracking.



### Predictable, Reliable Delivery

Port-to-door service ensures consistent, guaranteed delivery schedules, eliminating the unpredictability of LCL and reducing the risk of stockouts.



### White Glove Service

OG eliminates the need for customers to manage the final mile while providing a seamless, hands-off experience.