

## Operations

The Logistics game is tough; Radial makes it easy

eCommerce fulfillment has become an increasingly complex and competitive market, largely driven by consumer expectations for faster, cheaper, and more convenient delivery options. Radial's ongoing investment in technology, capacity, and resources makes us a market-leader in the Logistics space, ensuring industry-best performance levels, quality, and consumer satisfaction. In addition, we go above and beyond our competitors, creating highly-personalized direct-to-consumer experiences unique to your brand. As a coupled offering, we support B2B fulfillment needs across retail, wholesale, and brand-direct channels. We have unmatched ability to scale and flex during peak selling seasons to drive costs lower than any retailer can achieve on its own. And our proprietary transportation solutions ensure faster delivery, extend order cut-offs, and create more efficient shipping. That's why Radial is the global leader in operations and commerce technology—and consistently exceed customer expectations. Retailers and brands enjoy market-leading direct-to-consumer and B2B eCommerce fulfillment, including: regional or central fulfillment, fulfillment of specialty products, international shipping solutions, warehouse management systems, inbound and outbound logistics, returns processing, value added services, and continuity programs.

### Features

- Inbound, outbound and reverse logistics expertise
- Transportation management solutions to drive speed
- Purpose-built, multi-category B2C with integrated B2B fulfillment options
- Central, regional and multichannel fulfillment options
- Tightly integrated with Radial's omnichannel technology offerings and customer care operations
- Industry-best warehouse management system technology
- Differentiated by value-added services including custom assembly and packaging, personalization, embroidery and insert
- Inventory remarketing services—easily liquidate aged/excess inventory utilizing marketplaces
- Shipping to 85 plus countries from US fulfillment centers

### Benefits

Large geographic footprint – 2.4 days average time in transit for standard shipping

Fixed-cost leverage: even during peak seasons

Most packages shipped same day  
Support 70 world carriers for international expertise  
Extend order cut-offs with flexible best shipping options

### Stats

**30+**

fulfillment centers

**12.32M**

square feet of fulfillment capacity

**362.74M**

units shipped

**71.3M**

peak units shipped

# Momentum Stories and Innovation:

## B2B Hyper-Growth and Efficiency:

A footwear retailer with ~ 150MM annual sales revenue was experiencing explosive growth in the US Market and had desire to consolidate its omnichannel fulfillment operations. This led them to seek a partner that could support fast growth, multiple channels, and protect their brand. The retailer had very specific goals and unique requirements including:

- Centralized fulfillment for all channels (ecommerce, store replenishment, and wholesale retail partner customers, “stockists”).
- Creation of unique processes to handle their different order types, and the specific handling requirements required by the independent retailers (value added services, carton labeling, routing), and their ecommerce customers.
- Providing fulfillment of products to various channels from a single source of inventory, thus creating operational efficiencies in storage and labor and inventory management.

As a result of Radial’s robust solution suite, this retailer was able to significantly reduce their typical ramp up time by nearly 75% by leveraging Radial’s network knowledge of business-to-business order processing. Service levels for all channels were achieved from Day 1. Volumes handled during first Peak surpassed their previous top retail shipping week by 30%. They were able to ship to 435 unique retailers, encompassing 741 unique “ship-to” addresses.

## Saving Trees, Saving Money, Saving Time:

Radial provides clients with the ability to choose whether or not to include packing slips with parcels. Eliminating packing slips and return labels is a growing industry trend as environmental concerns continue to grow and budgets continue to shrink. How this simple innovation works:

- Clients can choose to have their customers use the Order or Shipping Confirmation email notification in lieu of a packing slip.
- Returns can be managed with the order email printed or by utilizing self-serve returns on client sites, powered by Radial’s digital return label service technology.

By eliminating packing slips and offering electronic self-service returns Radial is leading the charge to “Go Green”, saving countless reams of paper, reducing pack out and labor time (up to 10 seconds per pack out), driving printer/ink/associated labor costs down by hundreds of thousands of dollars, and eliminating the need for pre-printed stock.

## The Power of Geography - Optimized Inventory, Incredibly Fast Delivery:

Analysis of a lifestyle apparel retailer’s demand data revealed nearly 45% of total webstore orders were from the West Coast. The data also indicated demand for many items was significantly higher in the West than elsewhere. Utilizing robust shipping and demand data available from Radial’s transportation network, an immediate recommendation was made to expand its operations beyond a single DC, and duplicate a subset of the “in-demand” inventory into a West Coast DC. As a result, time in transit to west coast markets decreased by 75% to just 1.1 day on average, and the total cost for west coast shipments decreased by more than 30%.