

UNYSON LOGISTICS CASE STUDY



Safemark Systems is one of the largest hotel safe suppliers in North America with a focus on customer service and satisfaction. They meet and exceed these goals by offering a quality product, innovation, and hard work, while building long term relationships with their customers. Safemark has pioneered a unique leasing program that gives their customers the ability to generate cash-flow with very little start up costs, while also providing a steady inflow of revenues for Safemark.

Currently, there are over 300,000 of their safes in hotels and resorts throughout the US, Canada, and the Caribbean, with over 3 million guest encounters each year. Now a part of American Capital, a 5.4 billion dollar investment company, Safemark was founded in 1983, with headquarters in Orlando, Florida. For more information, visit www.safemark.com.

BUSINESS CHALLENGE

Safemark experienced rapid growth between 2005 and 2006, securing contracts with several major national hotel chains. Realizing this new growth was going to necessitate change in their transportation processes, Safemark connected with Unyson Logistics Special Services to reach the following goals:

- 100% visibility of complete supply chain
- Single-source solution for improved efficiencies in communication
- Expand global transportation management capabilities
- Create internal efficiencies that will allow Safemark to maintain their focus on customer service and value

UNYSON SOLUTION

After executing a Logistics Services Agreement in August 2006, Unyson Special Services partnered with the group at Safemark to begin the process of change. To support this effort, Safemark was assigned a dedicated customer service team to monitor the entire supply chain and ensure a smooth transition. This exclusive team has allowed for the evolution of an extremely open communication process between Safemark and Unyson, further solidifying our partnership and keeping Safemark at the cutting edge of industry best-practices.

Through this powerful collaboration, Unyson has been able to successfully implement a new warehouse network, complete with customized inventory management solutions, dramatically improve efficiencies in the importation of product, and develop a new cost-structure for domestic freight to generate cost-savings. Additionally, Unyson has provided Safemark with unique reporting solutions both to manage information on their supply chain, and to report savings and other key progress indicators.

Year to date, Unyson has generated savings of 15% for Safemark.