

How Beddy's uses a virtual sandbox to revolutionize their distribution strategy.



Industry & Client

- Retail Shipping
- Moxie Logistics (Beddy's exclusive fulfillment partner)

Challenges

- Adapting to accelerated growth without having to build internal capability through additional staffing
- Analyzing network inefficiencies and validating the shipping costs and transit implications of opening a new distribution center
- Choosing which carrier service types were the most efficient for various shipments' times

Solution

- Sifted Decision Support: Network Optimization & Service Type Optimization

Results

- Data-backed the decision for a new distribution center that would save them over \$493,000 in shipping fees and cut transit days at the same time.
- A bottom-line savings of \$15.31 per package by switching a few express service shipments to ground

When a sleeping bag meets a fitted sheet, it **makes a Beddy**. **Beddy's** is a premium zippered bed company, manufacturing all-in-one designer bedding that practically makes itself. And they've come a long way since 2012. What started as a small bedding idea on Kickstarter is now a \$45M+ revenue-generating company.

Supply chain efficiency has been a huge part of that remarkable success. With the help of their exclusive fulfillment partner, Moxie Logistics, they recognized the need for proactive supply chain management early on, and have been utilizing Sifted Logistics Intelligence tools to make decisions and actualize bottom-line growth ever since.

We sat down with Tim Kelley, Director of Operations for Moxie Logistics, to hear more on how Sifted has become one of the company's favorite tools—transforming how the team operates in a confident and data-empowered way.



Action: In-Depth Analysis Without Substantial Investment

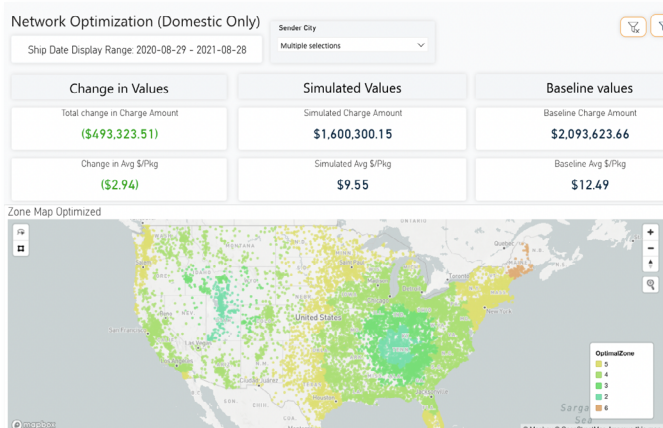
"We experienced accelerated growth and needed some insight into our parcel data and spend - without having to build internal capability through additional staffing," Tim said. This growth highlighted the need to take a look at their network strategy, specifically their distribution center locations.

Moxie wanted to accurately measure their annual savings based on a specific scenario: *What if we added a distribution center in Nashville, TN? How much would that save our business?*

They also wanted to identify a couple of alternative distribution center locations (besides Nashville).

With the help of Sifted's Network Optimization tool, they could do just that. Cost/pack, transit time and overall savings were analyzed across several locations. Through this analysis, they were able to pinpoint exactly where they need to be located to reach their customers most efficiently - answering their initial question.

- Only one city would yield them savings: Louisville, KY
- Opening this distribution center in Louisville would save them over \$493,000 annually, plus a reduction in transit days



adjustments that made a big impact to their bottom line. By switching a few shipment types from express to ground, they were able to save \$15.31/package without sacrificing transit time.



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Tim Kelley

Director of Operations, Moxie Logistics

Sifted helped Moxie accomplish a main goal: maximize their shipping efficiency while they focused on scaling their business—without more work, hiring extra staff, or wasting money.

Logistics Intelligence and its modeling/re-rating capabilities significantly shortened the distance between Moxie's goal and their reality—giving them the freedom to ship confidently. "We've been able to make better informed, data-backed decisions based on the Sifted analysis tools," says Tim.



Action: Quick Win For Big Results

Once Moxie saw the invaluable power of the Network Optimization modeling tool, they expanded to using Sifted's Service Type Optimization. A tool that analyzes carriers to identify the right service types and where to make adjustments.

This modeling tool guided Moxie to choose the best service mix for their business, with small