CASE STUDY

REDWOOD DRIVES $2M IN SAVINGS FOR CAMPING WORLD

BACKGROUND
With revenues of $4.7 billion, Camping World is the nation’s largest retailer of recreational vehicles (RVs), accessories and related services. The company operates 185 Camping World Super Centers nationwide and a comprehensive website featuring thousands of products. The company ships products from multiple regional distribution centers (DCs).

THE CHALLENGE
Camping World was relying on multiple shipping software products that did not communicate with one another. In addition, its data was stored in mode-specific systems. The resulting gaps in operational visibility made it nearly impossible to gain business intelligence, measure cost and service outcomes, and improve performance. As a result, Camping World was plagued by operational inefficiencies — and it was leaving cost-savings opportunities on the table.

THE SOLUTION
Camping World needed a single provider that could cover all its needs related to logistics optimization, and Redwood answered that need. The two companies partnered to design a fourth-party logistics (4PL) solution that would put Redwood in the driver’s seat. Redwood relied on its staff of more than 400 4PL experts to create an open technology system capable of onboarding a transportation management system (TMS), e-commerce systems, freight audit and settlement tools, and other capabilities — all specified, installed and managed by Redwood, and integrated via Redwood Connect. Redwood applied these digital solutions to optimize Camping World’s logistics network for both service and cost.

THE RESULTS
Today Redwood manages a fully orchestrated logistics network across all Camping World DCs and store locations that coordinates all shipments — including supplier-inbound, DC-to-store replenishment, intra-DC, intra-store and e-commerce — across all nodes, from parcel and less-than-truckload to full truckload and intermodal. Via proactive rate shopping, strategic shipment planning and execution, automated freight auditing and payment, and other new capabilities, Camping World has saved more than $2 million on its annual transportation spend. Centralized data streams, coupled with powerful analytics and automated reporting, ensure that Camping World will continue to optimize its logistics network and capture additional savings opportunities. While this was a dramatic transformation, Redwood’s change management experts facilitated training and support across employees, carriers and other partners to ensure its success.

MARKET
• Retail

KEY TOOLS & SOLUTION
• 4PL managed services
• Fully managed TMS and other systems
• RedwoodConnect
• Redwood FAST

ADDITIONAL BENEFITS
• Total cost savings of $2M+
• Network optimization, for improved service at a lower cost
• Increased visibility and cost control via a central platform

“We were challenged to manage the realities of today’s volatile business environment and omnichannel service requirements using our legacy systems. We partnered with Redwood to completely merge our systems, processes to a state-of-the-art technology footprint — then we trusted them to manage it as a 4PL provider. By partnering with Redwood to digitally transform our logistics, we’ve saved millions of dollars, while allowing our team to focus on what they do best: serving customers.”

Charles Lightfoot, Sr Director - Supply Chain and Logistics, Camping World

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