



FIDELITONE™

SUPPLY CHAIN SUCCESS STORY

WHEN DISASTER STRIKES... FIDELITONE TEAM STRIKES BACK

"At the end of the day, it is about serving the clients regardless of the problem. You have to get back up and going." – Shawn Kolish, Regional Director

AT A GLANCE

Companies: multi-client location

Industry: multiple industries

Key Challenge: Crisis response was activated by a devastating tornado that wrenched a 75-ft hole into an order fulfillment center.

Solution: Tiger-team command center and innovative, real-time problem-solving to ensure business continuity

Outcomes:

- Orders began shipping **within 3 days**
- **Revenue continuity** for clients

"We definitely had to call an audible for this situation. Fortunately, the play call worked out!"

Chris Eskew,
Business Unit Manager

Background

An EF-3 tornado, ranked the sixth costliest tornado in U.S. history, struck Nashville on March 3, 2020, wrenching a 75-ft hole in FIDELITONE's largest facility in the Nashville area—a 250,000 sq ft operation serving 15 clients.

KEY CHALLENGE

Clients were relying on FIDELITONE to keep business moving. With damaged infrastructure, no power, and local workers in crisis, how would the FIDELITONE team ship orders?

With widespread devastation impacting the entire community, it took time for insurance adjusters and building inspectors to arrive. Amid an array of figurative "brick walls," the FIDELITONE team had to make smart decisions to get operations back into gear with as little disruption to clients' businesses as possible.

SOLUTION

FIDELITONE rapidly assembled a tiger team to triage orders and tackle priorities: safety of employees, assessment of the condition of clients' products, real-time planning for business continuity, and meticulous communication—with clients, shipping partners, team members, and more. A command room was set up in one of FIDELITONE's facilities in the area that was not impacted by the tornado. Around that conference room table, dynamic decisions were made that would chart an extraordinary course of disaster recovery.

Command and Control

With a multi-client operation, each client's business model required a unique set of solutions. FIDELITONE tapped into its existing network of facilities in Tennessee and crafted a best-fit plan for each client—moving some inventory to another facility, implementing outbound redirects, and re-directing inbound receipts. In addition, FIDELITONE quickly identified the need for additional space in the Nashville area. In a stunning move, the team secured a facility in Goodlettsville, TN to serve as an adjunct facility.

Client Profile

One client, who supplies quick-lube oil change shops with oil filters and other daily supplies, serves 550 stores. Collectively, the stores perform 50,000 oil changes per day. Each store had about 2 weeks of supplies on hand at the moment of the disaster. Their disaster recovery plan didn't take into account a tornado hitting their sole distribution facility. They prepared themselves to be down for at least a month. Their first shipment went out within 3 days, securing a critical revenue stream almost immediately.

MORE OUTCOMES

Processes, people, and communications are powerful cards to play in disaster response. By pulling out all the stops, FIDELITONE:



MOVED > 90 TRUCKLOADS
of product to other facilities

SHIPPED FOR
THE FIRST CLIENT WITHIN

3 days



**RESTORED SHIPPING FOR ALL
CLIENTS WITHIN 2.5 WEEKS**



**ACHIEVED FULL OPERATIONAL
RESTORATION IN < 1 MONTH.**

How can we help you solve tough problems? **Call 800.475.0917.**



FIDELITONE™

EARNING CUSTOMER LOYALTY

FIDELITONE, a supply chain management firm, helps you earn your customers' loyalty through specialized services in inbound logistics, order fulfillment, last mile delivery, and service parts management.

We manage resources, create right-fit solutions, and optimize supply chain processes to advance your business performance and profitability. At every step and in every service, FIDELITONE employees focus on the touchpoints that safeguard your brand and keep your customers coming back.

We're paying attention to what matters to you in your business. We're paying attention to what matters to your customers when you entrust your brand promise to us. We're building high-performing answers to your toughest supply chain challenges.

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