

GEARED UP FOR GROWTH

THE CHALLENGE

An event production customer contacted ICAT to arrange multiple equipment pickups and deliveries. The high-value gear was essential for various weekend events across the country and needed to be securely stored at strategic points between exchanges. Despite the many variables, the customer's budget also meant logistics costs had to be kept to a minimum.

Read more of our case studies at www.icatlogistics.com

THE SOLUTION

One option would have been to arrange for individual storage units, and then use third-party logistics vendors in each city. However, this would have decreased the customer's margins, put their equipment at risk, and limited the areas where they could host events. Instead, ICAT consulted with the customer to find a solution that would not just meet every need but encourage their reach and future growth.

The ICAT team made it a priority to increase protection around the client's most valuable asset. This included creating custom crates for the equipment, ensuring security for any length journey, and minimizing storage needs. The team also worked with the client to streamline their logistics process by eliminating unnecessary costs and labor. Part of this streamlining involved using ICAT's storage capabilities to keep the equipment near major event hubs.

THE RESULTS

The customer has had zero failed events since they've been working with ICAT, and late deliveries have been kept to a mere 1%. ICAT's mission is to *"help all those we touch grow positively,"* and we're proud to have done exactly that for yet another client.

How ICAT got the job done for our customer:

- Dedicated time to understanding multiple regions' infrastructure, traffic, and venue nuances;
- Worked with a limited budget to provide unconventional solutions; and
- Focused on the customer's long-term growth goals and made every logistics decision based on this mindset.

