



# Helping Singer Equities' 16 platform companies address logistics opportunities as one.

KDL analytics show the way to shipping efficiency and better profit margins.



**Combined decentralized data into a single vision**



**Created buying leverage and demonstrated results**



**Consistent improvement to profit margin**

## CHALLENGE

Singer Equities, a decentralized group of leading fabricators and distributors of hoses, conveyor belts, & gaskets, seeks to add value while providing operating autonomy and minimizing disruption for its members. With each company making independent shipping decisions, Singer knew there was an opportunity for significant operational and profit improvement across the platform. The decentralized system provided no visibility to the granular shipping data necessary to do a combined assessment, and Singer did not want to push that task to the companies.

## SOLUTION

The KDL team collected the necessary data from each of the companies with little effort on the part of internal shipping teams and no disruption of the operation. From that data, KDL built a set of analytics and dashboards which uncovered significant opportunity for improved efficiency, buying leverage, and dramatic savings on shipping costs across the platform. By implementing and easily integrating the KDL technology platform Singer gained a new level of ongoing visibility to the member businesses. Consolidating data into a platform dashboard has provided deeper insights into the cost structure while creating a dynamic tool that continues to evolve, driving better intelligence and decision-making for Singer and its member companies.

## RESULTS

Singer companies have consistently achieved significant improvements in profit contribution from shipping costs through the KDL program. Singer now has complete visibility across all locations and modes, and the KDL team has become integral to logistics discussions and decisions at Singer and its platform companies.



**“KDL has been a huge resource. We are a distribution company, so shipping is critical. KDL gives us leverage through understanding our data, which helps us build cohesion internally. We are able to drill in and demonstrate impact - it creates more intelligent conversations and takes emotion out of decision making.”**

— Chris Reed  
Director Supply Chain Operations

**People Drive Logistics**

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