**Case Study:** “Best Service Logistic Supplier” award to Ryder by Cisco in year 2011

Ryder System, Inc., a leader in supply chain, warehousing, and transportation management solutions, it has received the 2011 “Best Service Logistics Supplier” award from Cisco. This prestigious award recognizes Ryder for working hard to exceed Cisco’s customer expectations for service supply chain innovation and collaboration within the Cisco service ecosystem. The distinction was awarded during Cisco’s 20th annual Supplier Appreciation Event held in September’11 at the Santa Clara Convention Center. At the event, Cisco celebrated the shared successes of its global value chain with strategic suppliers and manufacturing partners and reaffirmed its commitment to a strong, continued partnership that will further accelerate innovation.

“Ryder has shown remarkable collaboration and consistently maintained the highest levels in delivery performance,” said Rick Harris, Director of Service Supply Chain Delivery Operations, Cisco. “The Ryder team’s focus on innovation and process improvement resulted in solid cost savings, operational efficiencies, and productivity gains. In addition, their energy conservation initiative drove a substantial reduction in energy consumption supporting our vision of a sustainable future. In addition, their Green Challenge Team initiative developed a ‘Footprint Calculator’ that drove a substantial reduction in energy consumption, which supports our vision of a sustainable future. We are pleased to honor Ryder with the Excellence in Service Logistics Award.”

“Ryder is proud to be a part of Cisco’s tradition of innovation and operational excellence,” said John Williford, President of Global Supply Chain Solutions, Ryder. “We are honored to receive this award and look forward to building on our 12-year relationship with Cisco to continue providing innovative, flexible solutions that exceed their customers’ expectations and drive Cisco’s growth and profitability.”

Ryder first began serving Cisco in 2000 by providing reverse logistics1 services, including managing domestic shipments of warranty replacement components to Cisco’s customers and stock replenishments to Cisco’s rapid fulfillment depots. Today, the Ryder facility in Roanoke, Texas, has grown into a 144,000-square-foot Global Distribution Center (GDC) for Cisco. Services have also expanded to include configuration and software duplication services for top tier customers; international replenishment shipments to distribution centers abroad; compliance auditing; export documentation creation and retention; item weight/dimensions reporting and maintenance; engineering change order requests to ensure manufacture revision compliance; and a re-box / re-label program on global stock purges.

Some of Ryder’s performance achievements in FY 2011 included a same-day delivery rate of 99.98% on next business day orders; a facility re-lay project that decreased travel distance by 38% and increased storage capacity by 28%; and significant cost-savings achieved through light repairs performed at the Ryder Configuration Center, among others.

For 2010, Cisco also presented Ryder with Vendor of the Year awards for both Innovation and Distribution/Warehousing.

**About Ryder**

Ryder System, Inc. is a leading provider of commercial transportation, logistics, and supply chain management solutions, serving customers throughout North America, Europe and Asia. Over the past 80 years, Ryder has earned a reputation for delivering solutions that ease complexity and increase efficiency for companies of all sizes. An industry-leading FORTUNE® 500 company, Ryder’s products and services encompass everything from fleet management to large-scale supply chain solutions and turnkey transportation solutions, making commerce flow more efficiently, reliably, and safely for everyone.

"Ryder has shown remarkable collaboration and consistently maintained the highest levels in delivery performance. Their focus on innovation and process improvement resulted in solid cost savings, operational efficiencies and productivity gains".

*Inbound Logistics* magazine has recognized Ryder as a top third party logistics provider and included Ryder in its 2011 and 2010 “Green Partners” listing. Ryder has also been ranked two years in a row as one of the top 250 U.S. companies in the *Newsweek* Green Rankings. In addition, *Security* Magazine has named Ryder one of the top companies for security practices in the transportation, logistics, supply chain, and warehousing sector. Ryder is a proud member of the American Red Cross Annual Disaster Giving Program, supporting national and local disaster preparedness and response efforts.

Questions:

1. Why did Cisco given title to Ryder “Best service logistics supplier”?
2. How’s Rider story started with Cisco?
3. What are the initiatives taken by Ryder that given a remarkable experience to Cisco?
4. Which supply chain model was applied by Ryder for Cisco logistics?

1: **Reverse logistics** is for all operations related to the reuse of products and materials. It is "the process of moving goods from their typical final destination for the purpose of capturing value, or proper disposal.