

Reimagining and digitizing reverse logistics



How Segue achieved end-to-end visibility into product lifecycles across the reverse supply chain, transforming tracking, reporting and workflow efficiency—all through blockchain

About Segue

Segue Corporation (Segue) is a global, multi-faceted, forward and reverse logistics services company. Its comprehensive, end-to-end supply chain solutions have supported leaders in the consumer and computer electronics industry since 1988.

Recognized for its quality and efficiency as a one-stop shop, Segue's services cover all aspects of the reverse logistics process, from warehousing and refurbishment, to warranty management and remarketing to secondary markets.

Solution

Digital transformation through blockchain

While exploring technologies on the market, Segue learned of Omnichain and our intelligent process automation platform ERA designed to connect disparate stakeholders and digitize supply chain management.

After reviewing Segue's processes, we suggested taking the company's records and connecting them with ERA's connectivity mesh powered by distributed ledger technology, a.k.a. blockchain. This would give Segue complete, immutable and digitized data on each product's lifecycle and reduce the number of manual transactions.

Segue decided to move ahead and adopt the ERA platform. Because ERA uses a best-of-breed, Blockchain-as-a-Service (BaaS) delivery model, we brought all of Segue's transactional records live on blockchain within four weeks, with additional features implemented within four months.

Notably, BaaS makes the solution agile and fully scalable as Segue grows and adds new customers, vendors and sales channels, since all users need to access and log data to the system is a device with an internet browser.

Challenge

A case of growing pains

Previously, Segue relied on various in-house databases, papers and manual transactions to manage product movements across the reverse supply chain. However, continued business growth revealed challenges to this approach, including the need for improved product visibility and reporting for its B2B customers and vendors.

Namely, with each vendor and sales channel using its own procedures and financial models, tracking products and calculating their return on investment was becoming more complex. Lack of visibility also made it difficult to determine where workflows could be optimized.

Segue's legacy financial enterprise resource planning (ERP) system and warehouse management system (WMS) also began to require substantial customizations whenever the company added a new partner or sales channel. Staff had to dedicate considerable time entering data from offline workflows into each system.

Segue needed a solution that could alleviate these increasingly time-consuming processes to support its continued growth.



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Segue

Results

A new world of processes and efficiencies

30%

Increase in workflow efficiency

1.8m

Million transactions tracked per month



Real-time digital records and reporting

Today, Segue has reimagined its reverse supply chain, particularly in its warehouse. Rather than workers recording data on paper to later add into the WMS, product information is digitally collected, timestamped and recorded on blockchain. The data is then available in real time to over 80 users on integrated mobile devices throughout the warehouse.

Segue can now track every item that moves through the facility—around 1.8 million transactions per month. Notably, ERA provides Segue a single source of truth on each step that a product took—from receipt to dispatch. These digital records also make reporting and evaluating performance easy.

New efficiencies have allowed Segue to reallocate resources once reserved for manual processing to other critical business issues. This includes seven employees from various departments, who have been elevated to new roles within the warehouse.

One of the most innovative aspects of its transformation story with Omnichain—with complete, digital product information, Segue has expanded beyond its original B2B business and launched a direct-to-consumer sales channel via online marketplaces like Amazon.

Continuing to innovate, Segue plans to integrate its new financial ERP system with ERA for even greater visibility and reporting capabilities.