



Titan Brands and SourceDay

How the eCommerce retailer unified its supplier communications across its brand portfolio with SourceDay, **achieving a 98% supplier engagement rate and a 95% supplier response rate.**

95%

increase in
response
rate

98%

increase in
supplier
engagement

THE CUSTOMER

Titan Brands is a direct-to-consumer eCommerce retailer helping customers achieve stronger, healthier, and more fulfilling lives. The company’s three brands – Titan Fitness, Titan Attachments, and Ash & Ember – offer premium fitness equipment, farming and land maintenance attachments, and outdoor furniture and entertaining products at affordable prices. Designed in the US and built to the highest standards, Titan Brands delivers the freedom to enjoy simplified luxury, whether that’s in the gym, a backyard oasis, or out on the farm.

CHAMPION

Jeff Hill, Senior Director of Supply Chain, Titan Brands

ERP

NetSuite



THE SITUATION

Titan Brands has always focused on delivering premium products without the premium price tag. Across the company's three brands, Titan Brands has an extensive portfolio of fitness and home gym equipment, tractor and skid steer attachments, and outdoor entertaining products such as furniture, grills, and fire pits – all of which are very large and present challenges for warehousing and shipping. To accommodate these products, the company maintains nearly a million square feet of warehouse space across various distribution centers in the US. Knowing when product deliveries are expected is not only essential to ensuring the proper amount of space is available, but also for preventing costly disruptions or delays in the supply chain.

At any given time, supply chain senior director Jeff Hill and the purchasing team are navigating the status of hundreds of products and coordinating with dozens of active suppliers to place orders on products up to 6 months in advance. The team was using manual workflows to manage the entire PO lifecycle, causing buyers to spend a significant amount of time checking on each order's shipping dates or monitoring for potential changes to delivery timelines. Buyers didn't have any real-time visibility into the status of POs and lacked data on which ones might warrant a follow-up to the supplier or were on the verge of being late. Jeff and his team knew an automated tool could help streamline the communication process with suppliers and provide a more accurate forecast of inbound product inventory.

“Suppliers don't always like to give you bad news and sometimes wait to tell you about date changes until you ask about an order when it's late,” said Jeff Hill, senior director of supply chain at Titan Brands. “SourceDay is helping us hold our suppliers accountable to providing quality data about when they'll ship products in order to mitigate risks of late or incomplete shipments.”

THE CHANGE

When evaluating PO lifecycle management tools, Titan Brands wanted a solution to help increase supplier engagement. The SourceDay platform emerged as one that was easily deployed and that both buyers and suppliers would be willing to use regularly, requirements that were essential to streamlining communication between the purchasing team and global suppliers.

Additionally, being able to have end-to-end visibility of every open order was crucial for improving supplier reliability. With real-time data on shipment status, quantities, and delivery schedules, buyers would have the predictability and supplier accountability they needed to ensure their products arrived on time and in the right quantities.



THE RESULTS

After a quick implementation of SourceDay across all three of its brands, Titan Brands noticed an impressive improvement in their interaction with suppliers, achieving a 98% supplier engagement rate and 95% supplier response rate.

With nearly all of their suppliers using the SourceDay platform, Titan Brands has also been able to streamline supplier communication and more proactively resolve issues. With immediate visibility into the status of each PO line item from a single dashboard, the purchasing team can now get advanced notification of potential disruptions, work with suppliers to take quick corrective action, and ensure customer orders ship on time. As demand for Titan Brands' products increases, suppliers will need to ramp up shipments and be able to fulfill increasingly larger orders on time.

With SourceDay in place, the company is well-positioned to scale, having the accurate, real-time data needed to enhance supplier reliability, improve decision making, and optimize operational efficiency.

