

Brand Profile

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

Challenge

Segue relied on various in-house databases, papers and manual transactions to manage product movements across the reverse supply chain. 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 required 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.

Solution

After reviewing Segue's processes, Omnichain suggested connecting the company's records using blockchain technology. This would give Segue complete, immutable and digitized data on each product's lifecycle and reduce the number of manual transactions.

All of Segue's transactional records were live on blockchain within four weeks, with additional features implemented within four months.

Results

- 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. These digital records make reporting and evaluating performance easy.
 - A 30% increase in workflow efficiencies has 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.
 - Segue has expanded beyond its original B2B business and launched a direct-to-consumer sales channel via online marketplaces like Amazon.
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