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PBB GLOBAL LOGISTICS - CASE STUDY

PBB Simplifies Best Buy Canada's Growth Innovative Solutions Lead to Outstanding Vendor Award

Best Buy is North America's number one specialty retailer of consumer electronics, personal computers and entertainment software. The retail giant brings consumers a new and unique shopping experience that focuses on fun, interactivity and no-pressure browsing.

Since 1996, PBB has been a valued partner of Future Shop, which was acquired by Best Buy Canada Ltd. (BBYC) in 2001. Since that time, PBB has been helping them grow across Canada.

PBB currently assists Best Buy Canada's Display Management and Field Services Division coordinate the movement of goods from BBYC vendors throughout Canada and the U.S. to Future Shop and Best Buy Canada stores or designated consolidation points. Future Shop/Best Buy relies on PBB for complete end-to-end supply chain solutions including North American Transportation, Customs Brokerage and Warehousing & Distribution.

As a true strategic partner, PBB has been instrumental in helping Best Buy Canada increase efficiencies, cut costs and achieve a faster supply chain. This is no small feat considering Best Buy Canada suppliers must follow strict guidelines and meet measurable pricing, service, experience and infrastructure criteria.

In 2003, PBB not only met but also exceeded many of these criteria leading it to be named as Best Buy Canada's "Outstanding Vendor of the Year."

"It is with great pride that we recognize PBB for their outstanding efforts," said Bob Golden, Vice President, Store Development, Best Buy Canada Ltd. "Last year, approximately 8,000 shipments were delivered at an almost 98% accuracy rate. In addition, the average order

turnaround time was exceeded by 1.5 days. PBB's dedication to service made it easier for Best Buy Canada to open 19 new and relocated stores, implement close to 200 individual projects and support over 100 existing stores."

While PBB is proud of this achievement, it is even more proud of the way it responded when presented with the challenge of improving processes to facilitate doing business with the Best Buy Canada team. From this challenge, new procedures and the deployment of an on-site account manager to assist in facilitating logistics requirements were initiated.

With direct access to the Best Buy Canada team, the on-site account manager liaises between BBYC and PBB's offices to optimize efficiencies and to ensure that BBYC's quality standards are met. PBB has also been instrumental in improving and developing detailed standard operating procedures for key service areas.

In addition PBB made significant enhancements to technology infrastructure, measurement metrics and business planning.

Two specialized Web sites were created by PBB's in-house IT professionals that allow Best Buy Canada store personnel to order fixtures online. The entire process is



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Date: August, 2004





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secure and managed by PBB's innovative supply chain management tool, Global Logistics Technologies. Orders are received, and fulfilled, directly from PBB warehouses while confirmation is sent back to the store location. The Web sites also offer detailed tracking and tracing capabilities so that stores can follow their shipment from the time it leaves the warehouse until it arrives on site. The benefits for Best Buy Canada have been faster speed to market and highly accurate inventory data.

Every month, PBB actively records Web site activity as well as data for key result areas relating to transportation thereby streamlining Best Buy Canada's supply chain. In addition, the BBYC Store Development Department and PBB team meet twice a year to review past achievements and set new SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals for the next six months. The result of these enhancements has been improved consistency in operations.

"We value our partnership with PBB and look to them as a vital part of the Display Management group," said Dennis Silva, Senior Manager of Display Management and Field Services of Best Buy Canada Ltd. "Part of the reason we selected PBB was because we felt they had the ability to grow with us and we have not been disappointed. Whether it's a new store opening or renovations, we have come to rely on their expertise."

"PBB has always been committed to providing innovative solutions and excellent customer service to our clients," said Mike Scott, President & CEO, PBB Global Logistics. "Our long-standing partnership with Best Buy Canada, and their faith in us, is a true testament to the commitment to quality that has been at the forefront of everything we do, and allowed us to meet and exceed our customer's goals."

Key Highlights:

- 8,000 shipments delivered at almost 98% accuracy rating
- Expected order turnaround time exceeded by 1.5 days
- Best Buy Canada opened 19 new and relocated stores
- Implemented close to 200 individual projects and support over 100 existing stores

For information on how PBB can create a supply chain strategy that will exceed your expectations, call 1-866-820-0340, or email info@pbb.com.

PBB

Global Logistics

Supply chain solutions
in a world of international trade