

Navigate[®]

The Art of the Drop

Case Study: The Pokémon Company International



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Navigate, an Inbound Logistics Top 100 IT Provider, is a full-service logistics company that's been delivering industry leading software solutions for clients worldwide since 2003.

The Challenge:

Getting Pokémon products—cards, toys, games, and more—to their distribution points all across the United States exactly on time, was a logistics challenge Navigate took on with enthusiasm that rivaled the brand's dedicated consumers worldwide. In this logistics game, we're talking "street dates"—that means no store can receive the products earlier than another store, in order to honor Pokémon's officially announced release date, or street date, designed to maximize consumer anticipation and excitement around new and time-sensitive products.

About Pokémon:

Pokémon was launched in Japan in 1996 and today is one of the most popular children's entertainment properties in the world. The Pokémon Company International, a subsidiary of The Pokémon Company in Japan, manages the property outside of Asia and is responsible for brand management, licensing, marketing, the Pokémon Trading Card Game, the animated TV series, home entertainment, and the official Pokémon website. In 2016, the Pokémon brand celebrated its 20th year with a Super Bowl ad and a re-release of their original games.

The Solution:

When Pokémon first approached Navigate in 1999 to handle their U.S. shipping, they needed a trusted logistics partner that cared just as much about on-time delivery as the company did. With retail stores all across the United States, needing all sorts of Pokémon products for hungry consumers, Pokémon needed a company that could manage dramatic changes in scale and deliver at specific street dates, all the while helping the company minimize their total landed costs.

Navigate shipped product from various sources, including printers across the country, to the distribution sites and retailers via

domestic truckload, LTL and expedited services—determining, for each load, the best method to meet the specific deadlines while keeping costs as low as possible.

Navigate established SOPs based on their inside knowledge of the Pokémon business, and uses these procedures, along with their award-winning software, to stay organized and at-the-ready for the next delivery challenge. Throughout the deliveries, from purchase order to the final destination, each step is tracked and monitored in real time, ensuring the ability to proactively manage individual shipments, down to the SKU level. Essentially, Navigate and Pokémon work together, making what seems impossible possible, day after day.

“Navigate’s extra effort shows we are a team and partners in the successes of Pokémon!”

**– Tom Lennon,
Inventory and Logistics
Director, The Pokémon
Company International**

Results:

For more than 17 years, Navigate’s intimate understanding of the Pokémon business, along with development of customized SOPs and effective use of their logistics software, has allowed them to consistently and successfully ensure that no retailer receives product before their street date.

With a 98.2% on-time delivery rate for Pokémon’s business, Navigate continues to work collaboratively with Pokémon’s fulfillment department, determining the most cost-effective shipping methods on a load-by-load basis—so they can meet their retail street dates while keeping the cost of their goods as low as possible.

For More Information:

To learn how Navigate and supply-chain innovation can benefit your company, please contact us via email at info@navigate.com, by phone (U.S.) at (800) 944-2471, or visit our website: www.navigate.com.



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