

CASE STUDY

BUILDING A BRAND MOMENT EXECUTING MAJOR NATIONWIDE LAUNCH FLAWLESSLY



CLIENT OVERVIEW

For more than a decade, a Consumer Electronics Manufacturer has trusted Legacy to power its physical distribution network, making it the largest client within Legacy's Indianapolis fulfillment facility since 2012.

With a business rooted in physical media, including vinyl records and CDs, the manufacturer operates in a space where timing, presentation, and execution are everything. Product launches are not just shipments; they are brand moments that require precision, coordination, and flawless delivery at scale. That's why the company turns to Legacy not just for fulfillment, but for execution on high-impact, high-visibility special projects that demand more.

COMPANY PROFILE



HEADQUARTERS

New York, NY



EMPLOYEES

11,000+ globally



ANNUAL REVENUE

\$10B



SUPPLY CHAIN SPECIAL PROJECT

A Consumer Electronics Manufacturer was preparing for a major nationwide retail launch tied to one of the fastest-rising artists in music, a breakout performer with a rapidly growing fan base and significant retail demand.

The opportunity was clear: create a high-impact, in-store presence across Target locations nationwide to capitalize on the momentum of a new release. But executing that vision required a supply chain capable of delivering precision, speed, and absolute discretion.



AT THE CENTER OF THE PROJECT WAS A HIGHLY COMPLEX ROLL-OUT:

1. 1,000 custom retail displays, each requiring a detailed, multi-component build
2. Pre-loaded with vinyl records and CDs, demanding exact inventory accuracy
3. Delivered fully assembled and ready for immediate placement on store floors

The timeline was tight and immovable. From the moment materials arrived, Legacy had just three weeks to build, stage, and execute a nationwide rollout, all aligned to a fixed launch date. At the same time, security was critical. As with any high-profile release, premature visibility could undermine the campaign. Finally, delivery had to be perfectly synchronized. All 1,000 displays needed to arrive on the exact same day, ensuring every store launched at the same time and creating a unified, nationwide retail moment.

This wasn't just about moving product. It was about executing a time-critical, brand-sensitive launch where every detail, from confidentiality to final delivery, had to be perfect.

“Our role is to take something incredibly complex and make it feel simple. When everything is time-sensitive, brand-critical, and high-visibility, execution has to be flawless. That’s where we thrive.”

Brian Jordan, General Manager, Legacy Indianapolis Fulfillment Facility

SOLUTIONS

Executing this launch required more than coordination. It required building a purpose-fit operation from the ground up. From the moment materials hit the dock to the final truck leaving the facility, Legacy engineered a system designed to handle complexity, protect confidentiality, and deliver at scale.

At the center of that system was a highly detailed build: 1,000 retail displays, each a 57-piece unit stocked with 12 vinyl records and 16 CDs, fully assembled, shrouded, and ready for immediate placement in stores. Supporting that outcome meant orchestrating inbound materials, assembly workflows, security protocols, and outbound logistics into one seamless operation.

Aligning Operations with Control and Visibility	Building an Efficient, High-Output Assembly Operation	Delivering a Retail-Ready, Nationwide Rollout
Legacy established a tightly controlled, fully connected environment to manage both the complexity and sensitivity of the project. Inbound materials, consisting of more than 30 pallets of flat-packed components, were received, verified against purchase orders, and staged into a structured, assembly-line flow. Each of the 57 components required to build the displays was organized to support a linear build process, ensuring efficiency from the start. In addition, given the high-profile nature of the launch, security was embedded into every step of the operation: • Pallets were black shrink-wrapped to conceal contents • A designated, video-monitored aisle was established for all project materials • Access was restricted with sign-in protocols and on-site security personnel • A strict no-cell-phone policy was enforced beyond the security gate and across the warehouse floor • This approach ensured complete control over the product while enabling real-time coordination across teams, keeping operations moving without exposing sensitive materials.	With inbound flow established, Legacy turned its focus to building a scalable production model. The team began by developing a prototype SOP in a controlled setting, using early builds to identify the most efficient methods. Initially, the team built 20 displays in 3 hours with 18 associates. Through hands-on refinement, the process was restructured into a more efficient system: • Tasks were broken into specialized workstreams • Components were organized into sub-kits, allowing smaller assemblies to feed into larger builds • Inventory was mass-picked with 12 vinyl records and 16 CDs per display, then staged for assembly. By the end of the project, the operation had scaled dramatically: with 100 displays produced every 4 hours with 15 associates. Quality control was embedded throughout the process, with dedicated checks to verify that each display contained the exact required inventory before moving forward.	Once assembled, each display moved through a structured packaging and outbound process designed to protect the product and ensure efficient delivery. • A front panel was secured to lock in the merchandise and prevent movement while in transit • Each unit was fully shrouded with a custom-fit exterior cardboard enclosure provided by the client • Displays were strapped to pallets for stability during transit Legacy then coordinated closely with the company's transportation schedule, loading trucks in the exact sequence required for store delivery. Using forklifts and hand jacks, the team ensured each shipment was staged and loaded with precision, aligned to the rollout plan. The final result was a fully synchronized operation in which every display arrived retail-ready, on time, and in perfect condition, ready to support a nationwide launch.

RESULTS & OUTCOMES

The success of this initiative came down to one thing: execution. Within a compressed three-week window, Legacy received, assembled, and delivered 1,000 fully built retail displays, each one consistent, accurate, and ready for immediate placement. Every unit arrived within a tightly coordinated delivery window, enabling a synchronized nationwide launch with 100% on-time performance. But the real impact goes deeper than the numbers. This project demonstrated what's possible when the right systems, processes, and teams come together to operate as one.

➤ **CONNECT: Seamless Coordination, End-to-End Visibility**

From inbound receipt to final delivery, the operation functioned as a fully connected system. Cross-functional teams worked in lockstep, eliminating silos and ensuring real-time alignment at every stage. This level of coordination enabled:

- Immediate issue resolution before downstream impact
- Consistent execution across 1,000 units
- Full control over sensitive materials in a high-security environment

The result was more than effectiveness. It was confidence. Confidence that every detail was accounted for and nothing was left to chance.

➤ **SCALE: High-Volume Output, Built for Precision**

What began as a complex, labor-intensive process quickly evolved into a streamlined, high-output operation. Through disciplined process design and hands-on refinement, Legacy dramatically increased production efficiency: from 20 displays in 3 hours using 18 associates to 100 displays in 4 hours using 15 associates.

This step-change in performance allowed the team to meet aggressive timelines without sacrificing quality or consistency. Each unit met exact specifications, with rigorous quality control ensuring accuracy across every display.



➤ **TRANSFORM: From Complexity to Controlled Execution**

Ultimately, Legacy transformed a high-pressure, multi-step initiative into a structured, predictable operation.

- All 1,000 displays assembled, stocked, and shipped within a 3-week window
- Nationwide delivery synchronized to arrive on the same day in all 1,000 stores
- 100% SLA attainment for on-time delivery

What could have been a fragmented, damage-prone process became a controlled, repeatable model capable of delivering high-impact retail activations with precision and reliability. Together, these results demonstrate that commitment to excellence, delivering outcomes that meet the moment and set the standard for what comes next.

“When you’re handling a major release, you’re not just moving inventory. You’re protecting a brand moment. That level of responsibility shows up in every detail of how Legacy operates.”

Senior Vice President of Global Physical Operations at
a Global Electronics Brand



LOOKING TOWARDS THE FUTURE

At the center of this project was more than operational execution. It was partnership in its truest form. Over more than a decade of working together, Legacy and a Consumer Electronics Manufacturer have built a relationship grounded in trust, transparency, and a shared commitment to getting every detail right. That foundation made it possible to move quickly, align seamlessly, and execute with confidence, especially in a high-pressure, high-visibility environment like this one.

From daily coordination to long-term planning, Legacy operates as an extension of the company's team. That means understanding not just the logistics, but the stakes behind every decision, protecting brand integrity, supporting critical launch moments, and delivering an experience that reflects the quality of the product itself.

When challenges arise, as they inevitably do in complex, time-sensitive operations, they are solved collaboratively and often before they ever become visible. That level of alignment eliminates friction, accelerates decision-making, and ensures that execution stays on track, even under tight timelines.

"This kind of work doesn't happen without real partnership. We're not just executing a scope. We're fully aligned with the customer, solving problems together and making sure every detail is right before it ever reaches the shelf," says Mike Glover, Vice President of Ecommerce Fulfillment at Legacy.

The result is a supply chain that doesn't just support the business. It strengthens it. One that is flexible enough to adapt, disciplined enough to deliver, and trusted enough to handle the moments that matter most.

