



CASE STUDY



Base Logistics and VARIDESK: culturally aligned



Customer name:
VARIDESK (Coppell, Texas, USA)

Business:
Supplier of sit-stand desktops,
for businesses and home offices

Varidesk contact:
Craig Storey
CFO

The first VARIDESK was designed in Texas (USA) to help a friend with his back pain. It worked so well that the designers soon had a mountain of requests for more, and VARIDESK customers now span the globe. Base Logistics is VARIDESK's European partner for warehousing, distribution, freight and reverse logistics solutions.

In 2014, Base Logistics was introduced to VARIDESK by a tax consultancy firm that VARIDESK had already been working with in The Netherlands. Craig Storey, CFO at VARIDESK says: "We were expanding into Europe and we didn't have a supply chain partner for b2b and b2c. We were looking for a company that potentially could expand and scale up quickly in Europe, as we expected strong growth in the European market."

At the start of its search, VARIDESK had six potential partners for their supply chain activities in Europe. After the first selection, three candidates remained. Storey: "The most important three criteria for us during the selection of a partner were the infrastructure to scale, cost, and the ability to integrate from a technology perspective." According to Craig Storey, all three parties would have been able to handle the business they expected in Europe. "But we discovered that while Base Logistics

was not the cheapest option, it was the most culturally aligned with us. Very nimble, very customer-oriented."

*"Base Logistics was
the most culturally
aligned with us."*

For VARIDESK, efficiency plays an important role in its relationship with vendors, Storey says. "The way we view it is that ultimately, if your partner is inefficient and is not invested in trying to help you, they are more expensive. Even if their initial bid was the cheapest." He adds that VARIDESK has a very good reputation in the market, which they do not want to risk damaging. "From our perspective, the paper bid is one thing, you have to look more broadly, including reputation risks."

Varidesk started working with Base Logistics in the first quarter of 2015. "It was one of the easier decisions we have made here at VARIDESK," says the CFO.

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Storey explains that VARIDESK had to adapt their business model to the European market. "There are a lot more regulatory and certification hoops to jump through in Europe. And where Europe is very fragmented, Australia and the USA are more homogenous. So selling in Europe is much more difficult."





VARIDESK®

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Storey continues: "We had many schools of thought on how to approach a number of things in Europe, and we changed views quite a bit. It started out as a b2c market and evolved into a b2b market. Base Logistics needed to adapt to each situation and they did a very good job of it."

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In the USA and Australia, many VARIDESK users are B2C customers buying the sit-stand desktops online and introducing them at their workplace. Often, co-workers fall in love with the product and the company decides to offer the desktops as an option to all employees. VARIDESK found out that Europe is very different in that regard.

"In Europe, product procurement people, facility managers and ergonomists are our target group. Most Europeans would never think to buy a piece of office furniture for themselves," Storey says. "As we talked with Base Logistics and explained our model to them, we learned that we should take a different approach for Europe than we did in our other regions."

VARIDESK is now building a network of dealers and Base Logistics is adapting its logistics services to this business model. Activities for VARIDESK involve warehousing, distribution, freight and reverse logistics solutions.

"Base Logistics is a very proactive partner."

"Base Logistics' motto is 'Simple, Efficient and Controllable'. I think that pretty much nails it. Nimble

and simple are two mantras that we have ourselves so it's a perfect match." He continues: "What I like is that Base Logistics is a very proactive partner, coming to us with process improvements and even with solutions to potential problems."

VARIDESK sees Base Logistics as an example for their operations in the USA and Australia. "Ninety percent of our communication is probably with three people. Obviously, the centralization of communication makes it easy for us. I feel that I'm always only one phone call away from the decision maker." Based on this experience, VARIDESK decided to ask their partners in other regions to work in a similar way.

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Base 
Logistics

Base Logistics is a logistics service provider, with the focus on Transport Management, Warehouse Management and Data Management. We offer an international network of transport and warehousing partners, combined with a team of logistics specialists and a unique logistics application.

[baselogistics.com](https://www.baselogistics.com)

