

THE PREDICTABLE OPERATIONS PLAYBOOK

Predictable Operations for an Unpredictable Supply Chain

A guide for shippers making dedicated-contract warehouse decisions in the next 6 to 24 months — when dedicated wins, how it's built, and what to expect.

2.25M+
sq. ft. U.S. footprint

6
Memphis facilities

60 days
to a dedicated
standup

WHY PREDICTABLE OPERATIONS

An unpredictable supply chain doesn't have to mean unpredictable operations.

When demand is steady and the stakes are high, the warehouse is where predictability is won or lost.

Tariff shifts, sourcing changes, and demand swings are rewriting supply chain assumptions. But for shippers with consistent, repeatable volume, the answer is not more uncertainty at the warehouse layer — it is a dedicated operation engineered to hold service steady and improve year over year, no matter what moves around it.

This Playbook is for operators evaluating a dedicated-contract warehouse decision in the next 6 to 24 months. It lays out when dedicated wins, how a dedicated engagement is built, and what kind of performance to hold a partner to.

WHAT'S INSIDE

- Why dedicated-contract wins for predictable demand at scale
- The dedicated operating model: capacity, integration, and improvement
- When dedicated vs. multi-client makes sense
- Network resilience at the warehouse layer
- Two case studies, and the questions they raise for your team
- How a Mallory dedicated engagement is built

SECTION 01

Why Dedicated-Contract Wins for Predictable Demand at Scale

A dedicated-contract operation gives a shipper its own space, its own trained team, and an operating plan engineered around one business. For volume that is steady and repeatable, that commitment pays back — in service consistency, in throughput, and in cost discipline that a shared, commodity arrangement cannot match.

Commodity warehouse space is priced and run for the average tenant. A dedicated model is priced and run for you: your SKU profile, your service windows, your peak shape, your compliance and value-added requirements. The result is fewer exceptions, tighter inventory accuracy, and a team that knows your operation well enough to improve it.

DEDICATED TENDS TO WIN WHEN

Volume is consistent enough to justify dedicated labor and square footage.

Service requirements demand documented processes and measured performance.

The operation carries plant-facing inventory or customer-specific handling.

Value-added work — kitting, labeling, reverse logistics, compliance, hazmat, or food-grade — is core, not occasional.

The business wants a partner accountable for outcomes, not just storage.

SECTION 02

The Dedicated Operating Model

A Mallory dedicated engagement rests on three commitments. Together they turn a warehouse from a cost center into an operating advantage.

Dedicated capacity

Your space, your team, your SOPs and systems access — sized and staffed for your demand profile rather than shared against an average tenant. Capacity is planned around your peak, not rationed during it.

Tight integration

Warehousing coordinated with transportation and customs through one accountable partner, so inbound delays, outbound changes, and customs exceptions are owned in one place instead of handed between vendors.

Year-over-year improvement

A dedicated operation is built to get better. Mallory structures engagements for measurable operational gains over time, with cost discipline targeted at or below CPI — so performance compounds instead of drifting.

The difference is accountability. A dedicated model puts one operator on the hook for capacity, service, and continuous improvement — measured against your requirements, reviewed on a regular cadence, and tuned as your business changes.

SECTION 03

When Dedicated vs. Multi-Client Makes Sense

Dedicated is not always the answer, and the right model can change as demand and service requirements change. The question is how much control the operation needs versus how much commitment the business wants to take on.

DEDICATED FITS WHEN

Volume is strong and predictable enough to justify dedicated labor and space.

Manufacturing, retail, or customer requirements demand documented, measured service.

Handling is specialized — kitting, compliance, hazmat, or food-grade.

You want customized technology, reporting, KPIs, and workflows.

MULTI-CLIENT FITS WHEN

Demand is seasonal, uneven, or still being proven out.

You are entering a new region or channel with uncertain volume.

You need capacity ahead of a larger dedicated-site decision.

You want costs to stay variable during lower-volume months.

The strongest partners can do both — and can flex you from one model to the other as the business grows or consolidates, without forcing a vendor change.

SECTION 04

Network Resilience at the Warehouse Layer

Resilience is usually discussed at the sourcing and transportation layers. But the warehouse is where disruption either gets absorbed or gets passed downstream to your customers and your plant floor.

A dedicated operation under one accountable partner builds resilience in three ways: it removes the hand-off gaps between warehousing, transportation, and customs; it keeps a trained team and documented processes in place when volume spikes; and it anchors inventory in a location built to reach the customer base quickly.

One accountable operator

When warehousing, transportation, and customs sit with one partner, an import delay or outbound change is owned end to end — not negotiated between three vendors while the clock runs.

A Memphis anchor

Six Mallory facilities sit inside the Memphis logistics corridor, with direct rail, air, and interstate access — reducing transit time and landed cost across the eastern two-thirds of the country.

Capacity that holds

Dedicated labor and space planned around your peak mean service does not degrade the moment demand moves against the forecast.

SECTION 05 · CASE STUDY

Two Case Studies

GLOBAL INDUSTRIAL MANUFACTURER

A dedicated operation, stood up in 60 days

A global industrial manufacturing group was losing manufacturing throughput because raw-material deliveries were late and inventory accuracy gaps were creating friction. Mallory stood up a dedicated warehouse operation in 60 days. Manufacturing output rose once material availability stopped being the constraint.

24h → <4h
delivery time

100%
audit-level
inventory accuracy

60 days
to full standup

THE TAKEAWAY FOR SHIPPERS

For industrial operations, warehouse performance lands on the plant floor. Inventory accuracy, material availability, and response speed determine production output — and a dedicated model is built to control all three.

QUESTIONS FOR YOUR TEAM

- Is material availability creating production strain?
- Do inventory records match what plant teams need?
- Could a dedicated model take delay risk off the plant floor?

INTERNATIONAL RETAIL SUPPLIER

Retail scale without a distribution bottleneck

A major international retail supplier needed a North American distribution program that could keep pace with aggressive retail expansion in a short timeframe. Mallory designed, built, and operates the solution — absorbing seasonal variability and keeping fulfillment lead times compressed as the account grew, including a transition from shared capacity to a dedicated model.

800 → 9,000+

retail locations
supported

Shared → dedicated

model transition
as the account
grew

THE TAKEAWAY FOR SHIPPERS

Growth can outrun a warehouse model built for a smaller footprint. The ability to start in shared capacity and graduate into a dedicated operation — without changing partners — protects service while the business scales.

QUESTIONS FOR YOUR TEAM

How many new stores, accounts, or channels could the current model handle?

Which seasons create the heaviest labor and inventory strain?

Are lead times steady at peak volume?

SECTION 06

How a Mallory Dedicated Engagement Is Built

A dedicated operation is a multi-year commitment on both sides — typically a 3 to 5 year contract horizon. Mallory builds it in three deliberate stages.

1. Assess and design

We start from your data — locations, order patterns, SKU profile, inventory turns, service requirements, and transportation lanes — and design the operating plan, staffing model, systems, and KPIs around it.

2. Stand up the operation

Mallory implements space, labor, systems access, SOPs, and reporting — with dedicated operations stood up in as little as 60 days, as in the industrial case study in Section 05.

3. Improve year over year

Once live, the engagement is reviewed on a regular cadence and tuned for measurable operational gains, with cost discipline targeted at or below CPI — so the operation gets better across the life of the contract.

WHAT WE'LL NEED FROM YOU

- Current and planned warehouse locations
- Order patterns, SKU profile, and inventory turns
- Service requirements and value-added handling needs
- Inbound lanes and top destination regions
- Lease or 3PL renewal timing

SECTION 07

The Warehouse Network Assessment

A dedicated-contract decision can lock your business into one operating model for years. Mallory's Warehouse Network Assessment is a focused, 30-minute working session that pressure-tests your options before you run the RFP.

We look at your locations, demand profile, operating constraints, and service requirements, and help you weigh dedicated against multi-client, evaluate Memphis as an anchor, and identify where your current network may be adding cost, slowing service, or limiting resilience. The goal is a clear-eyed view of your best options now — not a sales pitch.

HELPFUL INPUTS

- Current warehouse locations and square footage

- Demand profile and seasonal shape

- Inbound lanes and top destination regions

- Service issues or cost strain

- Lease or 3PL renewal dates

- Growth, consolidation, or channel changes ahead

WHEN IT'S TIME TO DECIDE

Planning a dedicated warehouse move in the next 6 to 24 months?

Mallory's Warehouse Network Assessment is a 30-minute working session to map your best options now — so Mallory is a known quantity when your decision lands.

[Request a Warehouse Network Assessment](#)

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