



DLA Distribution creates efficiencies with standup of Bahrain mapping office

By Emily Blubaugh, DLA Distribution Public Affairs

In a move to better serve customers through consolidation of responsibilities, DLA Distribution Mapping Kuwait has relocated to the Naval Support Activity in Bahrain.

The move consolidates the map operations of DLA Distribution Mapping for Central Command in one location and leverages DLA Distribution Kuwait's Bahrain detachment, in the transportation of those assets throughout the CENTCOM Area of Responsibility. The move also allows DLA Distribution Mapping Bahrain to collocate their operations with the National Geospatial-Intelligence Agency operation in the region.

The various benefits of the transition include shortening the mapping product supply line, providing more shipping options, making products more locally accessible to customers, improving coordination between map producers and the distribution network, and cutting one to three days off of small parcel shipping outside of Bahrain.

Additionally, the combined operations are more cost effective than maintaining operations in Kuwait, most notably resulting in an average charge of \$17 per transaction versus \$24 per transaction in Kuwait. Other efficiencies include reduced shipping time to Afghanistan, better customer access to mapping products, improved access to transportation options and better security.

While executing the transition of operations across countries may seem daunting, the site's three permanent staff members, alongside a team of five DLA Distribution Mapping military and civilian employees from Richmond, Va., and Naples, Italy, flawlessly maintained operations by simultaneously filling customer orders, inventorying, and preparing the warehouse for operation.

In total, approximately 350,000 compact disks were pulled and transported to Bahrain via the Land Bridge, and over 270 pallets of mapping products were transferred from Kuwait to Bahrain, where personnel broke down and receipted material into the Bahrain account. Additionally,

over 1.1 million units were shipped to DLA Distribution Europe for redistribution within the European Command Area of Responsibility.

The Bahrain site is expected to fulfill a larger volume of orders than its predecessor, which processed more than 18,000 transactions last year, with nearly 3 million products reaching customers in the CENTCOM AOR.

DLA Distribution Mapping is one of DLA Distribution's 25 distribution facilities and is DLA's worldwide wholesale and retail distributor for geospatial products. DLA Distribution Mapping is networked with nine retail Map Support Offices serving United States Armed Forces, allies, and civilian agencies in seven countries. DLA Distribution Mapping and its nine Mapping Support Offices typically execute one million transactions per year with a worldwide workforce of only 155 civilian and military personnel. DLA Distribution Mapping is headquartered in Richmond, Va., and is collocated with Mapping Customer Operations, DLA Aviation, Richmond, Va.'s item managers for geospatial products.



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