



Ashley Furniture Gains Deep Visibility to Unlock Savings with BluJay Solutions

Quick Facts

- ▶ Headquartered: Arcadia, WI
- ▶ Largest furniture manufacturer in the world
- ▶ Over 20,000 employees globally

Business Challenge

- ▶ Increase supply chain visibility to scale the business globally without increasing cost and better utilizing resources.

Results

- ▶ Real-time visibility to all aspects of their freight spend
- ▶ Prioritization and modal selection of transfers across facilities
- ▶ Manage common carrier and fleet in one system
- ▶ Automated and audited carrier payment
- ▶ Increased transportation process efficiencies

Client Profile

Ashley Furniture Industries, Inc. is the largest manufacturer and retailer of furniture in the world. Established in 1945, Ashley offers one of the industry's broadest product assortments to retail partners and consumers throughout the world. From design through residential fulfillment, Ashley continuously strives to provide their customers with the best value, selection, and service in the furniture industry. Headquartered in Arcadia, WI, the company employs over 20,000 associates globally.

Challenge

Retail buying patterns are changing. Consumers with very high expectations are using numerous methods to shop, order, and procure everyday items. Ashley Furniture felt those changes and realized it needed to react to the marketplace. This included paying close attention to what the company needed to manufacture - and where it needed to be distributed from to be cost-effective - while hitting its customer service objectives.

Ashley Furniture realized that with thousands of time-critical loads per month, the potential for missed deliveries could directly impact the customer experience. Like many manufacturers, Ashley Furniture does not manufacture all items in the same area or region, so balancing inventory within regions is critical. Near real-time identification and prioritization of product transfers across Ashley's network is paramount to servicing customers in a given region.

The company also maintains its own fleet operations and divides its freight spend between the fleet and common carriers. In a capacity-constrained marketplace, Ashley Furniture's fleet was identified as a competitive differentiator to be leveraged - both for ensuring consistent customer deliveries, as well as picking up numerous third-party backhauls. The company handled all payment terms via manual processes and recognized the liability of limited auditing capabilities.

Case Study

Ashley Furniture established a list of goals for a new transportation management system:

- ▶ Track and trace for all aspects of freight moves
- ▶ Visibility for all supply chain partners
- ▶ Automate transportation-related processes based on best practices
- ▶ Deploy a scalable solution to handle multiple aspects of transportation



Solution

Ashley Furniture chose BluJay's Transportation Management solution to provide visibility to all aspects of their transportation network, allowing the company to increase efficiencies and reduce cost. The true SaaS model utilized by BluJay's Transportation Management provides visibility to inbound raw material loads through the supplier inbound management module (SIM), helping Ashley Furniture ensure that they pick up the right product on the right trailer, at the right time. As Ashley Furniture continues to respond to an ever-changing marketplace, the company can keep pace and sequence with their "just in time" manufacturing with real-time input from their vendor network. This provides savings across the board in terms of both freight costs and production efficiencies.

In leveraging BluJay's Transportation Management, Ashley Furniture utilizes functionality as dispatch consoles, pool points (relays), real-time carrier connectivity, and business intelligence reporting to better react to changing market dynamics and customer needs. Through automated carrier payment via WebSettle®, fully audited processes require fewer touches. Additionally, built-in management tools are used to identify and execute third-party moves on the fleet - reducing empty miles and creating new commercial opportunities. This drives ROI and positions Ashley's supply chain as a key differentiator in the marketplace they serve.

Additional benefits of BluJay Solutions to Ashley Furniture include:

- ▶ Prioritization and mode selection of transfer loads
- ▶ Data-driven decisions for routing guides
- ▶ Real-time track and trace of shipments
- ▶ Carrier and vendor compliance

Value

With a complex production and distribution network, Ashley Furniture faced many of the same challenges other manufacturers face today. As pressure continues to increase from end consumers and customers, shippers need to have a clear lens into their business - and visibility into the challenges within their supply chains. Technology plays a critical role for today's supply chains. Best-in-class shippers understand that true cost savings come from the deep visibility unlocked through supply chain technologies.

With BluJay Solutions, Ashley Furniture has complete control of their transportation planning, execution, visibility, and finances. The company can control their transportation strategy from a centralized model, with all business partners utilizing a common platform. Ashley Furniture can manage their fleet operations, report on key metrics, and address financial discrepancies all within one solution. The company now can make data-driven decisions, reducing costs, and build a better supply chain.

The benefits Ashley Furniture continues to receive include:

- ▶ Expertise
- ▶ Innovative technology
- ▶ Assurance
- ▶ Scalability

"We've got full visibility to the P&L associated with every freight move that we do. From an ROI perspective, it's really helped us move the needle."

VP of Supply Chain
Systems
Ashley Furniture

About BluJay Solutions

BluJay Solutions delivers supply chain software and services to the world's most progressive retailers, distributors, freight forwarders, manufacturers, and logistics service providers. Transforming supply chain logistics with the BluJay Global Trade Network, we enable customers to unlock the power of more than 40,000 universally connected partners. With BluJay, companies can achieve greater trade velocity, transform their supply chain economics for disruptive advantage, and see beyond the horizon to optimize their future in the global economy.

