



Jel Sert Manages Growth without Increasing Costs using BluJay's Transportation Management

Quick Facts

- ▶ Headquartered: West Chicago, IL
- ▶ Prominent CPG food manufacturer
- ▶ Founded in 1926
- ▶ Nine distribution centers

Business Challenge

- ▶ Improve visibility, automate processes, and gain control of shipments to reduce freight costs.

Results

- ▶ Improved real-time visibility
- ▶ Decreased freight costs
- ▶ Consolidated shipments for savings
- ▶ Accelerated self-invoice and payment for carriers
- ▶ Improved business intelligence

Client Profile

The Jel Sert Company is a world leader in the production of freezer pops and other foods with great flavor, consumer convenience, and innovative packaging. Founded in 1926, The Jel Sert Company is a privately-held firm whose popular brands include Wyler's and Wyler's Light drink mixes, Fla-Vor-Ice and Otter Pops freezer bars, and Royal and My-T-Fine brands of gelatin, pudding, and pie filling. With its extensive capabilities, Jel Sert provides turnkey development and manufacturing solutions, helping pharmaceutical, food, and private label companies expand existing product lines and brands with new, novel formats. Jel Sert's network consists of nine distribution centers, in addition to its single manufacturing plant. Jel Sert's primary transportation modes include LTL, TL, intermodal and parcel.

Challenge

Jel Sert experienced issues from rapid growth, including an over-stressed transportation staff that manually processed over 25,000 orders annually. These manual processes included handwritten orders and using spreadsheets to manage transportation.

Jel Sert missed opportunities for cost savings through freight consolidation. Orders were processed as received, then filled and dispatched sequentially. As Jel Sert grew, the transportation staff became a critical resource. Freight costs were not analyzed or optimized because of staff shortages. Rising fuel costs escalated transportation costs significantly and the increase in transportation costs drew the attention of senior management.

Jel Sert established a list of goals for the transportation system and services:

- ▶ Reduced transportation spend
- ▶ Incorporate critical legacy processes and data
- ▶ Create new and improved business processes
- ▶ Manage exceptions
- ▶ Enable enterprise-wide visibility

Case Study

Solution

BluJay Solutions' Transportation Management is the center of Jel Sert's fulfillment operations providing visibility for the shipment planners to see each workday holistically and optimize daily shipment transactions. The transportation team now analyzes and consolidates shipments to achieve an overall reduction in logistics and transportation costs. With real-time visibility of carrier data via BluJay's Transportation Management, transportation operations and customer service teams now have access to critical information to become more service oriented. In addition, visibility provided by BluJay's Transportation Management improved communications with the ability to alert customers if shipments are late or in jeopardy of becoming late. BluJay's Transportation Management improved business intelligence to provide metrics and accountability while allowing Jel Sert the ability to monitor costs and performance-to-plan.

With BluJay's Transportation Management, Jel Sert gains capabilities which include:

- ▶ Automating transportation processes for planning, execution, and settlement
- ▶ Consolidating freight loads to increase LTL shipments

Value

BluJay's Transportation Management allows Jel Sert to streamline processes and increase efficiencies. Continued growth for Jel Sert means continued expansion for the supply chain supporting Jel Sert customers. Scalability provided by BluJay's Transportation Management allows Jel Sert to make supply chain expansions while holding transportation headcount constant.

Jel Sert receives cost savings attributable to BluJay's Transportation Management through visibility and consolidation of shipments. Jel Sert saved approximately 9% of the annual freight bill in the first year with BluJay Solutions alone. In addition, the company is able to keep all parties informed regarding shipments as a result of having network-wide, real time visibility.

The benefits Jel Sert continues to receive from BluJay Solutions include:

Improved Real-Time Visibility: Based on the true SaaS model leveraged by BluJay's Transportation Management, Jel Sert has actual shipment information for better load consolidation and cost analysis.

Facilitated Proactive Communication: With BluJay's Transportation Management, Jel Sert has the capability to alert customers if shipments are late or in danger of arriving late.

Increased Freight Bill Savings: With automated payment and auditing, Jel Sert continues to see freight savings each year.

Optimized Asset Utilization: BluJay's Transportation Management provides visibility to loads and shipments to create more full trucks for carriers through load consolidation.

Utilized Business Intelligence: Jel Sert makes better management decisions based on transportation data and comprehensive reports provided within BluJay's Transportation Management.



“The Jel Sert Company is achieving project objectives established with BluJay Solutions including increasing visibility, optimizing utilization, and utilizing business intelligence for better decision making.”

EVP of Operations
The Jel Sert Company

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.

