

RE-EXAMINING YOUR SUPPLY CHAIN

A TRANSPORTATION MANAGEMENT CASE STUDY



As a third party logistics provider, Barrett Distribution does much more than manage a warehouse. We optimize your supply chain to improve efficiency and profitability. An integral part of any supply chain is transportation; products often move between the factory, warehouses, distributors, wholesalers and retailers before reaching the end consumer. With an advanced Transportation Management System (TMS) and an experienced transportation team, Barrett Distribution can design, implement, and optimize your supply chain.



The Challenge

In our experience, most companies are concerned with the same key challenges, to varying degrees:

1. Reducing shipping costs while shortening delivery times
2. Providing real time track and trace capabilities
3. Analyzing historical data to continually optimize the supply chain

According to a study conducted by Forrester regarding shipping policies, "92% of the top 50 retailers studied had free shipping policies."¹ The implications for your business? With the advent of Amazon Prime's free two-day shipping model, customers have come to expect cheaper and faster delivery methods. To keep up with these changing demands while not breaking the bank, companies need to reexamine their supply chain. The findings from a Morningstar report on the subject indicate that this challenge has positive financial implications for businesses who adapt; Amazon Prime customers spend an average of \$600 more per year than non-Prime customers!

The Solution

After recognizing that most companies experience a common set of problems, Barrett went to work on a solution. Barrett's cloud-based transportation management system communicates with carrier websites to provide real time rate responses. While ensuring that you get the most competitive rates, our TMS also provides Barrett with your company's historical shipping trends, allowing us to drive continuous improvement, reduce costs and cut delivery times. According to a 2013 UPS study of consumer expectations², 97% of online retail customers say tracking services are essential or nice to have. Our experienced transportation team will customize our TMS for your supply chain, making it easy to track your shipments in real time.

¹ Enright, Allison. Internet Retailer: Free shipping, more than fast shipping, draws consumers back. 9 October 2013. Online Article. 24 March 2014.

² United Parcel Service (UPS). 2013 UPS Pulse of the Online Shopper: A Customer Experience Study. Atlanta: comScore, 2013