

CASE STUDY

SUPPORTING A HEALTHY OUTLOOK FOR HOLLISTER'S GLOBAL LOGISTICS

BACKGROUND

Hollister Incorporated is an independent, employee-owned healthcare company that develops, manufactures and markets healthcare products and services globally. Based in Libertyville, Illinois, and founded in 1921, Hollister has operations on three continents and sells its ostomy care, continence care, wound care and critical care products in nearly 80 countries.

THE CHALLENGE

Hollister was operating its growing global supply chain without a transportation management system, pulling data and tracking updates manually. The company wanted to increase the efficiency of its logistics operations, while enhancing end-to-end visibility across its global footprint.

THE SOLUTION

Based on Hollister's unique needs, Redwood implemented the Oracle Transportation Management (OTM) solution, leveraging Redwood's dedicated OTM experts and the experience it's gained as an Oracle Gold Partner. Redwood leveraged RedwoodConnect to provide an additional layer of integration with Project44 and other systems, driving enhanced visibility and connectivity. Redwood also provides Full Truckload (FTL) and Less-Than-Truckload (LTL) freight services that help Hollister manage its outbound transportation in-house. Redwood's combination of supply chain orchestration and logistics execution capabilities set it apart during the vendor selection process.

THE RESULTS

Redwood has delivered real-time visibility for every shipment and truckload, increasing both Hollister's customer service levels and its responsiveness to changing conditions. Via process automation and digitization, Hollister can manage increased order volumes with no additional resources. In fact, the company reduced its staffing levels as it replaced paperwork and manual labor with standardized processes, automated reports, real-time updates and shared data. Hollister has also reduced its overall transportation spend by improving its planning and decision-making processes, especially with regard to air freight. By integrating OTM with other systems via RedwoodConnect, Hollister can be more proactive with its end customers, while also easily sharing logistics results — including financial reports and accruals — internally.



MARKET

- Healthcare

KEY TOOLS & SOLUTION

- TMS implementation – Oracle Transportation Management (OTM)
- Systems integration via RedwoodConnect™
- Full Truckload (FTL) & Less-Than-Truckload (LTL) management services

ADDITIONAL BENEFITS

- Enabled real-time global visibility for every truckload and shipment
- Minimized staffing demands via automation and digitalization
- Reduced freight charges due to improved planning and decision making

“Redwood's comprehensive, integrated transportation management system has revolutionized Hollister's global logistics. We now have complete control of inbound and outbound transportation, along with end-to-end, real-time visibility for every shipment. Thanks to Redwood, we can proactively improve our customer service, identify and pursue cost savings, and respond quickly to changing conditions.”

Michael Cavill
Global Transportation Senior Manager