



CASE STUDY

CHARGING UP TRANSPORTATION MANAGEMENT FOR A CONSUMER GOODS LEADER

BACKGROUND

This American consumer goods company offers a wide range of lighting and energy storage products, including popular and well-known brands. Its global supply chain includes operations in more than 40 locations, and it distributes products in more than 140 countries.

THE CHALLENGE

While its business has grown and changed over the years, this consumer goods leader was relying on an outdated transportation management solution that was no longer supported by the software provider. It lacked the features, functionality and dynamic planning capabilities required in today's fast-moving, omni-channel consumer goods marketplace. The company needed a new platform that would support its current global distribution needs, while also providing a strong foundation for future growth.

THE SOLUTION

Backed by its expertise in logistics management and advanced technology, Redwood recommended and implemented a new transportation management platform, Oracle Transportation Management (OTM), in just five months. The new solution allows the company to understand and minimize costs, maximize service levels, and automate processes and decisions across its global logistics network.

Redwood customized the system, including configuring an ability for the customer to "rate shop" among various carriers to minimize its overall freight spend.

THE RESULTS

Redwood was able to deliver value quickly, with the new transportation management platform up and running in just five months. The company is positioned to make and execute more intelligent logistics decisions, often autonomously, that optimize both service levels and costs. This consumer goods manufacturer has quickly moved from an outdated platform to new digital capabilities, along with associated best planning and operations practices. The customer can manage growth more efficiently and adapt faster to evolving conditions in the ever-changing marketplace for consumer goods.



MARKET

- Consumer Goods

KEY TOOLS & SOLUTION

- Oracle Transportation Management (OTM)

KEY RESULTS

- Five-month implementation
- Support for immediate cost savings and service improvements
- Platform for future growth

"The prospect of implementing an entirely new transportation management platform was daunting. But Redwood applied its hands-on industry experience and its deep expertise in logistics technologies to make the process fast and seamless. In just five months, we were better equipped to deal with our current transportation challenges, while also being positioned for growth in the future."