

▶ COMPONENT MANUFACTURER SAVES MONEY AND REGAINS CONTROL OF ITS SUPPLY CHAIN

HARTE-HANKS MAKES ROI HAPPEN

- An auto replacement parts manufacturer saved more than \$16,000 in just the first three months of a transport system overhaul.
- Core carriers developed special relationships with client vendors, improving response.
- Knowing freight status alleviates worry about having to shut down an assembly line.

SITUATION AND CHALLENGE

In the auto industry, original equipment manufacturers (OEMs) walk a fine line. Like vehicle manufacturers, they employ a just-in-time strategy to deliver product no sooner than needed, so inventory costs are contained. This creates a complex choreography of sourcing components, manufacturing finished goods and shipping them for sale. Efficient inbound and outbound transportation is crucial at every step.

One OEM was working with three different sources for its transportation needs: a logistics provider whose contract was ending; a group of six less-than-truckload carriers; and a freight audit and payment company which tracked billing and ran reports. Result: the manufacturer's costs were skyrocketing and there were too many places to go for answers, which often were conflicting.

SUCCESS DEFINED

The manufacturer offered Harte-Hanks Logistics the opportunity to bring the entire transportation program under control — from inbound vendor shipments to inter-plant distribution to outbound shipments of finished components. Success would be judged by efficiency as well as savings.

THE HARTE-HANKS ROI SOLUTION

Transportation management specialists at Harte-Hanks went to work with our proprietary, online Order Entry System. Our O.E.S. technology simplifies carrier selection, manages track and trace, and delivers built-in quality control procedures such as easy identification of the person who signed for a delivery anywhere in the distribution chain. Harte-Hanks Logistics used O.E.S. to develop an inbound routing guide for the manufacturer's 200-plus vendors, and each received specific instructions on using the technology.

Inter-plant and outbound moves were streamlined as well. Now, to place an order, manufacturing personnel simply log on to a secure Web site maintained by Harte-Hanks Logistics. They know the

We make ROI happen.



PROPRIETARY, ONLINE ORDER ENTRY SYSTEM ENDS THE GUESSWORK

- With the Harte-Hanks O.E.S. system automatically selecting the carrier with the best service and price, then tracking the shipment through delivery, there is no more worry about knowing where freight is located.
- Count on us to bring it home on time, every time, with skilled application of state-of-the-art technology.

FOR MORE INFORMATION CONTACT:

Harte-Hanks, Inc.
(800) 234-4487, x 389
www.harte-hanks.com
contactus@harte-hanks.com

exact cost and can immediately print out the bill of lading. In fact, everything they need to know about ALL their transportation-in-progress is at their fingertips. From open-order status to an order's complete history to requesting freight pick-up, Harte-Hanks systems and people support them.

SUCCESSFUL RESULTS QUANTIFIED

- Analysis of inbound and outbound costs before and after Harte-Hanks Logistics shows the manufacturer saved more than \$16,000 in the first three months alone, just by having its vendors use the Harte-Hanks routing guide and core carriers.
- The manufacturer is realizing the promise of just-in-time inventory management. With Harte-Hanks managing the process, freight is picked up when needed and delivered to the right place at the right time.
- With the entire transportation management system (TMS) from Harte-Hanks in place, the manufacturer also was able to save money on labor and transfer personnel where they were needed more.

THE FUTURE – CONTINUOUS ROI IMPROVEMENT

The manufacturer's dedicated Harte-Hanks logistics specialist continues to work to improve efficiencies. Operating logs are shared with the client to spot challenges and potential opportunities. The vendors' routing guide continues to maximize service at the least cost. And the overall new efficiency bodes well as the manufacturer seeks to grow relationships with new clients.

We make ROI happen.

