KEWILL®
Keeping Your Supply Chain in Motion

Hood®

CASE STUDY

HP HOOD

Meeting customer demands of 99.6 percent on-time delivery with Kewill MOVE on the Cloud for Shippers solution

Industry
Manufacturing

Region
Americas

Benefits:
- Provides complete visibility into the entire transportation process, enabling real-time decisions
- Increased on-time deliveries to 99.6 percent
- Streamlined freight payment process to 95 percent automated

HP HOOD PROFILE

Founded in 1846, HP Hood LLC is one of the largest branded dairy operators with 16 manufacturing plants throughout the United States. In its traditional home territory of New England, the company's lines of milk, cream, ice cream, cottage cheese, and sour cream regularly rank number one in the six-state area. HP Hood has a broad customer base from grocery warehouses to convenience stores; managing approximately 150,000 annual shipments across 12 processing plants and 22 distribution centers.

INITIAL CHALLENGES

- Multiple acquisitions meant that there were multiple, disjointed transportation processes
- Organization had grown rapidly in size - from 1500 employees to over 4000 employees
- Many supply chain processes were completely paper based
- Lack of collaboration between plants, customer service, carriers, and transportation departments

OBJECTIVE

Implement a unified transportation management process that covers the entire supply chain and can scale up easily to handle further additions to the business

WHY KEWILL?

The Kewill TMS provided HP Hood with a logistics network of thousands of carriers, along with the capability to automate the entire transportation management process:

- Single, standard TMS rolled out organization-wide and to each acquired company
- Enabled collaboration with everyone in the logistics network, from order to delivery
- Extensive data analysis capabilities

> "For as much information you put into the Kewill TMS, you get twice as much out for analysis. The more the Kewill software is used and integrated, the more powerful it becomes to every aspect of the business."

HEIDI HENDERSON, LOGISTICS ANALYST AT HP HOOD

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Results

COMPLETE VISIBILITY INTO THE ENTIRE TRANSPORTATION PROCESS

The Kewill platform expands visibility beyond the transportation department to the warehouses and customer service, it truly provides a one-stop shop for information, enabling real-time decisions during the order to delivery cycle and allowing HP Hood to respond to performance issues in real-time.

AUTOMATED FREIGHT PAYMENT

By automating 95 percent of freight payments, the Kewill TMS saves time and enables regular carrier payment, not only reducing payment errors but keeping expenses in the month in which they occur, resulting in more accurate reporting, lower processing costs and fewer inquiries.

REDUCED SHIPMENT COSTS

Central management of all 150,000 annual shipments has been enabled by the Kewill platform, allowing improved planning and reducing LTL shipments by 20 percent, which has in turn reduced costs significantly.

INCREASED ON-TIME DELIVERIES

By connecting electronically HP Hood with a network of carriers, the Kewill TMS has enabled real-time collaboration with transportation partners, driving improved on-time pickup and on-time delivery and at the same time reducing order turn-around to 6 days or less.

POWERFUL ANALYSIS

By drilling down into TMS data, HP Hood determined that adding a new plant/DC in Sacramento, CA, would reduce days of travel, enabling them to become a national brand.

> “Since we have every piece of information from order to delivery, we can figure out how to better serve our customers. Customers are driving the way we do business. In order to exceed their expectations, we have to go from cow to customer. We need to be able to see, manage, and measure by automating our entire transportation process using the Kewill TMS.”

HEIDI HENDERSON, LOGISTICS ANALYST AT HP HOOD

IMPROVED CUSTOMER SERVICE

Increased order visibility has resulted in fewer customer service issues, improving customers’ trust.

About Kewill

Kewill is a global leader in multimodal transportation management systems, providing organizations with a comprehensive end-to-end platform for managing the complexities of transportation, logistics and trade compliance. The Kewill MOVE® platform helps companies reduce costs, manage volatility and gain greater visibility across the logistics value chain. Trade, transport, store, comply, manage and integrate – the Kewill transportation management platform gives you the insight, agility and tools you need to deliver better customer service and streamline global supply chain execution for strategic advantage.

The Kewill platform supports supply chain execution activities for more than 7,500 companies in over 100 countries across 5 continents.

For more information, please contact us:

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