

ARYZTA

ARYZTA turns data into **actionable intelligence** with LaaS

CHALLENGE

ARYZTA is a cross-category foodservice and retail company that currently has 57 bakeries in 29 countries. Their products include several types of premium breads, sweet goods such as cookies and donuts, and flatbread pizza.

ARYZTA's wide range of leading brands in the food industry includes Otis Spunkmeyer, America's number-one foodservice cookie brand: La Brea Bakery, America's favorite Artisan Bread; and Oakrun Farm Bakery, the number-one selling English Muffins in Canada.

ARYZTA's multi-channel presence spans several outlets, such as quick-service restaurants, retail and grocery stores, and foodservice companies.

BluJay and ARYZTA's partnership began in 2013, with ARYZTA unveiling its Transportation Management center in Ogden, Utah. Originally ARYZTA US was a TMS technology user, and at the time, the business was fragmented. ARYZTA found that BluJay's Transportation Management solution was working well for them, but that there was definitely room for improvement. The bakery was using the TMS primarily to tender freight out and not fully leveraging the data and functionality it provides.

With the combination of new business significantly increasing volume and severe winter weather severely impacting the transport industry, ARYZTA looked to BluJay's Logistics as a Service (LaaS) to start fully taking advantage of the TMS.

"It's all about the data and the way we can slice the data down to a granular level to make decisions."
– Logistics Manager, ARYZTA

QUICK FACTS

- 57 bakeries in 29 countries
- Founded in 2001
- ARYZTA produces bakery items under several brands, along with private label and other large foodservice and retail brands
- Based in Zurich, Switzerland

BUSINESS CHALLENGE

- ARYZTA was using BluJay's Transportation Management for tendering loads, but when volume significantly increased, the company chose LaaS to fully leverage the complex data and capabilities of the TMS.

RESULTS

- With BluJay's LaaS team running the TMS for ARYZTA, their team was able to focus more on core competencies while gaining visibility and realizing measurable Improvements.

SOLUTION

After two years of using BluJay's Transportation Management, ARYZTA's journey continued with its Canadian business integration and selection of BluJay's LaaS solution in 2015. The US operation followed in 2016. Logistics as a Service, also known as LaaS, is a dedicated team of experts running BluJay's Transportation Management technology on behalf of the shipper. This group of BluJay employees manages nearly $3 billion in annualized freight under management.

ARYZTA's LaaS team at BluJay consists of load planners, a systems admin, a carrier management specialist, and a manager dedicated to making decisions to mitigate costs and service risks to their business along with partnering with shippers on driving continuous improvement initiatives across supply chain functions. The power of BluJay's technology empowers ARYZTA to make decisions based on informed analytics.

Since going live with LaaS, ARYZTA has enjoyed improvements in many areas, such as:

- 40% reduction in delivery date to payment batch timing for settlement processing in first year
- 2% improvement in on-time delivery in year one
- Multi-stop planning increased by 4.5% in year one
- Use of intermodal increased by 57% in first year under continuous improvement project for mode conversion

BluJay's Logistics as a Service team has provided consistency and visibility to ARYZTA's logistics operation. Having dedicated team members focused on their transportation execution allows the LaaS team to develop productive relationships with customer service and demand planning teams, and this led to a much smoother and more efficient supply chain.

ARYZTA
Passion for good food

"BluJay helps us be a quality provider giving best-in-class service. They help build a best-in-class supply chain operation without having to build it internally."

Doug McBride
Vice President, Logistics, ARYZTA

ARYZTA's logistics director says, "BluJay is like a built-in network resource team. If we need information or get stuck, BluJay usually gets us to the answer a lot quicker, because they already know us. They know the quirks and demands of our business and are often able to call things out even before we notice. They are engaged. BluJay helps push us on best-in-class initiatives that we've executed."

With a team of top supply chain professionals taking a load off ARYZTA's internal team, they were able to shift their attention to focus more on their core competencies. BluJay's deep bench of professionals also allows ARYZTA to focus more on the dynamic needs of their business and eliminates the burden of training employees to run their supply chain.

Among the projects that ARYZTA has launched with BluJay are:

- A Carrier Performance Award Program that is designed to help facilitate relationships and conversations with carriers.
- Tracking demand planning order lead time
- Network design and optimization to determine optimal distribution network to support changes in ARYZTA's business.
- Performance reporting on bakery outbound trailer utilization to reduce cost of empty space.

ARYZTA now leans on its BluJay LaaS team to evaluate the powerful reporting capabilities the TMS provides, and to provide access to a wide range of data that allows them to make informed analytics-based decisions, giving them a competitive advantage.

ABOUT BLUJAY SOLUTIONS

BluJay Solutions delivers supply chain software and services to the world's most progressive retailers, distributors, freight forwarders, manufacturers, and logistics service providers. Transforming supply chain logistics with the BluJay Global Trade Network, we enable customers to unlock the power of more than 40,000 universally connected partners. With BluJay, companies can achieve greater trade velocity, transform their supply chain economics for disruptive advantage, and see beyond the horizon to optimize their future in the global economy.

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