

# MTD Products Inc.

MTD increases **efficiency, visibility, and collaboration** with BluJay Solutions

## CHALLENGE

Founded in 1932, MTD Products Inc. is a worldwide leader of outdoor power equipment based in Valley City, Ohio. MTD's products include lawn mowers, snow throwers, utility vehicles, trimmers, chain saws, leaf blowers, log splitters, tillers, and more, for residential and commercial markets. These quality products are sold online and internationally in all channels of distribution – home improvement stores, hardware stores, mass retailers, independent dealers, and farm supply stores.

With facilities in the United States, Canada, Mexico, Europe, China, and Australia, MTD's operations group ships approximately 3,000 inbound and 2,500 outbound containers to these locations annually. Shipping volume for the first six months typically is 45,000 loads, which is about 300 million pounds of freight. Because of the global nature of its business, MTD has a huge need for information visibility from all over the world.

MTD faced many transportation challenges, including lack of visibility of shipments, many manual processes, limited supplier collaboration, lack of metrics, and a very

reactive process. The company also hoped to improve cost effectiveness across all facets of logistics. MTD decided that implementing a transportation management system (TMS) was the best answer to optimize supply chain costs and resolve its transportation challenges.

Goals for the TMS implementation included:

- Creating a seamless supply chain domestically and internationally
- Providing visibility of product and global regulations paperwork
- Increasing collaboration among facilities, suppliers, and customers
- Automating processes to improve productivity
- Gaining access to real-time accurate data for analytics and better decision making

▼ **12%** Lower Freight Costs

## QUICK FACTS

- › Worldwide leader in outdoor power equipment
- › Founded: 1932
- › Headquartered: Valley City, OH
- › Ships thousands of containers inbound and outbound annually

## BUSINESS CHALLENGE

- › With complex global operations, MTD Products needs real-time visibility of inventory and improved collaboration with suppliers and customers.

## RESULTS

- › With a true SaaS Transportation Management platform, MTD has gained visibility and collaboration throughout its entire supply chain, reduced freight cost and dock transactions, optimized shipments, and increased productivity.

## SOLUTION

After a review of TMS vendors, MTD selected Blujay Solutions as the best platform to automate processes and create a seamless, more efficient supply chain. Blujay's Transportation Management gives MTD complete transportation functionality, as well as transportation visibility and collaboration.

MTD uses Transportation Management to manage every step of the transportation process, from purchase orders for inbound logistics, to interplant communication regarding customer orders, and outbound logistics.

Additional benefits include:

- Better visibility of both inbound and outbound shipments
- Receiving orders automatically and tendering loads to carriers directly through the system
- Visibility of supplier routing guides, ensuring compliance and accountability
- Improved process automation and optimization

Managing transportation with Blujay's true SaaS technology has given MTD better coordination, control, and lower costs. Collaboration and visibility among MTD facilities, suppliers, and customers are two of the biggest improvements since implementing Transportation Management. MTD takes advantage of the industry's largest Global Trade Network, which empowers shippers, carriers, suppliers, and members to reduce costs, improve services, and gain complete visibility through the collaborative network.

*"Our suppliers can go to the MTD portal to identify all of the shipments and releases that are due, and as they check those, it shows data from Transportation Management," said VP Supply Chain for MTD Products. "This has helped us drive efficiencies both internally and externally. This really puts the 'seamless' in seamless supply chain."*

Among the ongoing benefits that MTD Products continues to receive from Blujay's platform are:

- **Improved Visibility:** Central data repository enables visibility for analysis of costs and performance measurement to uncover areas for improvement.
- **Reduced Costs:** Initially MTD decreased freight cost by 12% and increased productivity by 20% with the same number of people. Receiving dock transactions have decreased 30%, meaning less receipts, putaways, and material handling.
- **Optimized Shipments:** LTL compared to truckload has gone from 33% LTL down to 25% LTL, resulting in a huge improvement to the number of deliveries being made daily in addition to improving freight costs.
- **Increased Collaboration:** With over 500 suppliers in the US alone, collaboration ensures correct information to keep multiple production facilities running smoothly



"Blujay Solutions helped MTD drive efficiencies in our supply chain - both internally and externally. This really puts the 'seamless' in seamless supply chain."

VP, Supply Chain  
MTD Products

## 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.