

Dannon

Dannon gains a competitive advantage with BluJay Solutions

CHALLENGE

Dannon is a leading global food company built on four business lines: Fresh Dairy Products, Early Life Nutrition, Waters, and Medical Nutrition. Danone's U.S. subsidiary The Dannon Company, Inc. is one of the top manufacturers and distributors of yogurt in the United States, with three plants including the largest yogurt manufacturing plant in the country. The Dannon Company, Inc. grew rapidly after introducing fruit-on-the-bottom yogurt cups in 1947.

Yogurt consumption has almost doubled every seven years, making it one of the fastest-growing segments in a very competitive dairy market. Getting products on shelves as quickly and efficiently as possible is critical. For Dannon, this requires tracking hundreds of loads a day through its three manufacturing plants, six distribution centers, and numerous trucks from third-party carriers.

In addition to the complexity inherent in Dannon's supply chain process, customers were requesting better service through improved scheduling options and increased on-time deliveries. Dannon's former outbound and inbound appointment scheduling process was manual and required time-consuming phone calls, faxes, and emails between departments, shipping facilities, and carriers. Additionally, the dock scheduler at each location was the only party with visibility to the entire transportation schedule, creating a bottleneck that limited the ability to communicate any delivery changes to the customers.

QUICK FACTS

- › Best-selling brand of yogurt worldwide
- › Headquartered: White Plains, NY
- › Parent company: Danone

BUSINESS CHALLENGE

- › Dannon needed real-time visibility for interactions between manufacturing plants, distribution centers, customer service locations, and third-party carriers.

RESULTS

- › With a true SaaS TMS, Dannon gained visibility and was able to increase customer satisfaction, improve communications, increase on-time deliveries, and gain a stronger foothold in the competitive marketplace.

6M+ cups of yogurt shipped per day

SOLUTION

Dannon selected BluJay's Transportation Management to address increasing customer demands and complexity in the company's fast-growing, fast-changing marketplace. The solution is a true SaaS TMS that supports planning, execution, claims and appointment scheduling. Transportation Management also integrates with Dannon's SAP system to ensure end-to-end control and visibility over inventory to improve overall enterprise resource planning (ERP).

Dannon improved order accuracy, appointment scheduling, workforce performance, visibility, and communication using Transportation Management to more efficiently manage operations in the following ways:

- Staff in advance with an online calendar-based Dock Scheduler
- Monitor arrival and departure appointments in real-time
- Track priority deliveries and provide details to all load planners and transportation staff
- Research areas with frequent issues, pinpoint causes and address problems
- Review accessorial charges and automatically calculate fuel surcharges for total shipment cost

With complete visibility into transportation processes, Dannon has increased customer satisfaction while freeing up internal resources to focus on other initiatives. The ongoing value of utilizing BluJay's technology includes:

- **Saved time** – approximately 1.5 hours per resource per day
- **Improved customer service and customer satisfaction** – all representatives see loads quickly and easily, providing open communication of any issues or changes
- **Reduced costs** – visibility to carriers' schedules has enabled better planning for delays and changes, resulting in reduced detention costs in first year of usage alone

Partnering with BluJay has helped Dannon gain competitive advantage.



"We work in a fast-growing marketplace that has unique demands on the supply chain due to the shelf life of the product and our distributed operation. With BluJay, we are able to manage transportation from shipment tender through delivery, making service a competitive advantage."

National Transportation Manager
Dannon

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.