

Dawn Foods

Global bakery service provider blends the ingredients for transportation success

CHALLENGE

As a global bakery manufacturer and ingredients supplier, Dawn Foods has established itself as the premier bakery service provider, inspiring bakery success every day. Committed to delighting its customers around the world, Dawn Foods delivers the partnership, insights, innovations, products, and bakery expertise that empowers them to achieve their aspirations.

Dawn Foods was in need of a resource with expertise in TMS configuration and data analysis to enhance system utilization and improve KPI reporting to deliver continuous improvement. Dawn Foods also wanted access to the BluDex rate benchmarking tool and the Blujay Freight Market Index reporting to support informed decision-making, through an understanding of current market conditions.

Dawn Foods partners with more than

50,000

artisanal and retail bakers, food service leaders and manufacturers located in more than

100 countries

QUICK FACTS

- › Global bakery service provider, partners with more than 50,000 artisanal and retail bakers, food service leaders, and manufacturers in more than 100 countries
- › 4,000 team members globally
- › 100-year-old company
- › Headquartered in Jackson, Michigan

BUSINESS CHALLENGE

- › Dawn Foods required data set-up and reporting specific to transportation transactions in the TMS but lacked the resources to quickly generate the reporting. The team also wanted access to the BluDex market data and benchmarking tools.

RESULTS

- › Dawn Foods has increased efficiency in a number of ways: significantly reduced time to plan orders and build loads; improved load utilization; and through analysis, optimize the network to reduce and mitigate rate impact.

SOLUTION

Dawn Foods selected BluJay's Transportation Management for Shippers technology solution in 2018, adding the Logistics as a Service (LaaS) Logistics Analyst offering in 2020 to fully leverage data to make better business decisions.

With the Logistics Analyst (LA) in place, Dawn Foods and BluJay Solutions developed a roadmap for the role - a combination of system set-up, system efficiencies, and report generation tasks to support Dawn Foods' business.

Following the roadmap together, Dawn Foods streamlined the freight-building process by implementing several automated execution and optimization functions within the TMS, significantly reducing the time required by Logistics Planners to plan orders and build loads.

Truckload utilization resupply and customer orders are key initiatives for Dawn Foods' Transportation and Supply Chain Teams. With the truckload utilization data and analysis provided by the Logistics Analyst, Dawn Foods can measure the financial impact of under-utilized loads, and address any adjustments needed to realize improvements across their shipping network.

In addition, the Logistics Analyst provides value to help Dawn Foods achieve objectives including:

- Enhanced carrier relations - through the development of a carrier scorecard used in monthly performance check-ins with core carriers
- Network optimization - providing lowest-cost origin-destination pair analysis
- Mitigate rate impact - by identifying transportation lanes with an unplanned increase in rates, through weekly KPI reporting on spot market usage, routing guide compliance, and tender acceptance. Using BluDex data, Dawn Foods can identify benchmark rates and quickly query its carrier network for rate quotes to eliminate or reduce the impact of each lane.

Dawn Foods views its relationship with BluJay as collaborative and integral to driving success for the business.



"Dawn Foods and BluJay Solutions have built a collaborative relationship to navigate the transportation marketplace in North America. Logistics as a Service is more than a dedicated Logistics Analyst, it is a commitment by BluJay to Dawn Foods' success. They deploy whatever resources necessary to solve issues and identify opportunities."

Chuck Moffett
Sr. Director of Transportation
Dawn Foods

BLUJAY'S LOGISTICS AS A SERVICE IS UNIQUE

Blujay's Logistics as a Service (LaaS) group is a primary source for next-generation best practices in the transportation industry. Strong partnerships between the LaaS team, Transportation Management for Shippers software development, and customers fosters significant value and innovation. Blujay is a leader in responding to market change and implementing new TMS tools and strategies that help keep customers on the cutting edge.

The Logistics Analyst solution within Blujay's LaaS begins to capture some of the same benefits as the full Managed Transportation Services offering. The Logistics Analyst service is designed to support shippers lacking a TMS Super User, by providing a path to best-in-class TMS utilization, while expanding TMS data reporting and gaining access to continuous improvement expertise across the broader LaaS group.



Transportation Management for Shippers



TMS + Logistics Analyst



TMS + Managed Transportation Services

Best-in-class TMS software	✓	✓	✓
Dedicated Blujay Super User		✓	✓
Best-in-class TMS utilization		✓	✓
Shared best practices		✓	✓
KPIs and reporting		✓	✓
CI Focus		✓	✓
Dedicated centralized execution team			✓
Operations standardization			✓
Scalability			✓
Reduced resource risk			✓
Carrier procurement			✓
Access to Blujay Network			✓

ABOUT BLUJAY SOLUTIONS



Blujay Solutions helps companies around the world achieve excellence in logistics and trade compliance - it's in our DNA. Through a blend of Data, Networks, and Applications, delivered in the Blujay Way, our DNA platform powers the Frictionless Supply Chain for thousands of the world's leading manufacturers, retailers, distributors, freight forwarders, customs brokers, carriers, and logistics service providers.