



# CUSTOMER CASE STUDY



## THEIR INDUSTRY:

Frozen dessert manufacturing

## DISTRIBUTION:

Food service and in-store bakery channels

## ANNUAL REVENUE:

\$75 million; recently acquired from a Fortune 50 food processor

## OUR SOLUTIONS:

Supply chain analysis, consulting, & warehouse planning.

## Thoughts from our customer...

“We had to build our customer service function, warehousing configuration and logistics capabilities from scratch. It was a bit of a Rubik’s cube process during which we were evaluating new warehouse providers, new transportation options, training customer service personnel, installing a new IT system, creating new backhaul rates. There was a lot going on and it was a huge benefit to us to have the professional input of Trinity Logistics as we were making our decisions. We do not have logistics experts on staff, so we relied on Trinity’s expertise to guide us through the process.”

— **CEO, FROZEN DESSERTS MANUFACTURER**

“We were engaged to assist the manufacturer with development of prices and order policies which reflected their new cost structure. Trinity graciously shared their analysis in support of our efforts, including providing access to an online tool which helped us establish customer pickup allowances. We appreciate the opportunity to work with Trinity and will recommend them to all of our clients.

— **DAVE DEWALT, PRESIDENT, FRANKLIN FOODSERVICE SOLUTIONS**

## Challenge



Our featured manufacturer was a recently acquired business which had formerly been a division of a Fortune 50 company. The new owners had to rethink everything about their current supply chain in order to build a new distribution network from scratch. After exiting the corporation’s warehouses, the company was essentially a startup with inventory in two different manufacturing facilities. They lacked the data, experience, and knowledge required to make informed decisions. The goal was to fill this gap and decide where to locate a national distribution center in order to optimize customer service while minimizing distribution costs.

## Solution



Using our advanced Transportation Management System (TMS) functionality, Trinity was able to analyze a mountain of data on behalf of the client. Over 1000 purchase orders were consolidated and routed using 3 different potential warehouse locations. More than 400 truckloads were created as well as additional LTL shipments. Trinity was able to consolidate 57%-64% of the PO’s depending on the location. Leveraging Trinity’s technology and expertise, the manufacturer was able to optimize miles, calculate saved CO2 emissions, and determine an expected average cost per pound from each location.

## Results



Trinity presented results of our customized analysis along with clear recommendations. Armed with Trinity’s analysis, our client confidently selected the best location for their new distribution center. They were able to stock the warehouse and maintain customer service throughout the transition with minimal disruption. Their locations are no longer operating independently, but working together with centralized processes. The cost structure is commensurate with Trinity’s calculations. Our client has achieved both goals set out during the initial consultation.