

# BUSINESS INTELLIGENCE

## Business Profile

- Global home appliance brand
- Sells to 70+ countries
- Founded in the 1930's

## Business Challenge

The client needed to conduct a freight analysis that would help them make better business decisions, but the volume of their data was too large.

## Logistics Plus® Solution

Our Business Intelligence team used the powerfully flexible LP Business Intelligence Platform to create interactive dashboards which made for easy ability to consume great volumes of data.

## Results

- Found potential savings of \$195k on small parcel shipments
- Found potential savings of \$2.1M in freight charges
- Found the opportunity to reduce total number of shipments by 80%

# Breville Freight Analysis

## Business Profile

This is an iconic global home appliance brand, with products sold to more than 70 countries around the globe. Founded in the 1930's this client's appliances are found in homes throughout the world.

## Business Challenge

The client currently is limited to use of two domestic carriers, one for trucking and another for small parcel. They sought a series of analyses that would help them make better informed decisions regarding their current business practices as well as potentially informing their future business decisions.

In order to conduct a full, proper review, this client needed to be able to apply rate schedules from their existing carriers to their shipment data in order to determine what their freight spend would look like under several different scenarios.

The volume of their data was too large, however, to manage using Excel sheets. Their operations team also did not have the time nor expertise to properly apply rates from their carriers to hypothetical situations, like consolidations and switched carriers (Truck shipments sent via Small Parcel and vice versa).



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## Logistics Plus® Solution

The Logistics Plus Business Intelligence team used the powerfully flexible LP Business Intelligence Platform to create interactive dashboards which made for easy ability to consume great volumes of data. The Business Intelligence Team was able to create for this client a number of different analyses, including:

- **Consolidation Opportunities** – finding shipments within a specific mode sent from the same Origin / Destination within the same time frame for opportunities to consolidate into larger shipments.
- **Consolidation to LTL** – finding shipments, regardless of mode, sent from the same Origin / Destination within the same time frame for opportunities to consolidate into condensed LTL shipments.
- **Converting ALL shipments to each Carrier** – converting each shipment, as is, to either their Small Parcel or Truck carrier, using the rates made available to the client.
- **Carton Threshold Validation** – the client had a business rule to determine when to use their Small Parcel carrier and when to use their Truck carrier based on the total number of product cartons in the shipment. A dashboard was built, with a variability tool, that allowed them to dynamically see how changing the threshold could affect their total charges.
- **Re-Rating Shipments at LP Rates** – each Small Parcel and Truck shipment from their historic data was re-rated using rates available exclusively to Logistics Plus to show an apples-to-apples comparison of their rates versus ours.

## Results

The Business Intelligence team found several actionable insights and potential savings for this client's logistics group to implement.

From the **Consolidation Opportunities** analysis LP found that the client could potentially reduce their Small Parcel shipments by 82% and save about \$195k (6.13%) while also reducing their Truck shipments by 59% to save \$2.6M (54.02%).

The **Consolidation to LTL** analysis found the opportunity to reduce the total number of shipments by 80% and \$2.1M (6.49%) in freight charges.

Within the **Converting ALL shipments to each carrier** highlighted the possibility of reducing the total freight cost by \$1.1M (14.42%) while maintaining exactly the same level of service and frequency of shipments by exclusively utilizing one of the customer's carriers.

The variability of the **Carton Threshold Validation** data model allowed the customer to independently assess how changing one of their business rules would affect their freight costs. The strength of the LP Business Intelligence platform enables the client to quickly and easily test different inputs so that they can make an actionable decision using real data.

Finally, the **Re-Rating Shipments at LP Rates** found that if the carrier had instead utilized rates available to LP, they would have saved approximately \$434,399 (13.62%) for their Small Parcel shipments and \$471,052 (9.75%) for their trucking shipments.

All the analysis was built and made accessible on the LP Business Intelligence platform and could be easily accessed 24 hours a day, from anywhere in the world.



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