

A red rectangular box containing the text "CASE STUDY // 2022" in white, uppercase, sans-serif font.The main title of the case study, "JARRETT EXECUTES FLAWLESS OUTBOUND PROGRAM AND TMS IMPLEMENTATION FOR DISTRIBUTOR IN FIVE MONTHS", written in large, white, uppercase, sans-serif font over a background image of a person working at a computer.

*Legacy Systems and a Recent Acquisition Create Opportunities for Efficiency and Freight Savings.*

## CUSTOMER

- OmniCable
- Redistributor of Wire, Cable and Electrical Products
- \$500M+ in Revenues
- 300+ Employees
- 14 Regional Distribution Centers
- 17 total locations
- \$32M in Freight Under Management
- Headquartered in West Chester, PA

## KEY SUPPLY CHAIN ISSUES

- Implementation coincided with OmniCable's acquisition of former competitor, Houston Wire & Cable (HWC) and ongoing integration of their sales forces and ERPs.

- OmniCable's outbound freight shipments includes 500 daily LTL loads and 3,500-pound wire reels that require flatbed trailers and special handling.
- All orders go out same day or next day, and delivery is often to job sites where drop-off times are critical and delays are costly.
- Manual processes made getting and sharing shipment information laborious. OmniCable's overburdened Distribution Center (DC) managers and salespeople tracked freight manually.
- OmniCable had no transportation management system (TMS) or analytics to provide direction on how to improve their freight spend or guide carrier selection.
- Poor supply chain visibility and communication undermined OmniCable's ability to get inventory to customers on commitment dates.
- DC managers were constantly fielding phone calls and emails from the sales team regarding the location and estimated time of arrival of loads.



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## EVALUATION PROCESS

Jarrett wouldn't have won the business without demonstrating the ability to launch their transportation services and TMS in five months—regardless of the merger in progress. Jarrett's ability to meld capacity, customer service and leading-edge technology were deciding factors.

After the launch, Jerry Zurovchak, who heads up all operations for OmniCable knew he'd made the right decision. "Jarrett beat our benchmark in every category. We couldn't have asked for anything more."

## SERVICES DELIVERED

**Implemented program to manage outbound, inbound and 3rd party freight.** Through Jarrett Logistics Systems, OmniCable and HWC were able to leverage a well-established network of over 10,000 less-than-truckload (LTL) and truckload (TL) carriers for economies and seamless transition. Jarrett handles the LTL and flatbed movements for OmniCable. Jarrett also handles OmniCable's third-party shipments. "The manufacturer calls with a purchase order, we write the bill of lading (BOL) and dispatch the carrier. OmniCable doesn't have to worry about a thing," Mike Jarrett, President of Jarrett Logistics explains.

**One-point of contact for all shipping needs.** Jarrett Logistics provided OmniCable with a single centralized source for services that include dispatch, quotes, changes to BOL, tracking and invoicing. OmniCable benefitted from the flexibility and control of working with a skilled team that understands their business requirements and preferences company-wide and down to the site level.

**Full freight visibility via a top tier TMS.** jShip, the Jarrett Logistics proprietary TMS system enables the OmniCable team to track loads in real time and receive automated notifications regarding shipment status. Product is shipped to customers from locations throughout the OmniCable-HWC network and jShip brings all tracking together in one place where it can be accessed instantly. The team now has the information

it needs when it matters so they can either problem-solve delays or proactively inform customers and adjust their plans.

**Access to data providing actionable insights.** jShip Advanced Analytics gives OmniCable the information to identify opportunities or improving efficiency and lowering costs. The OmniCable team can instantly access supply chain KPIs they've never had before to guide carrier selection, load building, consolidation and DC selection. jShip provides options for them to tailor reports that leverage different data sets as they continue to integrate OmniCable and HWC systems.

**Centralized customer service to relieve sales force and DC managers.** The JLS Routing Center team supports logistics needs of the customer service department for OmniCable. Prior to Jarrett, the OmniCable DC managers spent considerable time answering email and phone call queries, and their salespeople manually tracked loads and managed customer service. The JLS Routing Center team relieves OmniCable's team of these duties while providing responsive and proactive communication. Phone calls are answered in under 11 seconds and emails receive a response in less than 8 minutes.

## VALUE DELIVERED

**\$1M+ VALUE DRIVEN BY JSHIP**  
optimization, execution, automation,  
visibility, efficiency gains

**100K SHIPMENTS PER YEAR**  
transitioned to jShip TMS

**\$800K+ IN VALUE USING JLS ROUTING CENTER**  
to relieve Customer Service Team

**INCREASED CAPACITY OF 250-PERSON SALESFORCE**  
through automation and use of third-party logistics/transportation management

**99.9% ORDER ACCURACY AND ON-TIME PERFORMANCE**  
throughout engagement



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