

CPG Giant Turns to Transfix for Guaranteed, Primary Capacity During Peak Holiday Season

Transfix converted high volume spot lanes to primary contract drop-drop lanes to provide a major CPG (consumer packaged goods) giant with dedicated carriers, reliable capacity, and cost and time savings during peak holiday season

THE CHALLENGE

SECURE GUARANTEED CAPACITY AND ACCESS RELIABLE RATES DURING TIGHT PEAK SEASON

The constant fluctuations and increased demand in the freight market during the holiday season, or any tight market, can make it challenging to control costs and access dedicated carriers. With the onset of COVID-19, supply chains have been completely disrupted, and shippers cannot look to previous holiday seasons to help with planning and forecasting. This unprecedented volatility requires shippers to quickly adapt to changing consumer demand. However, finding reliable capacity and rates is difficult in a constantly changing market. In the midst of these challenges, Transfix worked closely with a major CPG manufacturer to proactively provide innovative solutions that enabled them to secure dedicated drop capacity and reliable rates, and reduce their reliance on the costly and time-consuming spot market ahead of the holiday surge.

THE SOLUTION

TRANSFIX USED THEIR DATA SCIENCE TOOLS TO IDENTIFY THE LANES THAT NEEDED THE MOST SUPPORT AND SOURCED HIGH QUALITY CARRIERS TO PROVIDE TRUSTED SERVICE

Transfix proactively analyzed the spot network to assess the biggest areas of potential impact in terms of cost and time savings. Transfix offered to create drop pools at key facilities in order to service critical, high volume lanes with dedicated carriers. Due to Transfix's reliable service and high win percentage on the spot market, Transfix was awarded backup status on a drop/live lane. During this backup contract period, Transfix moved 80+ shipments on the lane with exceptional performance. Through Transfix's consistent service and coverage, the major manufacturer awarded Transfix the lane as a primary carrier for hundreds of shipments across multiple lanes, passing on significant time and cost savings.

Additionally, Transfix was able to identify round trip opportunities within the shipper's network, saving 10% on average per load for 100+ shipments as well as leading to better efficiency and asset utilization.

HIGHLIGHTS



600+
*loads converted
from spot to contract*



14%
*decrease in average
cost per load*



2 hours
*per load saved
(1200+ hours total)*

THE RESULT

DEDICATED CARRIERS ON BACKUP AND PRIMARY LANES PROVIDED RELIABLE CAPACITY, COST SAVINGS AND TIME SAVINGS DURING PEAK HOLIDAY SEASON

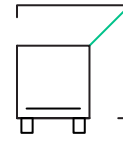
- **600+ shipments converted from spot to contract in 3 months:** Transfix proactively identified high volume lanes and proactively offered primary rates to provide reliable coverage and cost savings
- **Average cost savings of 14% per load:** By converting spot lanes to primary lanes, Transfix was able to pass on significant cost savings
- **Up to two hours saved per load:** By reducing reliance on the spot market, Transfix gave the CPG client back 1200+ hours spent emailing carriers to secure capacity
- **Reliable carrier coverage:** Transfix was able to supply dedicated carriers to the manufacturer's lanes, ensuring reliable coverage during peak holiday season
- **Improved planning and forecasting:** By providing contract rates and converting lanes to drop-drop, Transfix helped the client with better load planning and cost forecasting
- **Better asset utilization:** Transfix was able to identify roundtrip opportunities leading to improved supply chain optimization and asset utilization



About Transfix

Transfix is a leading transportation solutions provider whose digital brokerage capabilities and logistics software offerings are helping reshape the future of freight. The company combines deep industry expertise and a best in class carrier network with cutting edge technology. The result? Competitive pricing, superior service and reliability, and unmatched intelligence for optimizing the supply chain from start to finish. Today, the world's most recognized brands rely on Transfix's trusted carrier network, including six of the top ten retailers and five of the ten largest food and beverage brands in America. Transfix was named one of Forbes' "Next Billion-Dollar Startups" and is headquartered in the heart of New York City. For more information, visit www.transfix.io.

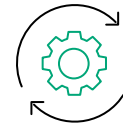
VALUE-ADDED SERVICES



*Dedicated
drop capacity*



Reliable rates



*Streamlined
spot coverage*

