

MENASHA Success Story

Learn how a packing and merchandising solutions provider was able to realize the significant savings while vastly improving service through its OMNIA Partners membership with Transportation Impact.

The Business Challenge

Menasha was facing numerous issues when considering its strategy for shipping:

1

Divisions within the company had diverging opinions on shipping best practices

2

Limited resources, including a lack of access to data

3

Escalating shipping costs

4

An inability to create a streamlined process

Menasha's main objective was to achieve cost reduction and operational efficiencies for all Menasha shipping locations, including third-party shipping. They needed answers to a series of questions vital to their bottom line:

- *Are we overpaying for parcel shipments? By how much?*
- *Would attaining a more market appropriate rate cause a decline in service or reliability?*
- *Do we even have the time and access to the expertise necessary to improve our rates?*

Menasha had a solid relationship with UPS and was in the midst of a recently renegotiated contract, so it was imperative not to risk what they were already achieving through the status quo.

About Menasha

Menasha is the industry's largest independent, retail-focused packaging and merchandising solutions provider. The world's leading retailers and consumer packaged goods companies entrust in Menasha's commitment to exceed expectations.

Menasha's customers receive measurable value, delivered on time and just in time, across the entire integrated merchandising supply chain.

About Transportation Impact

Transportation Impact has built its reputation not only by identifying areas to reduce costs in the supply chain, but then delivering those savings to its customers at a rate its competitors cannot match. Over 700 companies across all industries have entrusted Transportation Impact with helping them achieve maximum supply chain cost reduction. Transportation Impact has saved its customers \$250 million over the last nine years, with an average savings of 19.9% in 2017.



The Partnership

Menasha is also a member of the group purchasing organization, OMNIA Partners. OMNIA Partners specializes in aggregating the buying power of its members to a network of top-performing suppliers to deliver greater cost savings, strong business relationships, and foster an environment where both partners can flourish. Because Transportation Impact is one of the suppliers in the OMNIA Partners network, Menasha trusted them to tackle their shipping dilemma. OMNIA Partners thoroughly vets all competitors when fulfilling each category within its group. Transportation Impact had earned its position within OMNIA Partners through proven results to make a significant difference in freight spend management savings and operational efficiencies for the private sector.

Transportation Impact has developed the most sophisticated supply chain analysis software in the world. They used this tool to analyze Menasha's invoices with its current logistics provider, established a baseline, identified market-appropriate rates per service level and compiled this information into its database for bench-marking. They then reviewed several rounds of carrier proposals to identify shortfalls and areas for improvement until a suitable rate was agreed upon. The analysis is always free and Menasha was under no obligation to move forward, regardless of the results. Transportation Impact is only paid on savings it uncovers, keeping its goals and those of its clients always very much aligned. Even if the customer wants to keep its current carrier or has a long-term contract, Transportation Impact guarantees a 100% success rate in locating substantial savings in every case through its data analysis tool, leveraging volume, and overall expertise in the freight negotiation process.

The Proven Process

Achieving Success

The commitment only took one strategy meeting, totally five hours of Menasha's time. After receiving the electronic invoicing data from Menasha, Transportation Impact was able to deliver the guaranteed savings information in 72 hours. Transportation Impact's proprietary software assessed 250 data points on every parcel shipment to arrive at the DNA of Menasha's shipment profile. Through this data, they were finally able to see clarity in the shipping characteristics, help reduce the overuse of shipping strategies and bridge the gap between multiple divisions.

The software is so precise that it has the ability to show clients how much they are overpaying their parcel carrier with accuracy down to 1/10th of 1%. Menasha was pleased with the savings calculator, scope of service and the implementation plan and therefore decided to move forward with the agreement. Menasha had full control every step of the way and began realizing significant savings in just eight weeks after the relationship began.

Long-Term Result's

Transportation Impact's audit tool synthesized data where Menasha was lacking information. The "Market Appropriate Pricing Analysis" detailed a savings opportunity of 25.4% on Menasha's \$2,400,000 annual parcel spend, translating to a cost reduction of \$610,000. Transportation Impact was even able to exceed these impressive results.

31% Menasha is currently on pace to save over 31% and \$800,000 via the OMNIA Partners logistics program with Transportation Impact.

John Scudder, a West Point graduate, is the Director of Business Processes and Indirect Procurement at Menasha. When it comes to business strategy, John explains that, "you have to know the competition, know the environment and above all, know yourself. Transportation Impact really helped us understand ourselves much better."

Effective group purchasing organizations like OMNIA Partners provide access to quality partners who can solve issues and mitigate risk in the supply chain, allowing purchasing managers to rest easy at night. For more about OMNIA Partners and its cost savings program, solutions and services, visit www.OMNIAPartners.com.

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