

Aspire Bakeries Turns Data Into Actionable Intelligence With LaaS

Multi-Channel Presence

Aspire Bakeries is a cross-category foodservice and retail baking company that currently has 14 bakeries in North America. The organization's products include several types of premium breads and sweet baked goods such as cookies and donuts.

Aspire Bakeries' leading brands in the food industry include Otis Spunkmeyer, America's number-one foodservice cookie brand, and La Brea Bakery, America's favorite artisan bread.

The company's multi-channel presence spans a number of outlets, such as quick-service restaurants, retail and grocery stores, and foodservice operations.

The Need to Leverage All TMS Data

Originally Aspire Bakeries was a TMS technology user, and the business was fragmented at that time. The company found that e2open's Transportation Management solution was working well, but that there were additional capabilities that could bring more value to the business. The bakery was using the TMS primarily to tender freight out without fully leveraging the data and TMS functionality provided.

Why e2open?

With the combination of new business significantly increasing in volume and severe winter weather severely impacting the transport industry, Aspire Bakeries looked to e2open's Logistics as a Service (LaaS) to capitalize on all



the advantages of the TMS. Aspire Bakeries chose LaaS to fully leverage the TMS's complex data and capabilities.

Dedicated Experts Optimizing TMS Capabilities

After two years of using e2open Transportation Management, in 2015 Aspire Bakeries was able to complete the Canadian selection and business integration of e2open's LaaS solution. The US operation followed in 2016.

LaaS is a dedicated team of experts running e2open's transportation management technology on behalf of the shipper. Aspire Bakeries' e2open LaaS team consists of load planners, a systems admin, a carrier management specialist, and a manager. The manager is dedicated to making decisions to mitigate costs and service risks to Aspire Bakeries' business along with partnering with



shippers to drive continuous improvement initiatives across supply chain functions. The power of e2open's technology enables Aspire Bakeries to make smart decisions based on informed analytics.

Measurable Improvements and Supply Chain Efficiency

Since going live with LaaS, Aspire Bakeries has enjoyed improvements in many areas:

- The company saw a 40% reduction in delivery-date-to-payment batch timing for settlement processing in the first year.
- On-time delivery improved by 2% in year one.
- Multi-stop planning increased by 4.5% in year one.
- The use of intermodal increased by 57% in the first year under the continuous improvement project for mode conversion.

E2open's LaaS team has brought consistency and visibility to Aspire Bakeries' logistics operation. With dedicated team members focused on transportation execution, the LaaS team can develop more productive relationships with customer service and demand planning teams, and this has led to a much smoother and more efficient supply chain.

Cary Sarazin, director, Logistics & Customer Service at Aspire Bakeries, says, "E2open is like a built-in network resource team. If we need information or get stuck, e2open usually gets us to the answer a lot quicker,

because they already know us. They know the quirks and demands of our business and are often able to call things out even before we notice. They are engaged. E2open helps push us on best-in-class initiatives that we've executed."

With top supply chain professionals taking a load off of Aspire Bakeries' internal team members, they were able to shift their attention to focus more on their core competencies. E2open's deep bench of professionals also allows Aspire Bakeries to hone in on the dynamic needs of the business and eliminates the burden of training employees to run the supply chain.

"E2open has been tremendous in helping us execute on our cost and service goals over the many years we've worked with them. They have the ability to pull and interpret data, share insights from other shippers, optimize our network, and streamline our freight billing process – all while making sure we are fully staffed so that we can focus on our business."

Jacob Powers, Director of Transportation
Aspire Bakeries



Informed Decisions Leading to Competitive Advantage

Aspire Bakeries has launched significant projects with e2open:

- A Carrier Performance Award Program designed to help facilitate relationships and conversations with carriers
- Tracking for demand planning order lead time
- Network design and optimization to determine the optimal distribution network to support changes in Aspire Bakeries' business
- Performance reporting on bakery outbound trailer utilization to reduce the cost of empty space

Aspire Bakeries now leans on its e2open LaaS team to evaluate the powerful reporting capabilities of the TMS. The LaaS team also provides access to a wide range of data that allows Aspire Bakeries to make informed analytics-based decisions, giving the organization a competitive advantage.

With e2open's LaaS team running the TMS for Aspire Bakeries, the company has been able to focus more on core competencies while gaining visibility and realizing measurable improvements.

About e2open

E2open is the connected supply chain software platform that enables the world's largest companies to transform the way they make, move, and sell goods and services. With the broadest cloud-native global platform purpose-built for modern supply chains, e2open connects more than 400,000 manufacturing, logistics, channel, and distribution partners as one multi-enterprise network tracking over 12 billion transactions annually. Our SaaS platform anticipates disruptions and opportunities to help companies improve efficiency, reduce waste, and operate sustainably. Moving as one.™ Learn More: www.e2open.com.

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