

Dawn Foods Blends the Ingredients for Transportation Success

Premier Global Bakery Service Provider

A global bakery manufacturer and ingredients supplier, Dawn Foods has established itself as the premier provider of bakery materials and services and inspires bakery success every day. Committed to delighting its customers around the world, Dawn Foods delivers the partnership, insights, innovations, products and bakery expertise that empower customers to achieve their aspirations.

Dawn Foods partners with more than 50,000 artisanal and retail bakers, food service leaders and manufacturers located in more than 100 countries. Headquartered in Jackson, Michigan, the 100-year-old company has 4,500 team members worldwide.

Better Analysis, Reporting and Decision-Making

The company was in need of a resource with expertise in TMS configuration and data analysis to enhance system utilization and improve KPI reporting to deliver continuous improvement. Dawn Foods also wanted access to the rate benchmarking tool and the e2open® Road Freight Market Index reporting to support informed decision-making through an understanding of current market conditions.

Why e2open?

Dawn Foods selected the Transportation Management application in 2018. The company added e2open's Logistics as a Service capabilities — specifically logistics analysis services — in 2020 to fully leverage data to make better business decisions.

E2open Logistics as a Service is a primary source for next-generation best practices in the transportation industry. Strong partnerships between the Logistics as a Service team, e2open product development and customers fosters significant value and innovation. E2open is a leader in responding to market change and implementing new TMS tools and strategies that help keep customers on the cutting edge.

The logistics analysis service within e2open Logistics as a Service can capture some of the same benefits as the full managed transportation services offering. The logistics analysis service is designed to support shippers lacking a TMS super user by providing a path to best-in-class TMS utilization while expanding TMS data reporting and giving access to continuous improvement expertise across the Logistics as a Service team.

“Dawn Foods and BluJay Solutions [now e2open] have built a collaborative relationship to navigate the transportation marketplace in North America. Logistics as a Service is more than a dedicated logistics analyst, it is a commitment by BluJay [e2open] to Dawn Foods’ success. They deploy whatever resources necessary to solve issues and identify opportunities.”

Chuck Moffett
Sr. Director of Transportation

Dawn Foods

Streamlined Freight-Building Process

With the logistics analysis service in place, Dawn Foods and e2open developed a roadmap for the role that was a combination of system setup, system efficiencies and report generation tasks to support Dawn Foods’ business. Following the roadmap with e2open, Dawn Foods streamlined the freight-building process by implementing several automated execution and optimization functions within the TMS, significantly reducing the time required by Logistics Planners to plan orders and build loads.

Truckload utilization resupply and customer orders are key initiatives for Dawn Foods’ Transportation and Supply Chain teams. With the truckload utilization data and analysis provided by the logistics analysis service, Dawn Foods can measure the financial impact of underutilized loads and address any adjustments needed to realize improvements across the company’s shipping network.

In addition, the logistics analysis service provides value to help Dawn Foods achieve objectives including:

- Enhanced carrier relations through the development of a carrier scorecard used in monthly performance check-ins with core carriers
- Network optimization, providing lowest-cost origin-destination pair analysis
- Mitigation of rate impacts by identifying transportation lanes with an unplanned increase in rates through weekly KPI reporting on spot market usage, routing guide compliance and tender acceptance. Using data from e2open’s rate benchmarking tool, Dawn Foods can

identify benchmark rates and quickly query its carrier network for rate quotes to eliminate or reduce the impact of each lane.

Dawn Foods views its relationship with e2open as collaborative and integral to driving success for the business.

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:

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