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WISETECH GLOBAL GROUP

Visibly Cool: Inside Tropicale Foods' Logistics Makeover

Rooted in tradition and built for growth, Tropicale Foods traces its origins to the 1940s in Tocumbo, Mexico, where the paleta—a fruit-filled ice pop—emerged as a beloved summer staple. Decades later, a Mexican family brought this tradition to California, selling handcrafted paletas from a pushcart using real cream, fresh fruit, and cane sugar. What began as a small operation grew steadily, fueled by a commitment to quality and authenticity. Today, Tropicale Foods is the parent company of the #1 Latin frozen novelty brand in the U.S., staying true to its heritage with vibrant flavors and real ingredients.

The situation

As demand surged, Tropicale Foods outgrew its manual shipment tracking process. Managing thousands of loads with spreadsheets was no longer sustainable. To keep pace, the company turned to e2open—implementing a Transportation Management System (TMS), adding in a dedicated Logistics as a Service (LaaS) analyst, and layering in Reporting as a Service (RaaS). The result: a smarter, scalable logistics operation built for visibility, that could efficiently monitor thousands of shipments across its distribution network

The challenge

Tropicale faced a common hurdle: launching tech without support. The company knew a Transportation Management System (TMS) could unlock big gains but lacked the in-house resources to get full value from the investment. Hiring a full-time TMS expert wasn't cost-effective, and finding part-time talent with the right expertise proved just as tough. Without dedicated support, the risk of underutilizing the platform was real.

The solution

To bridge the resource gap without adding headcount, Tropicale Foods partnered with e2open's Logistics as a Service (LaaS) team, bringing on a shared Logistics Analyst. The move gave the company expert guidance to maximize its Transportation Management System without the cost of a full-time administrator.

With newfound LaaS support, Tropicale tapped into high-impact TMS capabilities, including:

- **Optimization that works with food business reality:** Tropicale used advanced shipment consolidation tools to simplify planning, consolidate shipping, and cut costs.

- **A routing strategy they don't have to build alone:** With LaaS support, the team gained routing guides tailored to their needs, with recommendations grounded in industry best practices, not guesswork.

- **Carrier scorecards that drive performance:** Custom scorecards helped Tropicale track and improve metrics that matter most, from on-time delivery to temperature compliance, giving logistics teams a clearer path to improvement

- **Actionable visibility through Reporting as a Service (RaaS):** Real-time dashboards gave the team a clear view into KPIs across their supply chain. That means Tropicale can turn raw data into operational insight and faster decision-making.

- **Automated freight payments, without cost overruns:** Tropicale configured its Web Settlement to streamline the freight payment process, achieving a high level of automation while safeguarding against overpayments.

Food & Beverage Company

Challenges
- Manual transportation processes
- In-house transportation and logistics expertise

Solution
- Automated TMS to plan and execute transportation operations
- Managed services that leveraged e2open Logistics Analysts

Applications
- Transportation Management

Services
- Logistics as a Service
- Reporting as a Service

The outcome

By partnering with the LaaS team throughout implementation, Tropicale Foods hit the ground running to achieve strong TMS adoption in its first year. Over the past 12 months, the company onboarded carrier partners, ran a successful RFP, unlocked cost savings, and upgraded performance reporting. With that foundation in place, Tropicale is preparing for its next phase: a full EDI Next integration to connect internal systems and further streamline operations to notch another win in the company's push for operational excellence.

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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 500,000 manufacturing, logistics, channel, and distribution partners as one multi-enterprise network tracking over 18 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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