

Colony Brands Gains Flexibility and Cost Savings with e2open

A First in the Cheese Industry

In 1926, Colony Brands began by directly selling and shipping cheese by mail. In addition to cheese, the Monroe, Wisconsin, based company developed brands that sell various items such as clothing, appliances, jewelry, furniture, and other general merchandise. As the first distributor of specialty food gifts by mail, Colony Brands is proud to have expanded to the West Coast.

Managing an Enormous Task

With over 1.5 million shipments in an eight-week long shipping peak, Colony Brands needed a solution to manage its throughput and carrier compliance along with customized labeling, and to streamline its shipping of approximately 80 percent of annual volume during the holiday peak.

Why e2open?

E2open Global Parcel is an enterprise-class, multi-carrier shipping management system that supports complex, high-volume, multi-locational, international and domestic shipping. It is designed to support black box or attended ship stations in complex distribution environments.

“We chose e2open because of the parcel technology’s ease of use and the ability to do the work ourselves or with the help of their professional services if needed. Parcel gives us the ability to customize certain pieces to

fit our business needs, especially our food gift packs and colored gift image printed in the middle of our postal shipping labels,” says Jeff Antos, Manager Operation Systems, SC Data Center. “The flexibility of the technology has helped our team to make moves and decisions in our facilities, as well as control costs. We can handle the configuration and integrations to meet our business needs in a timely fashion.”



Mastering the Peak Season

With Global Parcel, Colony Brands has realized cost savings by reducing outbound carrier shipping costs, using DIM (dimensional weight) correctly with new rates, and by moving to and using rate shopping. Global Parcel's flexibility affords Colony Brands the ability to move the product to the cloud, leave it in an internal data center, or have a hybrid solution. Global Parcel is easily connected with Colony Brands' other systems using API (application programming interface) calls. Antos adds: "We also have Global Parcel heavily integrated with our WMS (warehouse management system). Some orders batch between the WMS and e2open; for other orders it is real-time calls for our entire process. Messages starting from the conveyor automation to WMS and then to Global Parcel for the shipping labels to be generated; they continue down the conveyor without intervention, creating an automatic process."

With e2open's Global Parcel solution, Colony Brands has automated and tailored its labeling and shipping processes to fit business needs, managing its peak more efficiently while realizing cost savings.

E2open Applications

E2open Global Parcel sets up each parcel shipment for successful delivery, whether it's crossing town or crossing borders. Directly integrated with e2open's transportation, global trade, and supply chain management applications, Global Parcel also integrates with external business systems to seamlessly execute shipments from any operation. The application automates the processes to identify the best carrier and service and generates the required documentation for full compliance.

"Global Parcel has made Colony Brands' shipping peak time more efficient, and the company has reduced time to ship by 25 percent.

Jeff Antos, Manager Operation Systems,
Colony Brands



Shorter Cycle Time

Global Parcel has made Colony Brands' shipping peak time more efficient, and the company has reduced time to ship by 25 percent. Colony Brands projects more shipments, orders, and customers in the future, and the flexibility of e2open's Global Parcel allows them to meet the needs of customers without breaking the bank in hardware costs.

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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