

TRANSFIX

THE HONEY BAKED Ham^{CO}

CASE STUDY

The Honey Baked Ham Company
Weathers
Seasonality,
Saves on
Freight Spend,
and Increases
Efficiency With
Transfix TMS



Ham is a seasonal business. Actually, it's "hyper-seasonal," according to The Honey Baked Ham Company's transportation manager, Adrian Prather. The company, which sells ham, turkey, sides, cakes, and pies directly to consumers, does most of its business around Thanksgiving, Christmas, Easter, and New Year's – 12 days of work to fund 365 days of revenue.

THE CHALLENGE

THE INABILITY TO ADD TO THEIR CARRIER BASE LEFT HONEY BAKED HAM RELYING ON A SINGLE CARRIER, EVEN DURING THEIR BUSIEST SEASONS.

The company's hyper-seasonality, coupled with demand spikes brought on by the pandemic, forced Honey Baked Ham to constantly reposition volume as close as possible to their customers and install redundancies in their network to allow for unforeseen shutdowns. They were doing all this work with no assurance of its effectiveness. They had no visibility into their shipping process – and relied solely on just one carrier.

At the beginning of his tenure, Prather says, Honey Baked Ham's shipping process went something like this: "The dock would call the carriers: 'I have loads for you. Go get them.' They would show up, get the loads, deliver them. Our only tracking was on their websites. I couldn't tell what happened. I would have to talk to the dock manager every week, every day. 'All right, what didn't move? What did move? What got moved so I can adjust the schedules so I can figure out where we are? What left? What has to go out?' That was stressful, to say the least."

Prather's first order of business was to expand the carrier base, but with limited dock doors and no visibility into the system, it didn't work. Every time Honey Baked Ham tried to add carriers, bottlenecks popped up at different points in the process. They kept reverting to using a single carrier at a time, which was inefficient and expensive.

THE SOLUTION

TRANSFIX TMS GIVES HONEY BAKED HAM FULL VISIBILITY AND THE ABILITY TO ADD CARRIERS THROUGH ONE CENTRAL TOOL.

In 2021, Honey Baked Ham turned to Transfix TMS after learning about its ease of use from his Transfix Account Manager. All the carriers with whom they already had relationships were available in Transfix TMS, plus they could easily access and add new carriers whenever they wanted.

"It's nice to have one stop for all this stuff, where before we were on spreadsheets, we were on Excel, we were on phone calls all the time," Prather says. "The way we're doing it now, I know everybody's rates in the system, everybody knows what they're going to move it for, and then when I do a tender, you know what the rate is. It's all [in Transfix TMS], it's all in the system, so there's no question. I can match up invoices to rates, and it's done. ... It's amazing to do that from being in Excel and being on those phones all the time."

THE RESULT

WITH TRANSFIX TMS, HONEY BAKED HAM HAS MULTIPLE CARRIERS AT THEIR FINGERTIPS, LEADING TO A 12% SAVINGS IN JUST THE FIRST TWO MONTHS.

Honey Baked Ham finally gained a diverse base of carriers, enabling it to take advantage of the sought after efficiencies and cost savings.

"Right now, I can go to Transfix TMS, go to auction, and I have 20-plus carriers that immediately will give us back rates," Prather says. "The first load off the bat, we saved \$900. ... I can immediately move the loads for less than I thought I was going to have to [pay to] move them. And before, it took me half an hour to build a load. Now, I can build a load in about 90 seconds, to get a load, in and out to the carriers."

After Honey Baked Ham implemented Transfix TMS, it saw 12% savings in just the first two months. "The company

is very impressed with the demonstrated savings to this point," Prather says. "I'm hoping to keep delivering that by adding diversity in my carriers, having a bunch of people here who can help us move stuff, and then using the system to eliminate some of that time. It's a lot of time, so it's nice to have partners and a system that can save us on multiple fronts."



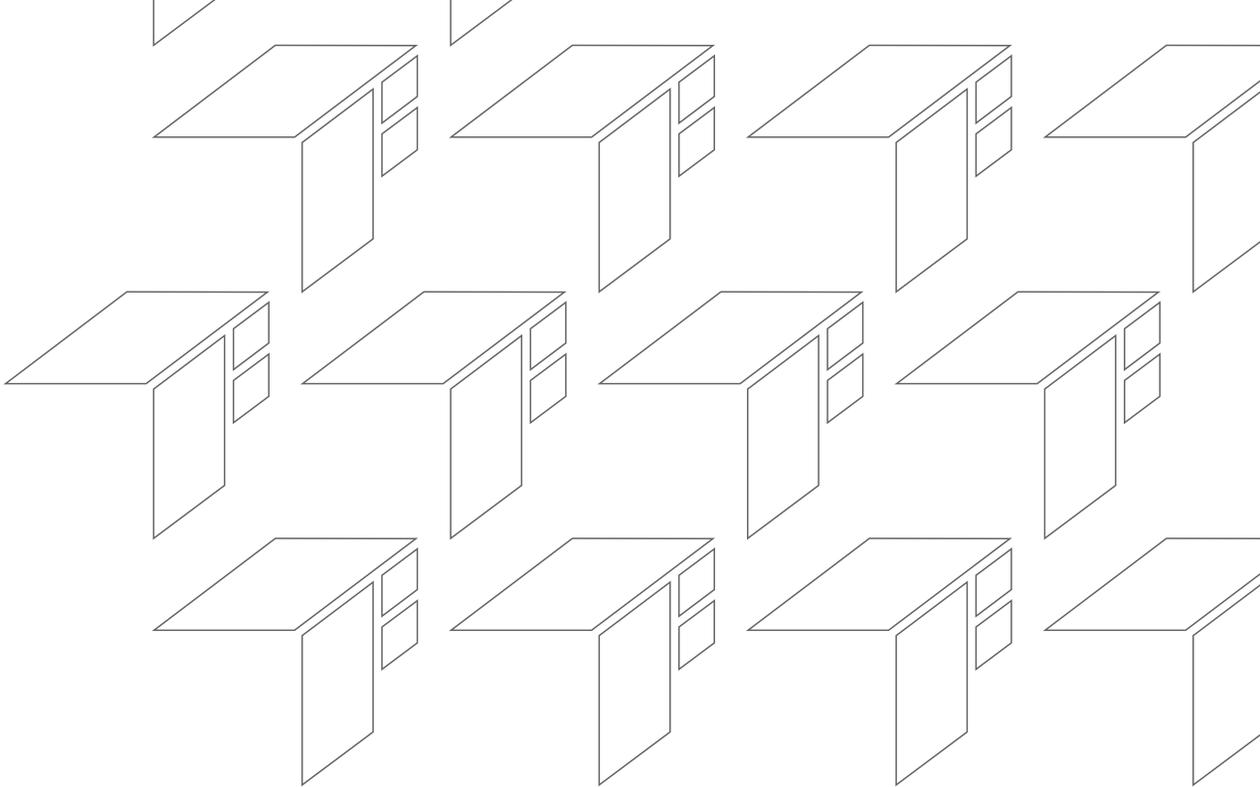
12% savings in first two months



Saved \$900 on first load tendered through Transfix TMS



Reduced time to build a load from 30 minutes to 90 seconds



THE HONEY BAKED *Ham*.co

ABOUT HONEY BAKED HAM

The Honey Baked Ham Company is a food retailer which sells hams, turkey breasts, and other pre-cooked entrées, side dishes, and desserts. It was founded in 1957 in Detroit, Michigan, and is headquartered in Alpharetta, Georgia

TRANSFIX³

ABOUT TRANSFIX

Transfix drives modern supply chain impact at scale with its Intelligent Freight Platform™. By combining enterprise-grade, machine-learning technology with intuitive software and dedicated supply chain experts, Transfix is enabling organizations to deliver with high performance and high reliability, drive long-term strategy and capacity planning, take empty miles off the road, and optimize their networks, at scale. Today, Transfix connects shippers to carriers with real-time, many-to-many freight matching and the visibility they need to make their supply chains more efficient and environmentally responsible. Learn more at transfix.io