



EVEREADY BATTERY CO., INC

"RedPrairie's Transportation Management is a vital part of our success in significantly decreasing our freight costs and improving our customer service levels."

David Gomski,
Corporate Manager of Domestic Transportation, Eveready Battery Co., Inc.

The Customer

Eveready, one of the world's largest manufacturers of dry cell batteries and flashlights, enlisted RedPrairie® to help it provide an enterprise-wide, automated, internet-enabled Load Control Center to improve service, visibility, and quality.

Eveready Battery Company offers thousands of different products and has tens of thousands of customers located across the United States and around the world. In fact, any business that sells batteries very likely sells Eveready, one of the world's most successful brands. For most of its history, Eveready has relied on manual methods to direct and coordinate the tens of thousands of product shipments it handles every day.

This all changed when Eveready installed an enterprise-wide, automated transportation system from RedPrairie to handle domestic shipments. The system powers Eveready's centralized Corporate Load Center, based in Westlake, Ohio, and meets the needs of seven combined Eveready manufacturing and distribution centers. These centers are strategically located across the United States and ship to all domestic customers.

The Challenge

Eveready needed an enterprise-wide, automated Load Control Center solution to service Eveready transportation requirements at seven of its combined manufacturing and distribution centers located across the United States.



Eveready has met or exceeded its savings objectives for virtually every type of order it ships from the seven warehouses that rely on Transportation Management.

The Solution

"Prior to installing the RedPrairie system, we used what some people refer to as a 'dial for diesel' method," said Corporate Manager of Domestic Transportation Dave Gomski. "This meant that we spent a heck of lot of time consulting paper routing guides and phoning carriers—almost everything was done by phoning or by fax. It was an antiquated system that consumed a lot of time and because of all the manual work, there was a lot more room for error than we liked."

The labor-intensity and time-consuming nature of the previous method is now a fading memory. "The RedPrairie system and its reliance on electronic data processing helped us streamline the process tremendously," Gomski continued, "and we are offering far better customer service now."

It is also much easier for Eveready to choose a customer's preferred carrier. In addition, customers who inquire about orders that are in transit are able to call Eveready Customer Service, which can check the status of shipments using a Web connection. "This simplifies the process, saves us a great many labour hours, and results in a quality of customer service that is substantially higher today than before we had the RedPrairie system," Gomski continued.

RedPrairie's Transportation Management has also automated Eveready's ability to ship partial loads. "Our customers order everything from a single envelope with some watch batteries to a 40,000 pound shipment," Gomski pointed out. "The RedPrairie system is flexible enough to accommodate either extreme; saves us a whole lot of time all the way around; and gives us unprecedented levels of accuracy and efficiency."

Eveready has met or exceeded its savings objectives for virtually every type of order it ships from the seven warehouses that rely on Transportation Management. From time-critical less than truckload (LTL) to truckload (TL) and including multi-stop TL, optimised TL, LTL bundling programs, and parcel.

“The system does an excellent job of building multi-stop truckloads, which once again improves our service to customers while reducing costs,” Gomski explained. “What’s also extremely important is the RedPrairie system always looks to provide quality of service first and price second, which is in keeping with the Eveready philosophy.”

In the past, most orders were arranged to ship the next day, but with Transportation Management, orders are shipped to meet the customer’s requested arrival date.

“Focusing on arrival dates versus ship dates increases the opportunity for order consolidation, which results in improved efficiency at the consignee’s receiving operation. In addition, this order consolidation increases the likelihood of multi-stop truckloads,” Gomski said. “This is just one of the many ways the RedPrairie system has helped us hold the line on costs while improving customer service.”

Transportation Management has helped Eveready reduce its overall transportation costs, given it much greater control of routings, and helped it provide excellent service to customers. Concluded Gomski, “Overall, the system has given us the expected return on investment, and we are pleased with the software.”

For more information

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The Results

RedPrairie delivered Transportation Management, an advanced shipment planning, optimization, and execution system that automates transportation management across Eveready’s distribution network from a centralized Load Control Center.

Key Benefits include:

- Improved on-time delivery.
- Improved tracking – Eveready customer service can check order status via the web.
- Greater shipping flexibility – from less than truckload to multi-stop truckload.
- Reduced overall costs – substantial time savings and reduction in shipping costs.
- High-return on investment – the RedPrairie system paid for itself in six months.
- Improved compliance with customer requirements.

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