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–John Murphy, Director, Strategic Planning, **Hub Group**

Increasing Customer Satisfaction at Hub Group

Hub Group was growing – and its service offerings needed to evolve to meet its customers’ increasingly complex transportation requirements. Embarking on a value chain management initiative using i2 solutions, Hub reduced clients’ transportation costs, substantially increased efficiency, and expanded its customer base.

Hub Group, Inc., helps thousands of shippers take control of their transportation costs by managing full truckload shipments via truck, rail, ocean, and air. Invested in its relationships, Hub Group serves a cross-section of industries, moves a broad range of products, and answers a full spectrum of needs.

The foundation for Hub Group’s service structure is Knowledge-Driven LogisticsSM services. With this approach, Hub’s staff uses a non-asset-based service structure to select the right solutions for its customers.

As Hub grew, the company’s service offerings were forced to evolve. It needed to offer the best possible solution for its customers – whether they immediately required a carrier for a specific shipment or wanted to outsource an entire logistics management program.

At the same time, Hub’s customers were demanding more strategies to improve their businesses. Hub executives realized that modeling could provide the flexibility needed to help minimize customers’ transportation costs, while giving Hub a competitive advantage.

Why i2?

After interviewing 12 other transportation planning solution providers, Hub Group chose i2 Supply Chain ManagementTM (SCM) solutions because they could quickly solve modeling problems.

i2 solutions easily facilitate comprehensive logistics analysis and planning to provide Hub with the information necessary to better utilize and manage its customers’ transportation networks.

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Hub executives realized that i2’s commitment to value would save money for Hub – and its customers.

“i2’s focus on generating value for its clients clearly differentiates it from other vendors,” Murphy said. “i2 creates a partnership with its clients, to make sure that value is generated for both sides.”

i2 solutions synchronize all critical transportation business processes, resulting in optimal cost and service performance, and address three key drivers in the transportation industry: lower operational costs, improved asset utilization, and improved customer service levels.

Industry
Transportation

i2 Solution
i2 Supply Chain Management

i2 Success Story **#133**

Challenges

- Minimize customers’ transportation costs
- Better manage customers’ transportation networks
- Offer broader services

Solutions

- Increase solving speed by algorithms
- Generate “what-if” scenarios
- Optimize customers’ transportation networks

Results

- Reduced customers’ transportation costs by up to 25%
- Increased customer satisfaction
- Increased customer base

Hub Group, Inc., is a leading non-asset-based transportation company, providing comprehensive intermodal, truckload, less-than-truckload, air freight, international, and related logistics services. The company, which has revenues of approximately \$1.4 billion, operates through a network of more than 30 offices in the United States, Canada, and Mexico.



"Our use of i2 solutions has helped us to secure new customers who wouldn't have given us their business in the past," Murphy said. "It's become an invaluable service that we offer."

i2's Contribution

In the past, planners used a manual process to model their transportation system. With i2 Supply Chain Strategist™ and i2 Transportation Modeler,™ parts of i2 SCM, Hub can solve its transportation challenges much easier than in the past.

i2 solutions generate numerous "what-if" scenarios to determine the impact of hypothetical changes to a company's transportation system. It factors in historical and proposed shipping data and identifies the most efficient transportation methods and routes, based on cost and time.

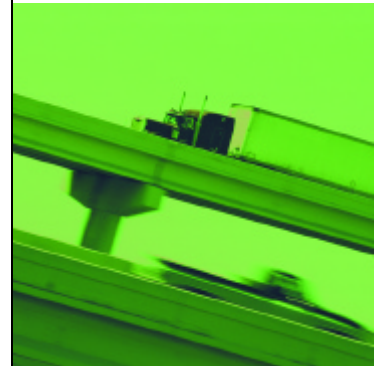
Hub Group's Results

Through these scenarios, and by optimizing the transportation network, Hub reduced transportation costs and increased efficiency substantially for its clients, increasing customer satisfaction greatly.

Through the use of Supply Chain Strategist and Transportation Modeler, Hub reduced transportation costs for one customer by 25 percent and reduced lead time for another customer from 14 weeks to only four weeks.

Thanks to i2 solutions, Hub has been able to grow its customer base because it can now offer its clients sophisticated modeling capabilities, in addition to transportation management services.

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One i2 Place
11701 Luna Road
Dallas, Texas 75234, USA
Phone 1.877.661.4896
Email info@i2.com
Web www.i2.com