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— Stuart Rosenlund, Manager of Business Solutions, **England Logistics**

Industry

Transportation

i2 Success Story **#242**

Creating Optimal Routing Plans at England Logistics

When Sorrento Lactalis, one of England Logistics' key customers, wanted help in identifying a tool to assist in reducing business complexities, England Logistics sought to optimize the logistics operations using i2 solutions. Through the implementation of i2 Transportation Planner,[™] England Logistics has increased Sorrento's load factor by nearly 2,000 pounds and helped Sorrento achieve significant cost savings.

The success of a third-party logistics (3PL) provider depends upon its ability to provide its customers with customized transportation solutions and services.

So when England Logistics' largest customer, Sorrento Lactalis, asked it to find an automated tool that would help identify optimal routes and load configurations, England Logistics set out to find a technological solutions provider.

"Sorrento didn't feel like they were accomplishing their goals of minimizing costs and equipment utilization," said Stuart Rosenlund, England Logistics' Manager of Business Solutions. "Sorrento came to us and asked if we could help them identify a tool that would assist in reducing the complexity in their business."

Why i2?

England Logistics began the search by identifying best-of-breed providers. After identifying five potential providers, England Logistics gave each candidate Sorrento-specific data, which the providers utilized to demonstrate the functionality of their software. England Logistics continued to narrow the pool of providers by requiring the remaining three providers, including i2, to optimize the data and give England Logistics the optimal output.

"Sorrento Lactalis is one of our largest customers, and we wanted to make sure that we were fulfilling its transportation needs," Rosenlund said. "i2's willingness to support us in the negotiation with Sorrento was the deciding factor. We were also impressed with i2's reputation and experience, and the functionality and output that the i2 systems provided."

i2's Contribution

England Logistics implemented i2 Transportation Planner, which optimizes logistics functions by enabling an organization to gain visibility into transportation capacity requirements during the early supply and production planning phases. The solution offers dynamic routing, three-dimensional loading, and inventory visibility.

"It was critical that we had Transportation Planner functioning very quickly and efficiently," Rosenlund said. "Within eight weeks of the start of the implementation, we were up and running. We've been able to use Transportation Planner without really having to utilize i2 support very often. The tool has been very productive for Sorrento Lactalis and has provided Sorrento Lactalis with very good output."

Challenges

- Minimize costs by identifying optimal routes and load configurations
- Increase efficiency through better equipment utilization
- Strengthen relationship with key customer by obtaining software to reduce transportation spend

Solutions

- Automate routing processes
- Create better routing plans
- Increased load visibility, which simplified rerouting process

Results

- Helped key customer achieve significant savings
- Increased loads by 2,000 pounds
- Saved an estimated 170 loads in one quarter

Established in 1994, **England Logistics** is one of America's leading third-party logistics providers. The company is headquartered in Salt Lake City and is a wholly owned subsidiary of CR England, Inc. CR England operates throughout the United States, Canada, and Mexico, and has 2,700 drivers, 2,500 trucks, and four driver schools.



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Sorrento Lactalis uses Transportation Planner on a weekly basis for routing orders. i2 Transportation solutions have enabled the company to become more efficient, building route plans for nearly 250 loads a week from the approximately 1,700 orders that are received each week.

minimize miles through maximizing equipment utilization – and that is helping us to reduce Sorrento’s overall transportation spend.”

“On Wednesday evenings, the Sorrento Lactalis routers have a cutoff time for receiving orders from their customers,” Rosenlund said. “That’s when they begin their routing, which takes about an hour. Then they review the routing information, evaluate, and look for loads that stand out. Typically, routers will find one or two loads a week that they may have to reroute.”

Additionally, i2 solutions also have enabled England Logistics to save Sorrento time and man-hours by automating the load consolidation process.

England Logistics’ Results

Through the implementation of Transportation Planner, Sorrento Lactalis has significantly reduced the number of outbound loads by increasing the weight on each load that is built. This has helped strengthen the partnership between Sorrento Lactalis and England Logistics.

“Before i2 solutions, Sorrento had three individuals routing, and they would work well into the night Wednesday, all day Thursday, and Thursday nights,” Rosenlund said. “The man-hours saved are tremendous because of Transportation Planner. Sorrento Lactalis is manually managing less freight because of the automation process.”

“Sorrento Lactalis has saved a significant amount of money just through better equipment utilization,” Rosenlund said.

Because of those results, England Logistics and Sorrento have become stronger partners.

With the selection of Transportation Planner, England Logistics has helped reduce Sorrento’s transportation costs because fewer miles are being traveled.

“i2 solutions helped us strengthen our relationship with a key customer,” Rosenlund said. “This gave us the opportunity to show Sorrento Lactalis that England Logistics is committed to our business relationship with them and to providing Sorrento Lactalis with best-of-class service.”

“Sorrento Lactalis is building loads that are roughly 2,000 pounds more than what they had been prior to the implementation,” Rosenlund said. “We saved in the neighborhood of 150 to 170 loads in the first quarter because of the increased load factor. We were able to

England Logistics also recognizes that the relationship with i2 will benefit other England Logistics customers in the future.

“It wasn’t just about improving our relationship with Sorrento – it was about establishing a three-way partnership that included i2,” Rosenlund said. “Having that three-pronged approach has enabled us to better serve Sorrento Lactalis. We expect to use i2 solutions with other England Logistics customers and to provide them similar benefits in the future.”



One i2 Place
11701 Luna Road
Dallas, Texas 75234, USA
Phone 1.877.926.9286
Email info@i2.com
Web www.i2.com