

Apparel Manufacturer Case Study



Apparel brand selected Blume to inject supply chain agility, eliminate surprise shipping costs

It's common for large companies to put off conducting an audit of their logistics digitization practices and upgrading outmoded supply chain technology. Many companies see that if processes are working well enough, there's no need for a change.

For years, a global manufacturer of apparel and sporting goods had a standard shipment routine using logistics technology that worked just well enough to get the job done. This company manufactured products in factories in Central America and Southeast Asia, then shipped them to distribution centers around the world using ocean freight, sending them on the final leg of the journey via LTL, truckload and parcel transportation.

While the company knew it needed to create agile processes to better serve the e-commerce market and meet consumer expectations set by Amazon, it hadn't selected a supply chain technology vendor dedicated to continual upgrades and innovation. It needed a supply chain that could quickly adapt to constantly changing demands and increasingly shorter order fulfillment times. Using its current setup necessitated coordinating among three disparate systems for freight booking and execution; this resulted in fragmented messaging, poor shipment visibility and inaccurate lead times. What's more, because the company didn't have a full understanding of its supply chain picture, unnecessary accessorial fees tacked on due to poor planning added unnecessary costs to each shipment.

COORDINATED, STREAMLINED VISIBILITY AND EXECUTION

The company came to Blume Global looking for a holistic, end-to-end logistics platform spanning order orchestration, shipment visibility and logistic execution that could inject agility and predictability into the shipment lifecycle. With Blume, the customer can react quickly to transportation disruptions and changing demands by shifting modes, routes and service levels when challenges arise.

BLUME ALSO ALLOWS THE APPAREL MANUFACTURER TO:

- Plan, manage and execute ocean, rail, FTL, LTL and parcel shipments and make changes when necessary on a single digital operating platform
- Reduce cost by dynamically selecting carriers based on market pricing and available capacity. Track costs across the shipment lifecycle with true transparency to carrier and lane cost and performance.
- Manage accessorial costs and reduce drayage fees by matching imports with exports.
- Predict shipment ETA with Blume's patent-pending calculations fueled by machine-learning processes and a vast historical database built up over 27 years.

WHY BLUME?

Leading edge technology providers are experts in digitizing processes. By collaborating on solutions, Blume Global works with its customers to design and deploy high-value digital solutions enabling superior logistics planning and execution. Blume Global has experience innovating, developing and deploying technology enabled solutions across multi-mode global shippers.

Ultimately, the apparel manufacturer selected Blume Global because it has the most extensive network among logistics technology providers integrated into a single digital operating platform, enabling agility while managing cost. Blume's direct connectivity to the ocean, air, rail, parcel, LTL and truckload carriers combined with Blume's solutions and 26 years of industry data to minimize transportation spend, improve customer service through visibility and agility and reduce carbon emissions. There's an environmental component to all of this as well. By developing technology that streamlines the logistics world, Blume Global is leading the industry in creating supply chain sustainability solutions, fighting climate change by eliminating significant carbon emissions in a world where most freight is transported using fossil fuels.

**How agile is
your supply chain?**

GET STARTED