

PLAN4DEMAND

SUCCESS!



**You can't improve what  
you don't measure —  
Plan4Demand's  
supply chain "process"  
specialists help lead the  
way to better business.**



**People—Process—Technology**

By first collaborating with your **people**, we jointly determine the best ways to optimize your **process** requirements. Only then do we move forward with the right **technology** to help you achieve your bottom-line goals.

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**SS054:**  
Consumer Goods  
Manufacturer

## MAKING THE MOST OF TMS OPTIMIZATION

### IT TAKES MORE THAN TECHNICAL KNOW-HOW TO GET TOP-DOLLAR VALUE "OUT OF THE BOX."

Few business leaders understand the inherent value of data that resides within their transportation management systems, and fewer still seize the opportunity to capitalize on this valuable resource. Yet on the heels of a recent TMS implementation, executives with one major consumer goods manufacturer relied on the business process expertise of Plan4Demand's global supply chain specialists to go beyond the status quo and truly maximize their technology investment.

Following the implementation, our consultants built reports and metrics to monitor planner performance, carrier performance, and network performance. They then used the resulting data to further "fine-tune" the system by first justifying a need for, and then assisting the business in setting up different parameters for peak and non-peak periods.

Next, our consultants worked with members of the client's IT department to develop a structured testing/training methodology to roll out these system enhancements to different divisions of the company. By relying on both their software expertise and their deep logistics experience, our consultants helped business leaders meet their goal of maximizing planner performance and improving customer service while helping the company's IT group build a repeatable methodology to get the most out of the new metrics.

**"Enhancements like these are *precisely* what we're talking about when we say that Plan4Demand helps business leaders maximize their investment in transportation management systems,"**  
says Plan4Demand CEO Lisa M. Kustra.

**"In this case, our process and technology expertise helped our client develop and utilize metrics that will add more value to their business than simply the ability to consolidate loads."**

Call Plan4Demand at 866.P4D.INFO  
or visit [www.plan4demand.com](http://www.plan4demand.com).

**plan4demand**  
Global Supply Chain Specialists

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