



Wholesale Distribution RedPrairie Transportation Solution Optimization

Spinnaker Process Experts Guide Development of Tailor-Made Transportation Application

Supporting more than \$5 billion in sales via a network of over 1,500 retailers throughout the U.S., transportation managers with this leading wholesale food distributor decided to move forward with the implementation of an advanced transportation planning application from a new vendor.


The challenge, however, was finding a vendor with the expertise to support this organization's unique business processes. Specifically, the company manages its transportation cost allocations with allowances that enable its Transportation department to run as a profit center. No Tier One software vendor provided capabilities to support this feature/functionality "out of the box"; that meant any vendor interested in winning the implementation contract would have to build the customized capability into its software as a condition of gaining the business.


Not only did the success of this project hinge on clearly defining how the process worked — so that requirements could be built through software modifications — but so did a substantial software license sale. Invited by RedPrairie to assist from a best practices perspective, Spinnaker supply chain specialists, with their deep business process expertise, developed and delivered comprehensive current- and future-state business process maps in just four weeks. They also identified other key gaps not identified in the initial sales process. Our consultants shared these requirements with RedPrairie's product development team, created test procedures to validate that the software modifications fulfilled all the wholesaler's business requirements, and developed workarounds for processes that could not be addressed by software modifications.

About Spinnaker:

Spinnaker is a supply chain services company that helps clients grow, manage risk, reduce costs, and improve customer service by developing world-class supply chain capabilities. Our services help clients develop the right supply chain strategy for their business challenges and implement the process and technology solutions to improve Demand/Supply Planning, Procurement and Sourcing, Logistics and Warehousing, and Reverse Logistics business performance. Spinnaker offers a unique service delivery model that combines the strength of deeply experienced management and technology consultants with a seasoned team of business process outsourcing (BPO) and 3rd-party logistics (3PL) professionals. Founded in 2002, Spinnaker has offices in Boston, Columbus, Denver, Houston, Memphis, Pittsburgh, London, and Singapore.

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