



# Applica

## Small-Appliance Distributor Consolidates Shipments and Optimizes Opportunities With HighJump Transportation Advantage

### Company Profile – Applica

Applica Incorporated is a marketer and distributor of a wide range of small appliances for use in and outside the home. Through its operating subsidiary, Applica Consumer Products, Inc., Applica markets products primarily in North America, Latin America and the Caribbean. The company markets under licensed brand names such as Black & Decker® as well as company-owned brand names such as Littermaid™, Infrawave™, Belson® and private label brand names. Applica, with its line of Black & Decker labeled products, holds a No. 1 domestic market position in several product categories, including toaster ovens and irons.

**“IN THE FIRST YEAR WE USED THE SYSTEM, WE WERE ABLE TO ACHIEVE SEVERAL HUNDRED THOUSAND DOLLARS IN SAVINGS. THESE SAVINGS WERE ACHIEVED WHILE MAJOR CHANGES WERE BEING MADE TO OUR DELIVERY COMPLIANCE PROCEDURES—DESPITE THE FACT WE ADOPTED THE NEW SYSTEM DURING OUR PEAK SEASON.”**

—Ernie Rosenberg,  
director of transportation

### Challenge

In a competitive environment where customer needs become more demanding every day, Applica Consumer Products, Inc. recognized the importance of an information systems infrastructure that can adapt and take advantage of opportunities as they arise.

### Solution

This diversified marketer of small appliances turned to HighJump™ Transportation Advantage, a Web-enabled transportation management system (TMS) that improves operations and reduces freight costs while providing important order tracking and tracing capabilities.

HighJump Transportation Advantage simplifies the complex and tedious routing task by utilizing sophisticated optimization algorithms to provide a least-cost solution while meeting customer requirements. The system is designed to accommodate a wide array of customer exceptions, facility configurations, business rules, distribution strategies and user preferences.

Domestically, Applica adopted its TMS in late 2002. Ernie Rosenberg, director of transportation for Applica, was pleased with the ease of installation. He says the system has enabled the distribution center to combine freight and ship in a consolidated fashion, optimizing opportunities while simultaneously cutting costs.

The company has implemented best practices to maximize the software's dynamic pool distribution features along with date and shipping window strategies. “By applying such best practices, we are able to implement more complex transportation management strategies,” Rosenberg says, noting that HighJump Transportation Advantage enables Applica's distribution center to be better synchronized with corporate strategies.



“Plus, our logistics planning is more standardized now, and we are better able to analyze data and measure the effectiveness and efficiency of our transportation planning,” he said. “We’re no longer operating day to day. Instead, we’re able to look at hundreds of orders in a matter of minutes, and we’re able to look out 72 hours or more.”

## Results

As a result of installing HighJump Transportation Advantage, Applica reports improvements in its own productivity and that of its customers. “In the first year we used the system, we were able to achieve several hundred thousand dollars in savings. These savings were achieved while major changes were being made to our delivery compliance procedures—despite the fact we adopted the new system during our peak season,” Rosenberg said.

In addition to the system’s ability to lower freight costs, Rosenberg said it is easier to accommodate delivery compliance rules established by major customers. “We’re able to manage our carrier contracts better, and we’re able to reduce our customer charge-backs,” he said. “HighJump Transportation Advantage gives us everything we need with a very simple, easy-to-use interface. It supports our efforts to consolidate shipments and helps us to optimize our opportunities.”

“WE’RE ABLE TO MANAGE OUR CARRIER CONTRACTS BETTER, AND WE’RE ABLE TO REDUCE OUR CUSTOMER CHARGE-BACKS. HIGHJUMP TRANSPORTATION ADVANTAGE GIVES US EVERYTHING WE NEED WITH A VERY SIMPLE, EASY-TO-USE INTERFACE. IT SUPPORTS OUR EFFORTS TO CONSOLIDATE SHIPMENTS AND HELPS US TO OPTIMIZE OUR OPPORTUNITIES.”

—Ernie Rosenberg,  
director of transportation

