



Reckitt Benckiser

About

RB is more than a company. It's a growing community of 40,000+ diverse, talented entrepreneurs – all driven to make the world a happier, healthier place. Drawing on each other's skills and working together, RB helps make people feel better. Through research and development, they make better products that empower everyone to take their health into their own hands and homes.

RB is split up into two business units: healthcare (consumer health brands including infant nutrition and over the counter medicine such as Delsym, Mucinex, Mega Red, and Airborne) and hygiene & home business (traditional cleaning products such as Lysol, Finish, Airwick, Resolve and other iconic brands).



Scott Palagyi
Senior Director of Logistics at RB

Scott leads RB's North American logistics network including both Canada and the U.S. He manages all of warehousing, transportation, and custom manufacturing including display and special pack production within their warehouses.

“If you asked anyone at RB how the Transplace transition of the TMS went, you would see a big smile on their face. You see the excellence in the results both from a service standpoint and from a cost of delivery and cost predictability stance. The data has been so much cleaner with Transplace. The business now feels much more comfortable with our ability to deliver and to forecast.”

SCOTT PALAGYI
Senior Director of Logistics at RB

Challenge

The challenge is the growing retailer environment in terms of expectations of their retailer's service and performance. Over the years, retailers have been expecting more and more reliable delivery. This in turn has driven the CPG industry to invest in technology to “protect the shelf”. Protecting the shelf includes making sure the product is there for the consumer when and where they need it.

Retailers are expecting a different level of requirements. Walmart started the movement with a multidimensional requirement called OTIF (On Time and In Full) but quickly RB saw Target, Kroger, and Dollar General follow suit with their versions.

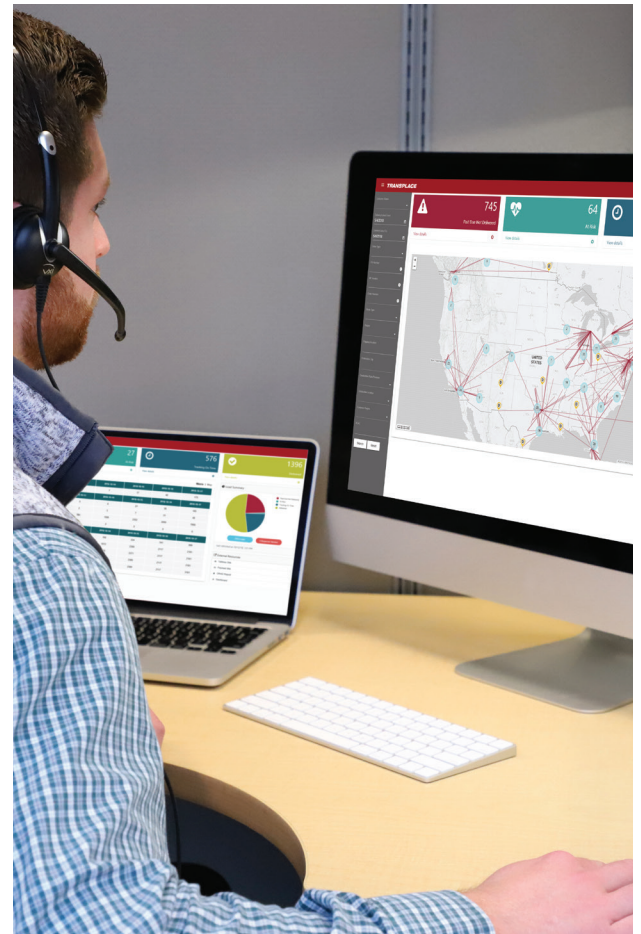
The retailers may have different requirements, but they are all doing this because they want reliable, consistent service to better plan their own supply chains and ensure the product gets on the shelf.

Solution

RB looked for a new transportation management provider because the incumbent vendor couldn't satisfy the technology, people, and talent or meet the needs of the new retail environment. RB looked for the best provider among a handful of transportation management technology providers and came to the conclusion that Transplace was the right partner. Not only were the customer references good, but they also were impressed with Transplace's investment in growing the TMS technology. RB also appreciated Transplace's focus on what they did best – transportation management systems and being the best managed service provider. Transplace was not trying to do too much or be everything to everyone. RB also saw the value in Transplace's network of existing CPG shippers. Not only was their comfort in knowing Transplace had a solid understanding of CPG clients, RB saw immense value in the overlap of the broader network of Transplace customers. RB also felt like there was a culture match and that they could have a trustworthy partnership with Transplace, unlike some of the competitors which may have fancier offices but felt like a sales pitch.

RB requested a very aggressive timeline for onboarding the entire NA network including both inbound and outbound traffic. RB sited very little growing pains with implementation and onboarding. Part of this was attributed to Transplace's deep understanding of the CPG business, but also the project management teams on both sides meshed very quickly.

The ROI and results have been a huge success and have increased continually. **If you look at Walmart on time delivery as an example over the past two years, RB has gone from a bottom 10% "on the naughty list" to being ranked second of the top reliable shippers to Walmart.** Transplace was a huge enabler of getting RB a seat at the table with Walmart.



"The transformation of our TMS is not just a logistics project. Transplace truly has helped RB transform how we go to market."

SCOTT PALAGYI

Senior Director of Logistics at RB



The TMS onboarding took about three months and it was a 100% onboarding success. The first six months of the engagement were about getting stable and ensuring accuracy of data. Now, RB has graduated to taking advantage of the advanced cross-shipper collaboration programs like TransMATCH and Dynamic Continuous Moves.

TransMATCH offers the opportunity to consolidate freight through collaboration with multiple shipper companies and increase delivery frequency to targeted customers without increasing costs. Dynamic Continuous Moves, on the other hand, matches shippers with loads and allows for minimizing empty miles. To deploy this strategy, individual shipments are combined into connecting legs of a continuous move. RB wins because overall, every leg of the freight movements are executed at a lower cost per mile. The carrier wins because they don't have the cost burden of the empty miles to reposition the truck for another customer's move.

What's next... continued partnership between RB and Transplace

Both companies are investing quite heavily on artificial intelligence (AI) and doing more autonomous forecasting. AI has had a lot of benefit on the demand and planning side. Now, RB is looking at rolling out knowledge into the logistics side and doing this with Transplace to possibly pilot solutions together.



To learn more, email info@transplace.com

About Transplace

Transplace is the leading provider of transportation management services and logistics technology, helping manufacturers, retailers and distributors optimize supply chain operations and increase financial performance. Offering a complete suite of transportation management, strategic capacity, and cross-border & global trade services, Transplace's customizable logistics solutions and best-in-class technology gives businesses greater control of their transportation operations and enhanced visibility of shipments and overall supply chain performance. With deep expertise in key vertical markets, including consumer packaged goods, manufacturing, retail and chemicals, Transplace works to strategically design and manage customer networks in the most efficient, cost-effective manner. As North America's largest transportation management provider, Transplace leverages its entire network to solve large-scale, complex supply chain problems for its customers. From small-to-medium businesses to global brands, Transplace delivers the optimal blend of actionable business intelligence and operational excellence you need to manage your supply chain with certainty.

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