



# MODERNIZE YOUR FOOD & BEVERAGE SUPPLY CHAIN

A guide to lowering costs and improving customer service  
with streamlined, integrated, and data-driven operations

# Supply Chain Management: Yesterday vs. Today

The world's gigantic leap into digital global commerce has changed how goods are delivered to customers. Yet many food and beverage companies fall somewhere closer to *yesterday* than *today* in terms of supply chain modernization — which means missed opportunities to reduce costs and complexity, respond to customer needs, and improve customer experience (CX).



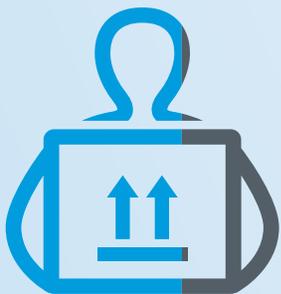
## Yesterday

- Full truckloads = efficiency
- Reactive and planning-focused
- Siloed functions and linear processes
- Limited data and visibility
- Single-point software solutions
- Disconnected service providers
- Emails and reports
- Cost-driven KPIs



## Today

- Agility = efficiency
- Proactive and action-focused
- Integrated and flexible processes
- Data-driven and transparent
- Unified platform of shared applications
- Optimized services via provider networks
- Mobility, on-demand insight, real-time data
- Customer-centric KPIs



# 66%

of supply chain professionals agree that

“Delivering an enhanced customer experience is a defined and measured objective for my organization.”

*Source: Adelante SCM Research 2018 (Commissioned by BluJay Solutions)*

# Top Supply Chain Challenges

At the same time, food and beverage supply chains are dealing with unprecedented challenges.



## Lack of shipping capacity

**99% vs. 92%**

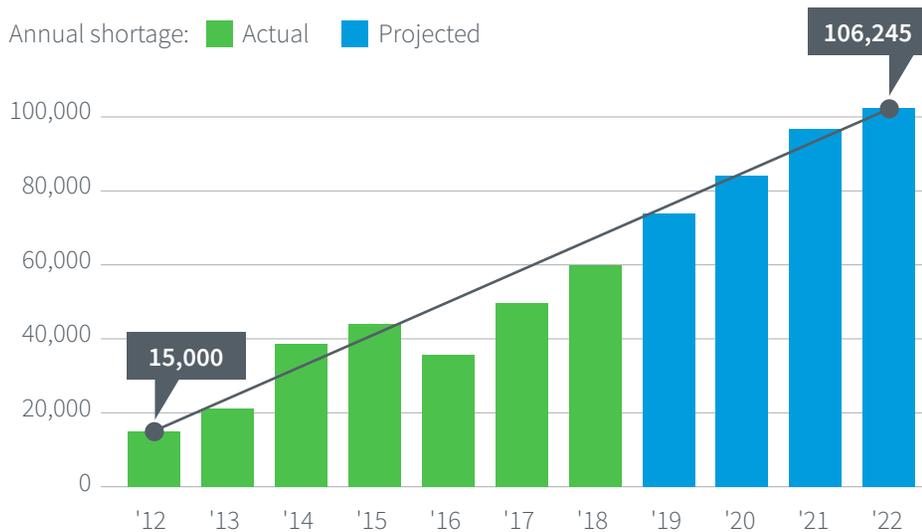
Available trucks in use now compared to Q4 2015

Source: USA Today

### FEWER DRIVERS:

The trucking industry projects a shortage of more than 100,000 drivers by 2022

Annual shortage: ■ Actual ■ Projected



Source: American Trucking Association

## Shipping rates skyrocketing vs. 2017\*

**30% to 80%**

Spot rate increase

**6% to 10%**

Contracted rate increase

Source: USA Today

\* Estimated

# Top Supply Chain Challenges

## More demanding customers

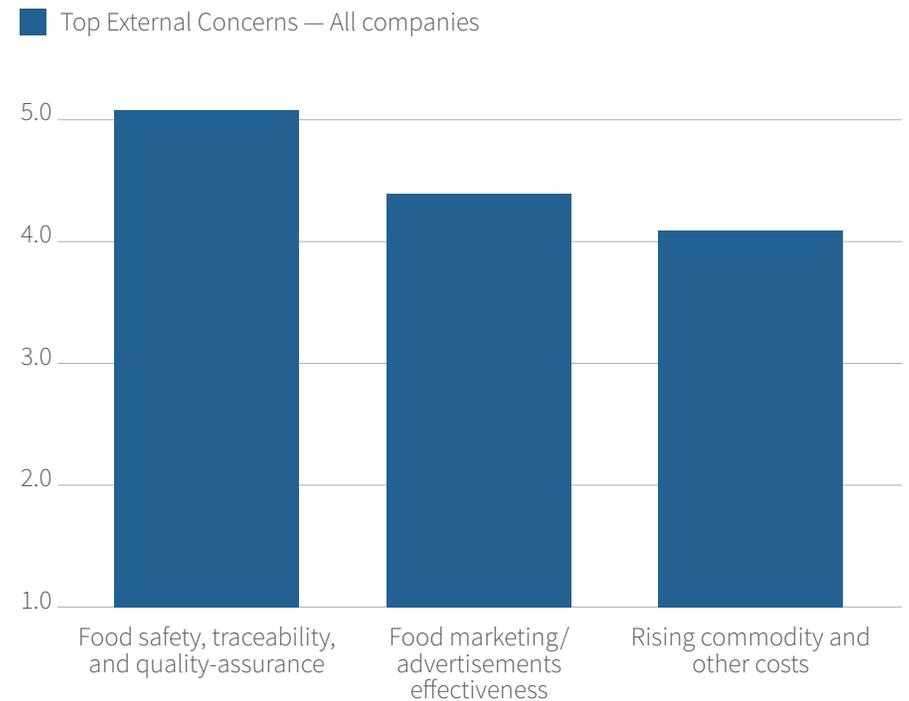
What are the top three factors driving supply chain innovation at your company today? (Percentage of top rank votes shown)



Source: Adelante SCM Research 2018 (Commissioned by BluJay Solutions)

## Higher compliance and quality standards

Ranking of external company concerns



Source: Mazar USA

# Networked Partners: The New Supply Chain Advantage

So, what's a frustrated food and beverage corporate leader to do to loosen this vise on supply chain costs and performance?

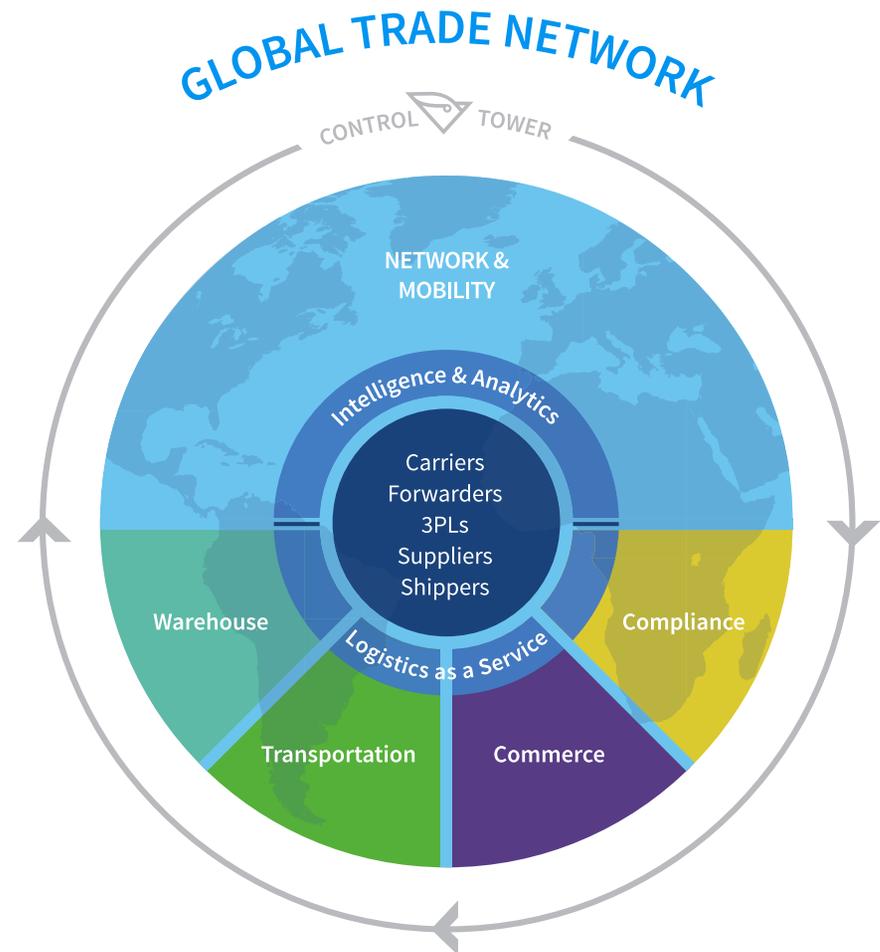
The answer is to take a different approach: Resist the temptation to zero in on cost alone. Higher velocity at global scale is how modern supply chains manage cost while effectively managing customer experience, dynamic demand, and changing market conditions.

BluJay unlocks the power of universally connected partners to align planning and operations with the new supply chain economics.



## BluJay Global Trade Network

- Optimizes business processes and provides more data for deeper visibility
- 40,000+ universally connected partners
- Enables greater trade velocity through future-impacting insight



# Outsourcing Supply Chain Integration Refocuses IT on Value Creation

Quorn creates meat-free protein sold in 19 countries. The company's on-premise electronic data interchange (EDI) solution lacked the agility to scale with the company's growth plans.

CASE STUDY



## Supply Chain Challenges

- Supporting acceleration of growth
- Heavy reliance on in-house IT staff
- No tolerance for process disruption due to high demand
- Inferior visibility into EDI messaging



## Modernized Supply Chain

- Outsourced help for complex supply chain integration
- Flexible framework can be tailored through configuration
- Supports any collaborative order fulfillment and control processes
- IT resources focused on value creation, not tasks

## BluJay's Solution: MessageBroker



Read the full case study



# BluJay Solutions Can Modernize Food and Beverage Supply Chains

The BluJay platform includes multiple applications to effectively manage the complex movement of inbound and outbound goods so that food and beverage companies can:



- Monitor for shelf life, expiration dates, weights, storage limitations, and more
- Obtain real-time visibility for hundreds, if not thousands, of participants up and down the supply chain
- Gain visibility, maintain compliance, and protect brand integrity with full track-and-trace capabilities throughout the entire process
- Benchmark rate and service KPIs and make informed decisions based on a real-world freight rate index for contract and spot markets
- Scale as needed on an integrated, streamlined, and flexible platform





# BluJay Solutions

Experts in supply chain solutions, powered by the Global Trade Network, to help get your products where they need to go, safely and efficiently.



## Transportation Management

Industry-leading transportation management for shippers, forwarders, and logistics service providers. Transportation Management handles every mode and harnesses the power of the Global Trade Network (GTN) with macro-optimization.



## Parcel

Industry-leading, high-volume parcel management platform with the flexibility and configurability to be deployed seamlessly with your desired workflow.



## MobileSTAR

Configurable, flexible application connecting shippers, operations, drivers, and customers with real-time data and automated workflows for optimal last-mile delivery experience.



## Commerce

A web-based supply chain solution that enables the electronic exchange of order data/documentation and automates the direct dispatch/drop-ship process.



## Customs Management

One point of interface for customs regimes around the world. Reduce errors, lower your costs, and make your borders friction-free.



## Control Tower

Sitting over it all, Control Tower provides real-time visibility tracking from origin to destination, and all points in between.

# Easier Integration of New Partners Supports Profitable Growth

Established in 1846 by its namesake family, Heineken has grown into a global brand with operations in more than 70 countries. This growth was welcomed, but it also complicated day-to-day supply chain operations, ultimately resulting in high complexity.

CASE STUDY



## Supply Chain Challenges

- Supporting continued growth
- Siloed business units
- Multiple locations
- Complex planning process



## Modernized Supply Chain

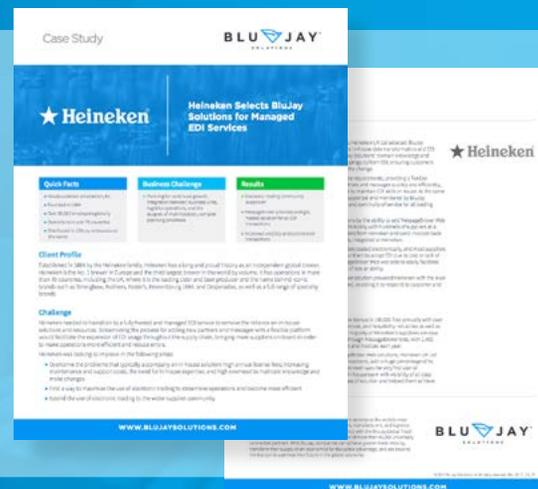
- Fully hosted and managed EDI service — no longer reliant on in-house solutions and resources
- Streamlined onboarding for new partners and messages
- Flexible platform that supports EDI expansion

## BluJay's Solutions:

MessageBroker

MessageBroker Web

MessageBroker Viewer



Read the full case study



# BluJay Solutions in Food and Beverage



Approximately

**1 in 7**

BluJay customers is in the food and beverage industry



**5** of the  
**TOP 10**

food and beverage companies use BluJay Solutions



Approximately

**40%**

of freight moved through the BluJay Transportation Management network is food and beverage



**4**  
**Million**

shipments in food and beverage handled annually

Discover a Fresh Take on Supply Chain Execution





**BluJay Solutions** delivers supply chain software and services to the world's most progressive retailers, distributors, freight forwarders, manufacturers, and logistics service providers. Transforming supply chain logistics with the BluJay Global Trade Network, we enable customers to unlock the power of more than 40,000 universally connected partners. With BluJay, companies can achieve greater trade velocity, transform their supply chain economics for disruptive advantage, and see beyond the horizon to optimize their future in the global economy.