

TRANSFIX  THE HONEY BAKED *Ham*^{CO}



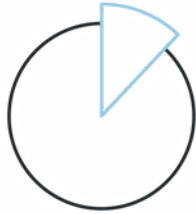
Transfix Serves Up Solutions to The Honey Baked Ham Co.



Executive Summary + Detailed Case Study

EXECUTIVE SUMMARY

FAST FACTS:



12% savings in first two months



Reduced time to build a load from 30 minutes to **90 seconds**



Saved **\$900** on first load tendered through the Transfix Shipper App

ABOUT THE HONEY BAKED HAM COMPANY:

- Business model: Food retailer
- Locations: 400+ company-owned and franchised stores

THE CHALLENGE:

- Relied on just one carrier, which was inefficient and expensive
- Adding carriers led to bottlenecks in the process
- Lacked visibility into shipping operations
- Hyper-seasonality indicated a need to reposition volume and install redundancies at peak demand times

THE SOLUTION:

- Transfix Shipper App offered full visibility into their new and existing carrier network
- The Shipper App created efficiencies and flexibility through one central, comprehensive tool

HONEYBAKED'S TRANSPORTATION MANAGER SAID:

"It's nice to have one stop . . ."

"I know everybody's rates in the system. . ."

"I can match up invoices to rates, and it's done."

Ham is a seasonal business. Actually, it's "hyper-seasonal," according to The Honey Baked Ham Company's former transportation manager, Adrian Prather. The company – which sells ham, turkey, sides, and desserts directly to consumers – does most of its business around four major holidays: that's about 12 days of work to fund 365 days of revenue.

THE CHALLENGE

AN INABILITY TO ADD TO THEIR CARRIER BASE LEFT HONEY BAKED HAM RELYING ON A SINGLE CARRIER, EVEN DURING THEIR BUSIEST SEASONS

The company's hyper-seasonality, coupled with demand spikes brought on by the pandemic, forced Honey Baked Ham into a less than ideal position. They had to constantly reposition volume as closely as possible to their customers and install redundancies in their network to allow for unforeseen shutdowns. Moreover, these changes were being made with no guarantee as to their effectiveness. Simply put, the company had no visibility into their shipping process.

At the beginning of his tenure, Prather faced this challenge head-on: "The dock would call the carriers: 'I have loads for you.' Our only tracking was on their websites. I couldn't tell what happened. I would have to talk to the dock manager every week—every day. That was stressful, to say the least."

Prather's first order of business was to expand the carrier base, but with limited dock doors and no visibility into the system, this effort didn't work. Every time HoneyBaked tried to add carriers, bottlenecks popped up at different points throughout the process. They kept reverting to using a single carrier at a time, which was inefficient and expensive.

THE SOLUTION

TRANSFIX SHIPPER APP GAVE HONEY BAKED HAM FULL VISIBILITY AND THE ABILITY TO ADD CARRIERS THROUGH ONE CENTRAL TOOL

In 2021, Honey Baked Ham turned to the Transfix Shipper App after their Transfix Account Manager had told them

about this newly-developed tool's intuitive usability. All of the carriers with whom HoneyBaked already had relationships were available in the system. They could also easily access and add new carriers through the Transfix Platform every time the system's data-driven capabilities provided serviceable options.

"It's nice to have one stop for all this stuff, whereas before we were on spreadsheets, we were on Excel, we were on phone calls all the time," Prather says. "The way we're doing it now, I know everybody's rates in the system, everybody knows what they're going to move it for, and then when I do a tender, you know what the rate is. It's all in the system, so there's no question. I can match up invoices to rates, and it's done."

THE RESULT

WITH THE SHIPPER APP, HONEY BAKED HAM ONBOARDED MULTIPLE ON-DEMAND CARRIERS, WHICH LED TO A 12% SAVINGS IN JUST THE FIRST TWO MONTHS

Honey Baked Ham finally gained a diverse base of reliable carriers, enabling them to take advantage of the sought- after efficiencies, insights, and cost savings.

"Right now, I can go to the Shipper App [and have] twenty-plus carriers that will immediately give us back rates," Prather said. "The first load off the bat, we saved \$900. [. . .] I can immediately move the loads for less than I thought I was going to have to [pay to] move them. And before, it took me half an hour to build a load. Now, I can build a load in about 90 seconds."

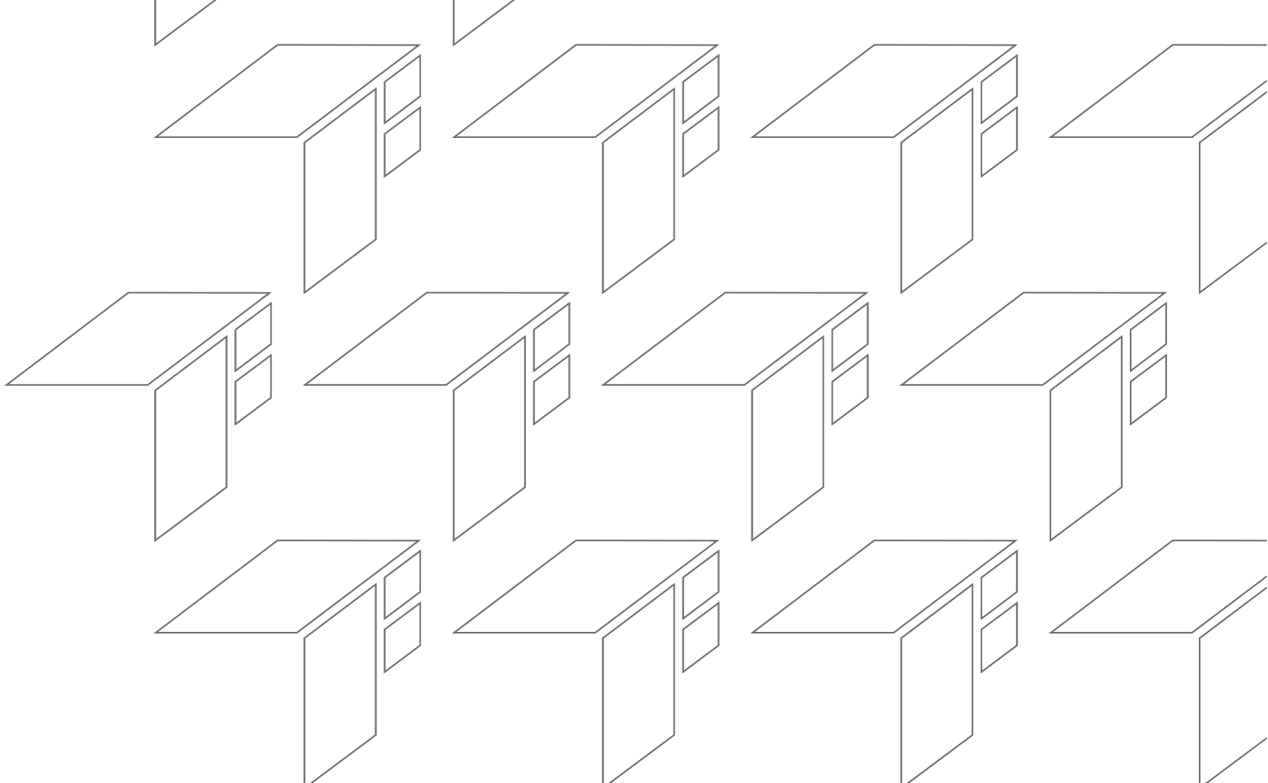
After Honey Baked Ham implemented Transfix Shipper App, they saw 12% savings in just the first two months. "The company is very impressed with the demonstrated

savings to this point," Prather says. "I'm hoping to keep delivering that by adding diversity in my carriers, having a bunch of people here who can help us move stuff, and then using the system to eliminate some of that time. It's a lot of time, so it's nice to have partners and a system that can save us on multiple fronts."



"I can go to the Transfix Shipper App [and have] **twenty-plus carriers** that will immediately give us back rates. The first load off the bat, **we saved \$900.** [. . .] And before, it took me half an hour to build a load. Now, I can build a load in about 90 seconds."

— Adrian Prather, Former Transportation Manager, Honey Baked Ham Company



THE HONEY BAKED *Ham*^{CO}

ABOUT HONEY BAKED HAM

The Honey Baked Ham Company is a food retailer which sells hams, turkey breasts, and other pre-cooked entrées, side dishes, and desserts. It was founded in 1957 in Detroit, Michigan, and is headquartered in Alpharetta, Georgia.

TRANSFIX³

TECH & DATA SOLUTIONS

ABOUT TRANSFIX

In June 2024, Transfix pivoted its core business to solely focus on powerful software and data solutions for brokers, shippers, and carriers. With over a decade of expertise, innovation, and a deep understanding of the logistics operations of many of the largest businesses in North America, Transfix's expansive SaaS feature suite and data models, powered by AI and automation, are designed to decrease time and costs, and to drive a more profitable trucking ecosystem for all.