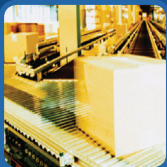


CASE STUDY - Contract Optimization

LET
BIRDDOG
EMPOWER YOUR
ORGANIZATION TO
SUCCESSFULLY ALIGN
CARRIER CONTRACTS
TO YOUR COMPANY'S
OVERALL BUSINESS
NEEDS.

WE WILL MANAGE THE
ENTIRE PROCESS ON
YOUR BEHALF.



S&S Activewear

Challenge

S&S Activewear, a leading national distributor of imprintable sportswear, has seen steady growth within the last few years. As part of a consortium with three other companies, S&S Activewear's carrier relationship was managed by one team that represented all four businesses. This team had substantial experience negotiating carrier agreements, but it had limited resources—and limited access to competitive information. As a result, the carrier agreement that the consortium put in place did not provide the best contract for S&S Activewear's shipping characteristics.

Our Findings

BirdDog approached S&S Activewear, confident that we could help the company develop a win-win contract. By examining a few weeks of the sportswear distributor's carrier invoices, along with its current carrier agreement, our Contract Optimization consultants discovered that S&S Activewear's contract was not meeting its needs effectively.

For starters, as a company that ships primarily ground (both commercial and residential), S&S Activewear did not have its current contract tailored to these service levels. In addition, the sportswear distributor was not utilizing the Hundredweight (CWT) program effectively. These were just two areas where BirdDog's consultants saw opportunities to improve S&S Activewear's transportation spend.

Before our consultants went to work, however, S&S Activewear raised a major concern: The sportswear distributor has made a name for itself—and established a competitive edge—by guaranteeing its clients one-day turnaround on products ordered before 4 pm. To deliver on that promise, S&S Activewear had put in place a special agreement with its carrier. Our consultants were careful to keep that agreement in mind when developing and negotiating the new contract.

Solution

Working in collaboration with S&S Activewear, BirdDog's Contract Optimization team was able to:

- Develop a contract tailored to the sportswear distributor's ground needs
- Establish a CWT program that would reward the company for multiple packages going to one consignee
- Negotiate a contract that would reward S&S Activewear for growth
- Implement an overall contract that would reduce S&S Activewear's spend, without putting the company's one-day turnaround guarantee in jeopardy

Results

S&S Activewear is now confident that it has a competitive contract tailored to its needs and shipping characteristics. Thanks to BirdDog's expertise, the sportswear distributor has realized significant savings with its new shipping contract, while sustaining its leadership position in a highly competitive marketplace.