



## CASE STUDY: CONSUMER PRODUCTS

### PROBLEM

In 2013, an international organization that specializes in developing consumer products needed help in solving a puzzling issue. The company relies on brand codes to break down costs, and each code is assigned to its own profitability margin. Although the group knew how to determine manufacturing costs by code, figuring out the cost of transportation was a different story. They needed a way to calculate the specific cost of transportation by brand code.

### SOLUTION

To solve their problem, the company reached out to Sheer Logistics for help. We started by creating a cross-brand code database and input all of the data they provided—including brand codes, shipping destinations, and weight. With this tool, global transportation costs by brand code are automatically generated. In addition, we set up this solution in a way so it would work with the client's SAP enterprise system.

### RESULTS

Our solution allowed for data to be fed directly into their financial software making it possible to produce actual costs that could serve their metrics. Simply put, we helped our client harness the power of their data to improve visibility for every single one of the thousands of products they make. With this information, they were finally able to accurately estimate the cost of transportation for the 50,000 units they planned on shipping to points around the globe.

### ABOUT US

For first-rate custom supply chain solutions, turn to Sheer Logistics. Since 2009, we have worked with top shippers to deliver award-winning transportation management system (TMS) implementations, supply chain technology integrations, freight management services, consulting, and capacity solutions.

### INDUSTRIES

- *Manufacturing*
- *Food and Beverage*
- *Consumer Products*
- *Chemicals*
- *Building Materials*
- *Pet Food*