



## ABOUT SHEER LOGISTICS

Sheer Logistics was founded in 2009 with the sole purpose of optimizing logistics solutions for our clients, from emerging brands to fortune 500 companies. Today, we are a full-service logistics provider delivering best-in-class, data-driven supply chain solutions.



*Sheer Logistics implemented our solution for Branding Iron in **ONLY 30 DAYS.***

# CASE STUDY: BRANDING IRON TRANSPORTATION



## PROBLEM:

In 2019, our client, a large meat processor, was in the market for a new partnership for their logistics. They needed greater visibility to the transportation market and tools to track and report on metrics, support ongoing operations, and reduce tedious, manual work. What the client was really after was a wholesale optimization of their supply chain operations and processes. Plus, they needed to be sure that their logistics would experience continual improvement.



## SOLUTION:

Within 30 days, Sheer was able to complete a full integration into the client's existing ERP and implement a modern TMS solution. The client preferred a hybrid model in which Sheer optimized and executed a majority of in-network transportation plans on their behalf. Load plan dashboards were developed to support dock scheduling and loading activities at client distribution centers. Savings and performance metrics are monitored via custom dashboards and automated reports accessible to the client from any device.



## RESULT:

Within the first year, the client achieved 8% cost savings from Sheer's optimization services alone. Sheer Logistics continues to provide support and works actively to improve the systems Branding Iron uses. Our client described our planning and execution team as "fantastic." Even now Moving into 2021, we continue working to cut costs and optimize their transportation operations.