



Becton, Dickinson and Company

Healthcare Corporation Selects HighJump Transportation Advantage Based on Simplicity and Ease of Use

Company Profile – BD

Becton, Dickinson and Company (BD) is a global, \$5.4 billion healthcare corporation based in Franklin Lakes, NJ. BD serves healthcare institutions, life science researchers, clinical laboratories, industry and the general public. BD manufactures and sells a broad range of medical supplies, devices, laboratory equipment and diagnostic products. Worldwide business segments include BD Biosciences, BD Clinical Laboratory Solutions and BD Medical Systems.

“BY THE END OF THE FIRST QUARTER OF 2004, THE COST SAVINGS DIRECTLY ATTRIBUTABLE TO THE RELATIVELY NEW SYSTEM WERE MORE THAN A MILLION DOLLARS... BY ALL STANDARDS AND ALL MEASUREMENTS, WE ARE TRULY DELIGHTED WITH THE RESULTS AND WOULD HIGHLY RECOMMEND THE SYSTEM TO ANY OTHER BUSINESS OR INDUSTRY WHERE TRANSPORTATION AND LOGISTICS ARE IMPORTANT FACTORS.”

—Warren Cohen,
director of global transportation

Challenge

Selecting a transportation management system (TMS) is no easy task. Selecting a TMS within a four-week timeframe compounds the difficulty level significantly. Integrating the TMS simultaneously with a new, company-wide SAP® enterprise system is nearly inconceivable.

But it can be done. Just ask Warren Cohen. Cohen is BD's director of global transportation. He and his staff teamed up with other BD executives to do just that during a hectic, four-week period in late 2001.

BD selected HighJump™ Transportation Advantage as its top choice from an initial list of 12 companies. “At that time, the company was on the verge of bringing in an SAP system, which in itself affects virtually every area of the company. We were using a 13-year-old system, which was outdated and incompatible with SAP. Furthermore, we were using three regional distribution warehouses located in New Jersey, Indiana and California, each with its own TMS characteristics. This situation reinforced the requirement for a consistent and completely flexible TMS package,” Cohen said.

“There was no question that we needed a more robust and state-of-the-art TMS, and we needed it as quickly as we could put together a selection process. We had literally no time to waste; multiple pressures were mounting, and ultimately we had to make sure that the company we chose was the right company without fail. It was perhaps the most intense and critical project in my 20 plus years in the transportation industry,” Cohen said.



“BECAUSE HIGHJUMP TRANSPORTATION ADVANTAGE IS EXTREMELY USER-FRIENDLY—PARTIALLY SINCE IT’S WEB-BASED—IT PROVIDES US WITH TREMENDOUS FLEXIBILITY SINCE WE CAN ACCESS AND OPERATE THE SYSTEM AWAY FROM THE OFFICE... THE WEB PART OF THE EQUATION IS IMMEASUREABLE WHEN RELATING TO THE FLEXIBILITY OF THE SYSTEM.”

—Eric Pozarycki,
manager of global transportation

Solution

Due to the fact that most of BD’s information technology resources were tied up in the SAP implementation, it made good sense for the company to deploy the application as a hosted, “on-demand” service at HighJump Software’s 24/7/365, state-of-the-art data center in Knoxville. The key decision factors included simplicity of use, ease of implementation and straightforwardness, and overall quality of the system.

“Because HighJump Transportation Advantage is extremely user-friendly—partially since it’s Web-based—it provides us with tremendous flexibility since we can access and operate the system away from the office,” said Eric Pozarycki, manager of global transportation for BD. “Not only does it provide us with an inherent disaster recovery program in the event of snow, ice storms and major electrical storms, it also allows us to be plugged in on weekends, nights or on vacation if it’s absolutely necessary. The Web part of the equation is immeasurable when relating to the flexibility of the system.”

Flexibility in a Changing Environment

The system offers tremendous flexibility to assist clients in supporting their customers. Cohen said particular customers might have certain needs above and beyond the software. He is able to bypass various parts of the system and set it up to match customer preferences. In addition, Cohen said that if there are certain constraints and conditions that a customer objects to, or just favors other ways of doing things, it is simple to adjust accordingly. For example, a certain customer may not want to

work with a particular carrier. In essence, it’s possible to create personalized programs depending on specific customer needs, Cohen added.

Results

“Once the system was up and running in January of 2003, it kept improving and getting up to speed quarter after quarter. By the end of the first quarter of 2004, the cost savings directly attributable to the relatively new system were more than a million dollars,” Cohen said. “In addition, we expect even higher savings as more advanced HighJump Transportation Advantage features are utilized. By all standards and all measurements, we are truly delighted with the results and would highly recommend the system to any other business or industry where transportation and logistics are important factors.”

Other TMS Strengths to Seek

Cohen said that there are a number of other areas to review in selecting a system. The TMS vendor and its software product must be consistent, while maintaining a high degree of flexibility. Also, he noted that usability was a key requirement; it must be simple and easy to use for everyone involved. Functionality should include designated load routing, the ability to set up geographic scheduling zones, level-setting warehouses for consolidating orders and lowering transportation costs, methods of providing for better customer service, and the ability to select the right carriers. In the final analysis, it is a lot more than a decision about dollars. It also is a decision of confidence in the TMS provider. That confidence translates into a partnership for the long haul.

