



Polaroid

Consumer Technology Supplier Leverages HighJump Transportation Advantage for Savings and Operational Ease

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domestic traffic operations manager

Company Profile—Polaroid

Polaroid Corporation, a division of Petters Group Worldwide, designs, develops, manufactures and markets instant and digital imaging products and consumer electronics products, which are marketed worldwide. The company's principal products are instant cameras and film, digital cameras and consumer electronics products, such as portable DVD players and flat screen televisions. In addition to its principal products, Polaroid designs, develops, manufactures and/or markets photographic hardware accessories for the instant photography market.

The company's other products and services consist of eyewear, mainly sunglasses, and secure identification systems for commercial applications. Polaroid also performs contract manufacturing for and licenses its technology to third parties.

Solution

Reliability is what HighJump™ Transportation Advantage has brought to Polaroid Corporation's logistics operation since the Web-enabled application was introduced to the world's leader in instant photography. HighJump Software's transportation management system (TMS) simplifies the complex and tedious routing task by utilizing sophisticated optimization algorithms to provide a least-cost solution while meeting customer requirements. The system is designed to accommodate a wide array of customer exceptions, facility configurations, business rules, distribution strategies and user preferences.

“We've realized many operational advantages and savings, but the greatest benefit has been reliability,” said Elaine Savage, domestic traffic operations manager for Polaroid Corp.

Polaroid's North American distribution center in Norton, Mass., uses HighJump Transportation Advantage to direct the shipments of Polaroid products between various manufacturing plants and to retailers throughout the United States and Canada.



Results

Savage explains that using the system enables Polaroid to obtain the lowest-cost transportation mode while meeting specific customer requirements.

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She compares the advantages of the software’s Web-enabled application to the DOS-based system that preceded it. The old system was maintained in house and suffered serious support problems.

“HighJump Transportation Advantage shadows us, and we can expect a response within five to ten minutes,” Savage said. The ability to shadow the user is a great support feature. The support staff can see exactly what the user is working on, which allows immediate feedback.



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“We do our load planning at 5:30 p.m., previously without much ‘after-hours’ support before we tapped into HighJump Transportation Advantage,” she said. “Now, even after 5 p.m., their support staff can shadow us at any time of the day or night. A person always answers the phone; there is never a recording, anytime. We have been most pleased with the professionalism and the high caliber of their staff.”

Because the system is so easy to use, Savage says that Polaroid has also realized human resources efficiencies. Instead of dedicating one person entirely to the load planning function, the responsibility is now divided among five employees, each of whom takes one night a week. In addition, Polaroid takes advantage of HighJump Transportation Advantage’s integrated loss and damage claims module, which automates the entire claims process, reducing clerical support.

Operationally, Savage says the ability to set and maintain rates easily is a welcome advantage of the solution. “I was impressed with how easy this comprehensive system is to operate. The ease of running a variety of reports and getting them customized very quickly to our requirements has been great.” Savage said. “The learning curve was very short. Within just a couple days, you can master the basic functions. We have been extremely pleased.”

