

UNYSON LOGISTICS CASE STUDY



General Mills is the world's sixth-largest food company that markets in more than 100 countries and holds either the No. 1 or No. 2 position in every competing business segment. General Mills markets global brands such as Green Giant vegetables, Old El Paso food, Haagen-Dazs ice cream, and U.S. brands including Yoplait, Cheerios, Wheaties, Betty Crocker and Pillsbury. On average, U.S. shoppers place at least one General Mills product into their shopping cart each time they visit the grocery store. The company started with two flour mills in the 1860s and revolutionized the milling industry, producing flour with superior baking properties. Headquartered in Minneapolis, MN, General Mills is a Fortune 200 company that has over 100 manufacturing plants and 300 inbound vendor locations in North America. General Mills is traded on the New York Stock Exchange under the symbol GIS. For more information, visit www.generalmills.com.

BUSINESS CHALLENGE

Managing a global freight spend is a daunting task and there are areas within that spend for which even industry leaders need assistance to maximize efficiency and drive out excess cost. In order to enhance the North American LTL segment of business, General Mills Logistics Management highlighted these target areas of improvement:

- Reducing overall LTL spend
- Enhancing order management
- Transitioning to an electronic freight pay environment
- Increasing visibility to performance and costing metrics
- Delivering LTL-related technology

UNYSON SOLUTION

After being awarded the business, Unyson deployed an implementation team to manage cross-functional areas in Carrier Procurement, Technical Construction and Operations Management that are imperative for immediate success. From Day 1, Unyson **guaranteed** LTL Savings while assuming LTL management control. Unyson introduced a program-carrier network to manage Inbound and Outbound dry goods and provided a dedicated 24/7 Call Center, along with On-Site representation at General Mills global headquarters. EDI transmissions were quickly established to transfer shipment and invoice data, and within the first 3 months of implementation, General Mills had saved more than anticipated in year over year LTL spend.

Unyson maximized benefit to General Mills through logistics and compliance management, delivered by providing shipment visibility via web enabled technology, efficient carrier routing management, and aggressive carrier compliance management. Unyson immediately assumed freight payment responsibilities for General Mills LTL, and began distributing previously-unknown monthly cost metrics and on-time performance reports detailing this segment of the business.