



HighJump Transportation Advantage

On-Demand Transportation Management

Mastering Transportation in a Fast-Paced World

Staying competitive in today's ever-changing business environment can be a daunting task. The strength of a company's supply chain is often its primary competitive advantage. Businesses like yours face enormous pressure to reduce costs and improve customer service in the face of escalating freight rates and strict vendor requirements. At the same time, strained capacity across transportation networks causes you to expand or alter your base of carriers just to keep up. You must comply with changing carrier and vendor requirements, including the need to provide shipment data to multiple parties. You are under pressure to perform more accurate cost allocation to support business decisions.

Transportation management has become both strategic and necessary. The challenge of finding the best way to optimize and route shipments while keeping a vigilant eye on the bottom line can no longer be met with paper-based methods and customer requirements committed to a transportation manager's memory. Information must be maintained in a comprehensive system that is reliable, effective and fast. That solution is HighJump™ Transportation Advantage.

HighJump Transportation Advantage: Meeting Transportation Challenges Head on

HighJump Transportation Advantage gives forward-thinking companies the right tools to automate once-manual optimization processes, improve customer service levels and

reduce transportation costs. Managers are thus able to spend more time focusing on strategic transportation requirements and less time running scenarios.

How HighJump Transportation Advantage Is Different:

- It was designed by transportation professionals, so it's easy to learn and use.
- Instead of being installed on servers at your location, the software is hosted in a secure data center. This minimizes installation and maintenance cost.
- Deployment time is swift with implementations that can be completed within a few weeks.
- You receive 24/7/365 support from HighJump Software product experts.
- You can use HighJump Transportation Advantage on a stand-alone basis or as an integrated part of a comprehensive supply chain execution suite.

Designed
by transportation
professionals



Mastering Transportation Challenges

1. CHALLENGE: Controlling Transportation Costs

Keeping transportation costs in check while managing dynamic considerations is difficult to accomplish manually. Business today moves fast. So does the cost environment with spot rates, periodic rate hikes, fuel surcharges and other fees. Penalties for not adhering to customer policies are stiff. Selecting a mode and carrier often needs to happen on the fly.

SOLUTION: Automating Mode and Carrier Selection

HighJump Transportation Advantage saves money and time by finding the most efficient mode, route and carrier for each shipment. The solution uses a powerful optimization engine to point the way toward the lowest-cost solution given any number of considerations.

- **Mode selection:** Using static rules and thresholds, such as basing mode strictly around shipment weight, can't always determine the lowest-cost or most efficient way to route freight. HighJump Transportation Advantage takes the entire

transportation picture into account by combining advanced load planning and optimization tools to select the most efficient mode.

- **Carrier selection:** Choosing the right carrier can be challenging. Adherence to customer-dictated routing guides, carrier requirements and internal company policies is mandatory. HighJump Transportation Advantage facilitates smarter carrier selection by capturing a vast array of carrier availability information.

You can achieve peace of mind with automated mode and carrier selection because the solution offers options when you need them. One scenario might entail selecting a carrier by cost, days of transit and services offered. Another might call for dynamic pooling of middleweight shipments that ride TL instead of LTL. Regardless of the situation, HighJump Transportation Advantage provides the ability to reduce transportation costs on total freight expenses while maintaining a flexible approach to your business requirements.

"In the first year we used the system, we were able to achieve several hundred thousand dollars in savings. These savings were achieved while major changes were being made to our delivery compliance procedures – despite the fact we adopted the new system during our peak season."

-Ernie Rosenberg, Director of Transportation

Applica Consumer Products, a marketer and distributor of small appliances

2. CHALLENGE: Satisfying Your Customers

It's no secret that customers call the shots when it comes to ship schedules, delivery windows and myriad other specifications. Noncompliance to customer routing guides can lead to fines, and worse yet, the loss of a customer.

SOLUTION: Automated Compliance

HighJump Transportation Advantage gives you a reliable method of managing the complexities of customer compliance by automatically applying the business rules specific to each account. This highly flexible solution continually incorporates changing rules and exceptions on a customer-by-customer basis. Exceptions are defined based on any number of parameters, such as carrier exclusions and route overrides.

3. CHALLENGE: Inability to Correctly Allocate Costs

Business decisions are typically dictated by the numbers. Yet, determining actual costs—whether by item, product, division, distribution center or customer—is often performed by spreading expenses evenly across multiple functions. These inaccurate costing methods don't show you the real costs of servicing specific customers. And you can't manage what you don't know.

SOLUTION: Detailed Cost Allocation

HighJump Transportation Advantage accurately allocates costs by capturing expenditures at the SKU level during various stages of the planning and shipping process. In minutes, you're able to generate a variety of detailed management reports, such as actual freight charges by customer or landed costs across product lines. These capabilities not only reveal how to optimize your shipping expenses, but also build highly accurate, detailed cost-to-service models. You'll increase efficiencies even further by integrating HighJump Transportation Advantage with your ERP or other enterprise systems.

4. CHALLENGE: Lack of Supply Chain Visibility

Obtaining precise shipment-related information for customers or internal staff can be tedious. Reliable data isn't always available given labor-intensive manual processes which are prone to errors. Other automated processes may fail to incorporate available EDI information from carriers. Logging in and out of multiple carrier Web sites to get information takes time you don't have.

SOLUTION: Shipment Tracking

Finding and tracking shipments is easy with HighJump Transportation Advantage. The solution readily captures EDI information from carriers on a real-time basis and allows authorized users to view shipment status at any time. Carriers without EDI can enter accept/reject notices and shipment status updates via a Web browser.

This secure, Web-based system grants configurable levels of access to transportation staff, customer service and sales personnel as well as customers. Searches can be performed by bill of lading, order number, purchase order number, consignee and carrier. You are able to improve customer service because the solution receives EDI that allows for Web-based tracking. Carriers can also become more efficient through in-transit visibility. Likewise, operations can run on schedule as managers are notified of exceptions before they cause problems.

“The ease of running a variety of reports and getting them tailored very quickly to our requirements has been great. The learning curve was very short. Within just a couple days, you can master the basic functions.”

-Elaine Savage, Domestic Traffic Operations Manager

Polaroid Corp., a developer and marketer of instant/digital imaging and consumer electronics products



5. CHALLENGE: Lack of Reporting Capabilities

Accurate, customized reporting of supply chain and transportation processes isn't practical in a manually run environment. Pulling information from disparate applications such as spreadsheets or legacy systems is time-consuming and may not offer an acceptable level of data integrity or flexibility.

SOLUTION: Management Reporting

HighJump Transportation Advantage works quickly behind the scenes to collect a vast array of order and shipment data from planning through delivery. The flexible, robust management reporting capability turns information into insight. The system produces more than 200 pre-defined reports, including load summaries, lane analysis, cost to serve and carrier performance, to name a few. You can quickly tailor standard reports to produce a range of analytics regarding shipping, transit financials and sales. Equipped with the ability to make better-informed decisions, your business wins, and so do your customers.

6. CHALLENGE: Maintaining a System on Site

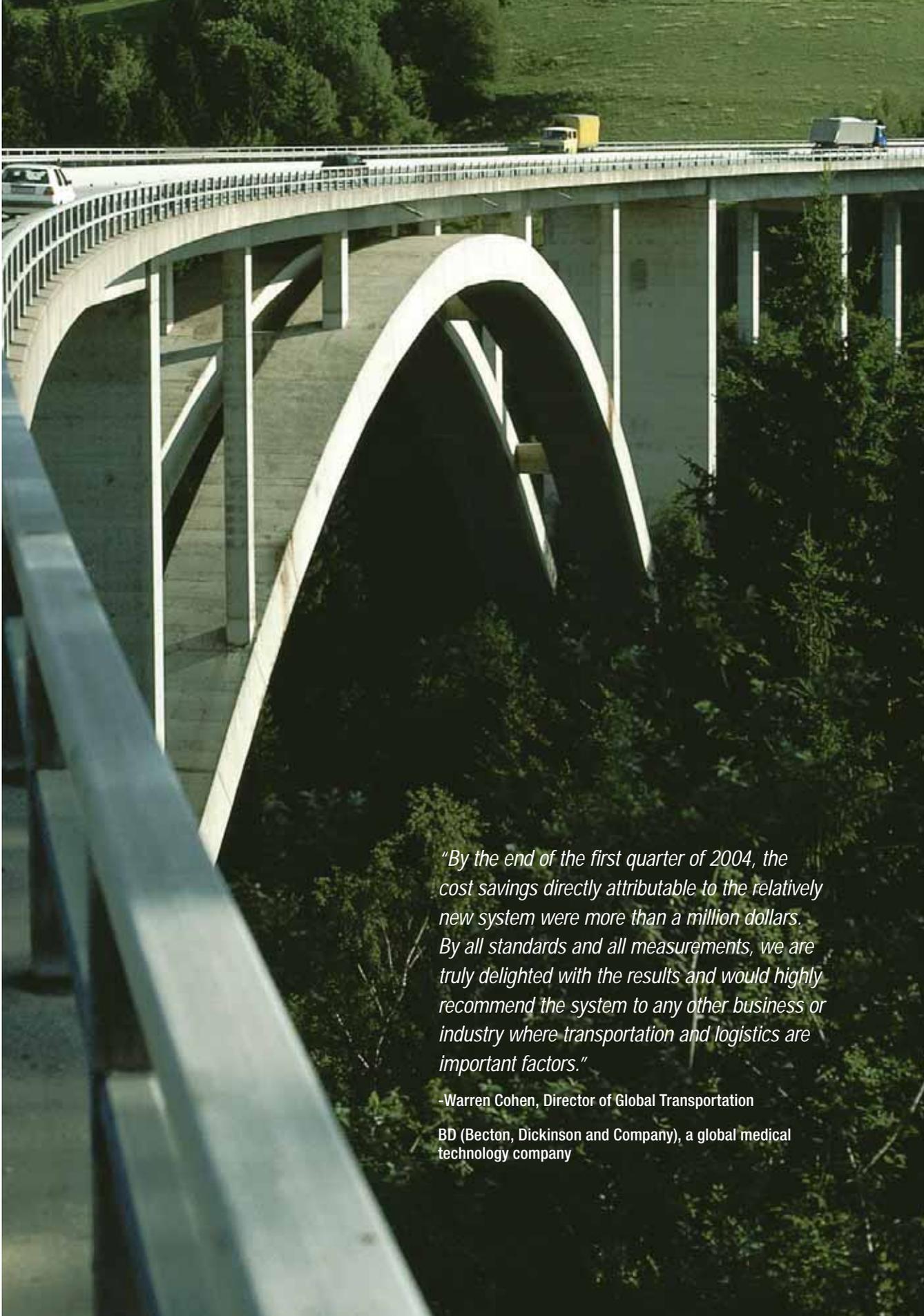
On-site, licensed TMS deployments often consume months of design, piloting and testing—not to mention painful integration efforts. It seems the moment the software is fully deployed and integrated, it's time for the next wave of maintenance updates and security patches. In addition, the entire cost of licensed software is paid up front, often long before deployment even begins.

SOLUTION: On-Demand, Web-Based TMS

With HighJump Software's on-demand model, benefits can be reaped more quickly. HighJump Transportation Advantage is hosted at a world-class, secure facility. With the option of subscription-based fees, there's no sizable upfront investment. And because all on-demand transactions are securely conducted within a Web browser, no infrastructure or software has to be deployed or administered by your IT department. Additionally, all ongoing software updates and infrastructure maintenance are performed by HighJump Software.

HighJump Transportation Advantage Allows Transportation Managers to:

- **Plan and optimize:** Quickly determine the lowest-cost solution to plan loads and optimize shipments.
- **Build and consolidate:** Achieve efficiencies via dynamic pool distribution and shipment consolidation.
- **Execute and communicate:** Execute shipments and exchange information with carriers on a real-time basis.
- **Find and report:** Track shipments and trends with extensive management reporting capabilities.
- **Integrate and expand:** Link related warehouse and transportation operations to achieve even greater gains.



"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

BD (Becton, Dickinson and Company), a global medical technology company



HighJump Transportation Advantage Snapshot

- **On-demand, Web-based delivery:** No infrastructure or software has to be deployed or administered by your IT department
- **Load planning and optimization:** Planning workbench to import, optimize and rate orders into “best way” routes
- **Carrier rate management:** Pricing for multiple mode carriers, stand-alone rating/carrier selection
- **Vendor compliance:** Shipment routing based on customer requirements
- **Shipment tracking:** Visibility into real-time shipment status
- **Facility configuration:** Independent configuration for each facility
- **Freight bill payment:** Automated reconciliation and payment of freight bills
- **Alerting and notification:** Highly configurable, proactive shipment monitoring
- **Carrier compliance:** Full reporting capabilities, including EDI integration with carriers
- **Management reporting:** Easy-to-use analytics for management decision support
- **Shipment execution and carrier communication:** Full EDI support; fax and e-mail options
- **Proof of delivery (POD) and claims:** Complete management of PODs and carrier freight claims

Flexible, Web-Based Solution

Easy to Learn and Use

- Developed by transportation professionals for their peers
- Minimal training required to get staff up and running
- Web-based system maximizes accessibility and uptime

Flexible and Adaptable

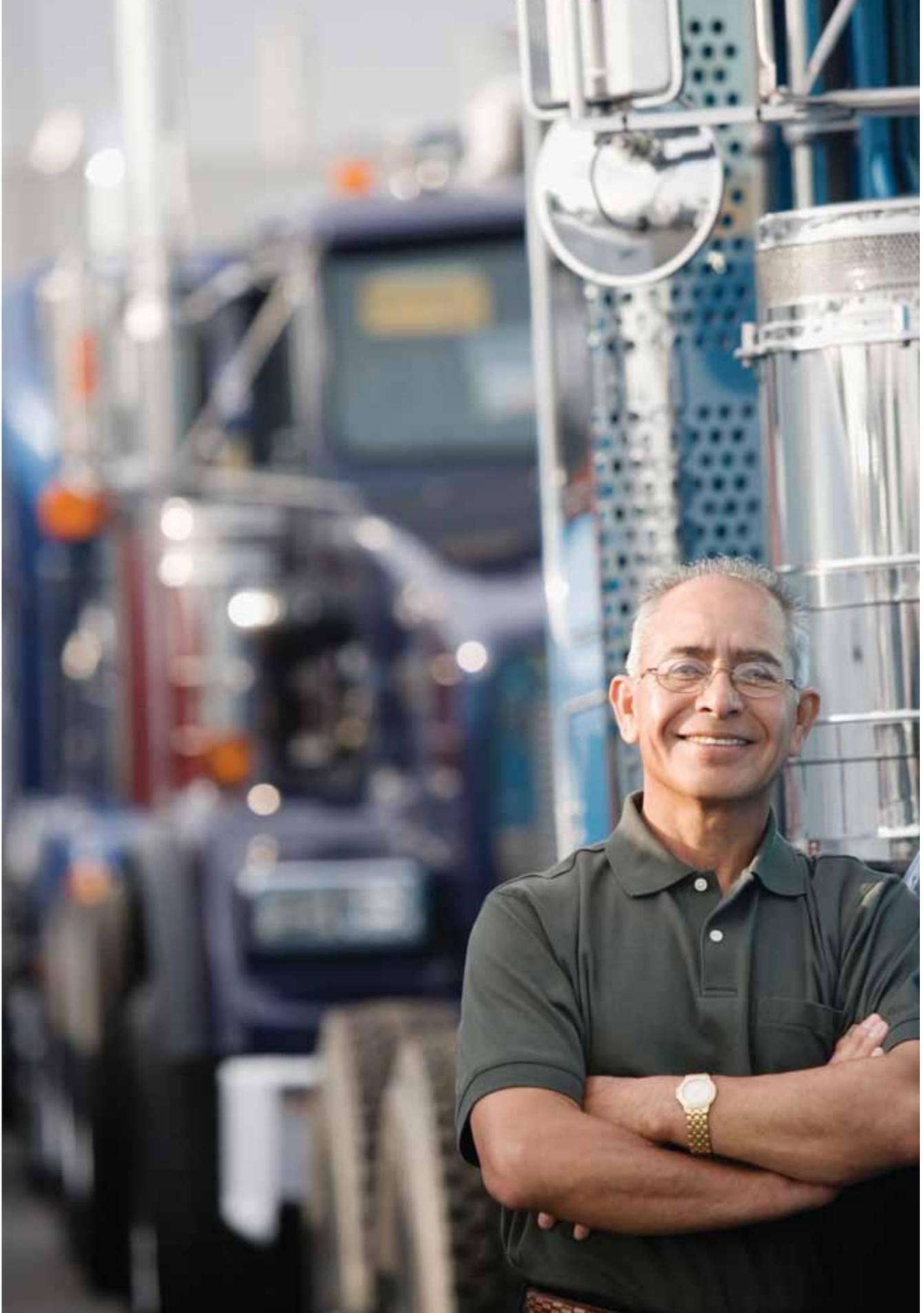
- Flexible deployment on a decentralized or centralized basis
- Helps meet a virtually limitless array of changing customer demands

HighJump Transportation Advantage can be configured to meet any number of customer demands and exceptions, facility configurations, business rules and distribution strategies. This means day-to-day transportation challenges can be simplified and managing transportation becomes more strategic.

Fast Implementation and World-Class Reliability

Cost-Effective

- Having the software hosted at a secure data center reduces cost of ownership. Expenditures are limited without the need for high-end hardware requirements or extensive in-house IT assistance.
- Fast implementation accelerates time to value and return on investment.
- Ease of integration with other enterprise systems speeds implementation and helps ensure data integrity.



Dependable

- Exceptional technical and customer support available 24/7/365
- System hosted at world-class data center

HighJump Transportation Advantage runs smoothly so your business can, too. The application is housed at a secure data center built to world-class standards to reduce concern about service outages or availability. You receive 24/7/365 support, fast upgrades and a common application throughout your business.

Deployment time is swift with implementations that can be completed within a few weeks. Integration with ERP, warehouse management and order management systems is easily facilitated.

Streamlining Your Business

Process Consolidation

- Helps eliminate redundant business processes
- Improves efficiency by integrating with HighJump Supply Chain Advantage suite or other enterprise systems

Business process consolidation stamps out duplicate efforts and helps you better focus your time and save money. You may find savings relating to reduced staffing or inventory with better-managed delivery timelines. Integrating HighJump Transportation Advantage with other solutions in the HighJump Supply Chain Advantage suite brings the potential for even greater gains generated by linking related warehouse and transportation operations. This enables you to extend visibility and cost allocation beyond your transportation functions to achieve an even broader picture of your business.

"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 immeasurable when relating to the flexibility of the system."

-Eric Pozarycki, Manager of Global Transportation

BD (Becton, Dickinson and Company), a global medical technology company

Optimize
transportation
spend

The HighJump Software Difference

Best Practices-Based Implementation

A successful system implementation is essential for you to maintain efficient operations and strong customer relationships. By combining rich functionality with its best practices-based Advantage Implementation Methodology, HighJump Software delivers implementations that are on time, on budget and on target with customer requirements. This is accomplished by making the delivery process predictable, focused and tightly controlled while simultaneously applying proven and acknowledged supply chain best practices through experienced industry professionals.

Dedicated Client Management

Your satisfaction and positive experience as a HighJump Software client is our primary goal. HighJump Software has taken several measures to establish and maintain two-way communication between our team and each client. A dedicated project team works with you throughout the implementation and then transitions your account to Worldwide Support. HighJump Software's Client Advocate helps you communicate your questions, concerns and ideas directly to the executive team. Additionally, the HighJump Software Customer Advisory Council meets regularly to provide an open forum for you to share industry insights and candid input on product strategy priorities.

World-Class Technical Support

HighJump Software offers 24/7 staffed support for your system. The HighJump Software Worldwide Support team is well-versed in the details of your solutions and is ready to assist you in troubleshooting and problem resolution. This team of full-time technicians is educated in industry needs and combines that knowledge with the specifics of your application. No matter which support offering you select, the Worldwide Support team provides a unique perspective that enhances your solutions.

Annual User Conference

HighJump Software clients, partners, employees and industry experts meet to exchange ideas on the latest trends in supply chain execution at the annual user conference. Clients learn about new advances in HighJump solutions and give feedback on product direction. They also discover ways to better leverage their current HighJump solutions by analyzing customer case studies and working with peers and industry thought leaders in one-on-one and small-group settings.



HighJump Software, a 3M Company: Your Partner for Long-Term Success

HighJump Software offers many advantages that make it the clear partner of choice for long-term competitive advantage.

1,300+ Clients Across Vertical Markets

HighJump Software offers vertical-specific functionality to fit a variety of requirements in industries such as 3PL, aerospace and automotive, consumer goods, discrete manufacturing, document management and publishing, food and beverage, retail, and wholesale distribution/industrial production. HighJump Software's clients include 99 Cents Only Stores, Applica Consumer Products, Ashley Furniture, BD (Becton, Dickinson and Company), Bimbo Bakeries USA, Bridgestone Firestone, Calphalon, CARQUEST, Coleman, Farley's & Sathers Candy Co., Fingerhut, Hitachi, J.M. Huber, Kichler Lighting, Maersk Logistics, Major Brands, PepsiAmericas, Polaroid, Quality Bicycle Products, Remington Arms, Schreiber Foods, Smith Dairy Products Co., Snyder's of Hanover, Sportsman's Warehouse, Uponor North America and Yamaha Motor Corporation, USA.

Financial Strength

Your supply chain is critical to the success of your business. You should only entrust it to an expert with the financial resources to stay one step ahead of the market. As a strategic component of a \$20+ billion company, HighJump Software is better positioned to devote more resources to aggressive growth and solution development than any other supply chain execution solution provider.

History of Innovation

Backed by 3M's century-old commitment to innovation, HighJump Software supports continuous process improvement through a client-first philosophy and Six Sigma methodologies.

Global Presence

3M operates in 65 countries and serves clients in more than 200. As part of 3M, HighJump Software offers full support for domestic and multinational companies.

World-class
technical
support

About HighJump Software, a 3M Company

Forward-thinking companies entrust HighJump Software to power their supply chains. HighJump Software simplifies the art and business of creating, selling and moving products across global networks. Building upon 3M's history of innovation, HighJump Software helps more than 1,300 clients worldwide drive growth and manage change.

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HighJump Software also has offices in: Australia, Brazil, China, France, Hong Kong, Italy, Japan, Mexico, Singapore and the United Kingdom.



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