



Major Contact Lens Manufacturer Optimizes Shipping Spend Using Shamrock Tools

\$4.7M ▶ COMPANY SAVES MORE THAN \$4.7 M IN CONTRACTED SHIPPING COSTS



SUCCESS STORY

CUSTOMER PROFILE

LOCATION

» Rochester, New York

REVENUE

» Over \$1B annually

PRODUCTS

- » Shamrock Modeling
- » Shamrock Insights
- » Shamrock Audit

RESULTS

- » Negotiated more than \$4.7M savings in base transportation costs
- » On-demand access to meaningful reporting of shipping actuals and carrier performance
- » Ongoing cost recovery through automated carrier auditing

CHALLENGE

Like many leading companies, America's second largest manufacturer of prescription contact lenses was looking to do more with less. They were faced with the difficult challenge of optimizing their global fulfillment and supply chain needs within a reduced shipping budget. To accomplish this, they needed an in-depth understanding of their own shipping patterns in order to introduce more efficiencies into their business and negotiate new contract terms with their primary carriers.

SOLUTION

To help them achieve their objectives and sort out the lengthy and inherently complex contract proposals, they entered into a strategic partnership with Shamrock Solutions LLC, a leading freight optimization and analytics solution provider. Shamrock analyzed contract proposals from FedEx and UPS against the company's actual shipping patterns, weights and service types. Shamrock's tools broke all of the information down into easy-to-digest reporting, providing a clear picture of cost implications associated with each proposal.

Armed with the data Shamrock's tools provided, the company's distribution team entered carrier negotiations with their sights set on reducing costs where it mattered most to their business. The results were significant — instead of facing a net increase over their current terms, they actually decreased their costs for the next four years and selected the carrier with optimum service and cost levels for the specific needs of their business.

"Shamrock's modeling engine allowed us to make sense of our carrier contract proposals," said Jim Fiorino. "The insights we gained from Shamrock's reporting dramatically changed the dynamic of our carrier negotiations. We went from talking blanket percentage discounts to negotiating terms based on our actual shipping patterns, relevant package weights, and service types. With each iteration we were able to apply the revised discount structure to our shipping actuals allowing us to make an informed decision. This resulted in negotiated savings of more than \$4M in base transportation costs alone over the life of our contract. Without Shamrock's tools, this simply wouldn't have been possible."

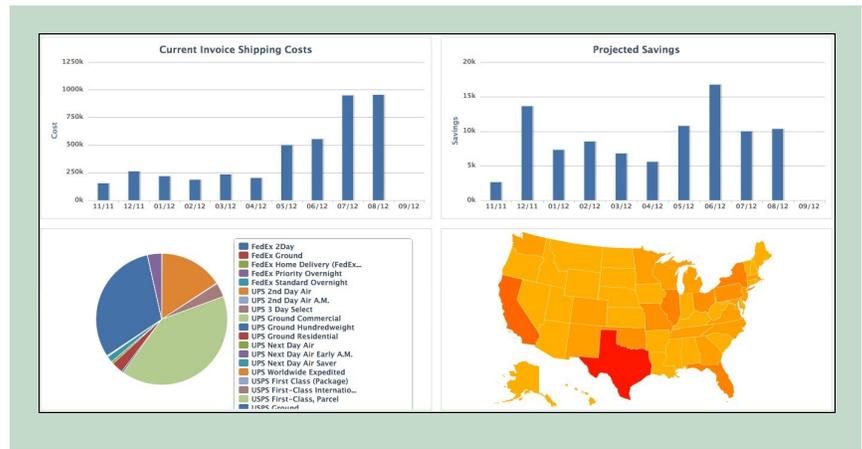
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JIM FIORINO - DIRECTOR DISTRIBUTION

MODELING FOR THE FUTURE

Shamrock's modeling engine also allows customers to model against company growth projections. This helps them anticipate future costs and eliminates guesswork in annual budget planning sessions.

"We see Shamrock's suite of tools as an ongoing critical component of our business. Their tools and reporting give us immediate and ongoing visibility that allows us to continually identify opportunities to optimize and introduce efficiencies. The fact that they have an audit engine as well, is really a bonus, it just runs in the background and adds incremental dollars to our bottom line without the investment of additional human capital."



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ABOUT SHAMROCK SOLUTIONS, LLC

Shamrock is a rapidly growing freight optimization and analytics solution provider with a strong track record for success in the industry. Leveraging deep roots in technology, Shamrock provides customers with a suite of SaaS based Modeling, Business Intelligence, and Auditing tools focused on introducing supply chain/logistics efficiencies and bottom line savings for customers relative to their shipping spend.

Powered by a robust, world-class data management platform, Shamrock provides on-demand access to meaningful reporting for enterprise level customers across a variety of industries including: Retail, Medical, Financial, Legal, Government, Fulfillment & Third-Party Logistics companies.

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