



## Sterling Commerce improves efficiency of transportation logistics for Dial Corporation



### Location

Scottsdale, Arizona

### Industry

CPG/Grocery

### Revenue

Less than \$2 Billion

### Business challenge

Implement a transportation management system connecting disparate systems and remote locations, while providing a solid return on investment

### Solution

Sterling Transportation Management™ System

### Benefits

- Connects disparate systems and remote locations to a single system
- Provides a solid return on investment due to automated processes and reduced carrier rates
- Decreases shipping costs by improving efficiency of transportation logistics
- Improves customer service because operations are proactively managed

## The Dial Corporation, A Henkel Company

### Customer background

The Dial Corporation, a company of Henkel KGaA, is based in Scottsdale, Arizona. Dial manufactures and sells consumer products and employs more than 2,300 people in North America. The company is organized into three core business units: Personal Care, Laundry Care and Home Care. The company holds these trademarks: Dial®, Purex®, Renuzit®, Right Guard®, Coast®, Zout®, Tone®, Pure & Natural®, Trend®, 20 Mule Team® Boraxo, Soft Scrub® and Combat®. Dial products have been in the American marketplace for more than 130 years, and the slogan for Dial Soap, "Aren't You Glad You Use Dial?"™ has been one of the best-known slogans in America since its introduction in 1953.

### Business challenge

In 2002, Dial recognized the need to implement a transportation management system to connect disparate systems and remote locations, while providing a solid return on investment.

In the past, the company's transportation department negotiated rates for its corporate-wide transportation and sent the information to all locations each month. Dial's local shipment coordinators used this data to prioritize and select carriers for their location's shipments. At the end of each month, corporate transportation managers evaluated and measured each facility's performance. Unfortunately, this post-event analysis rarely produced the level of route guide compliance, and corresponding cost reductions, the company expected.

### Solution

Now, Dial uses Sterling Transportation Management System (Sterling TMS) to manage all 130,000 annual finished good shipments within North America. Dial's transportation staff updates carrier contracts in real-time to immediately take advantage of cost-saving opportunities, and shipments from various facilities are automatically tendered to carriers based on Dial's established business rules.

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*“Sterling Transportation Management System helped us achieve several strategic goals, including applying enterprise-wide consistent business rules and performance measurement standards and developing closer relationships with our core carriers, thus saving money in the long run, while also improving service levels.”*

Rob Shafer  
Manager of Carrier Alliances,  
Dial Corporation

Since Sterling TMS is Web-based, it contains all of Dial’s carrier contract information and shipment details. Using this centralized repository of information, Dial tracks the performance of carriers and locations to gain an accurate and comprehensive view of corporate-wide shipping operations, and is able to perform timely audits of freight invoices. Throughout the planning, execution and settlement process, Dial provides alerts of business process exceptions to appropriate staff for resolution, thus improving service to both internal and external customers.

### **Key benefits**

By connecting disparate systems and remote locations with Sterling TMS, Dial has automated the shipping process and applied enterprise-wide business rules and performance measurement standards. In addition, Sterling TMS has helped Dial develop closer relationships with core carriers, while optimizing load planning and consolidation.

Since Sterling TMS offers full visibility to in-transit inventory, Dial tracks two carrier measurements in real time: expired tenders and rejected tenders (those a carrier had previously accepted). When either of these situations occurs, the appropriate transportation manager receives an alert and may then contact the carrier directly for an explanation.

Now Dial’s transportation staff can update contracts in real time with carriers to immediately take advantage of cost-saving opportunities. In fact, savings from automating processes and reducing carrier rates more than exceeded Dial’s expected return on investment. The company has experienced savings of as much as 12-15% in high-volume lanes.

### **About Sterling Commerce**

Sterling Commerce, an AT&T Inc. (NYSE:T) company, helps companies optimize and transform their Business Collaboration Network quickly, easily and securely so they can accelerate revenues, reduce costs and protect their enterprise. Sterling Commerce provides more than 30,000 customers worldwide with applications and integration solutions to connect, communicate and collaborate with their customers, partners and suppliers. Learn more at [www.sterlingcommerce.com](http://www.sterlingcommerce.com).

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