

## BOOK RETAILER CASE STUDY

# NATIONAL BOOKSELLER STREAMLINES OPERATIONS WITH CUSTOM PO SYSTEM

## Daily PO Tracking Cuts Manual Workload and Increases Freight Management Accuracy

### CUSTOMER

A nationwide bookseller with more than 600 locations across the United States distributes books, educational materials and retail products through strategically located distribution centers. The company manages a complex supply chain that balances inventory optimization, direct-to-consumer fulfillment and supplier relationships with both domestic publishers and international manufacturers.

The retailer needed a logistics partner to provide efficient inventory management, reliable replenishment and strict compliance with routing and packaging standards, along with visibility, accuracy and the agility to scale during promotions and product launches.

### THE CHALLENGE

The bookseller faced limited visibility and control over inbound freight and purchase order (PO) management across its complex network of hundreds of locations. It was often unclear whether vendors were shipping full or partial orders and the company lacked real-time visibility into freight en route to distribution centers.

This created uncertainty and forced teams to manage shipment details manually. As a result, operations were disrupted, vendor accountability was difficult and the need for greater transparency into orders and shipments became clear.

### THE SOLUTION

Jarrett implemented a customized vendor portal and integrated a purchase order management system tailored to the company's operational needs. The solution included features such as an open orders platform, daily PO synchronization, order submission tools, automated reports and a centralized analytics dashboard, delivering improved supply chain visibility, efficiency and control. The system saw strong vendor adoption, offering a clear view of all order details, including full line-item data.

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**"The most impactful part of the Jarrett system is the response time and availability of the night and weekend teams at JLS,"**  
**—Transportation Director**

### Increased Visibility

Since partnering with Jarrett, the organization has gained full visibility into inbound shipments through daily supply chain reports and real-time dashboards. These tools provide PO status down to the barcode level, along with carrier information, contact details and shipping timelines. This has been especially valuable for tracking both truck load (TL) and less-than-truckload (LTL) shipments through Jarrett's transportation management system (TMS). With inbound orders now visible daily, the logistics team operates with greater confidence and can make faster, more informed decisions.

**"Visibility and trackability of both TL and LTL shipments through Jarrett's TMS is timely and helpful," said the company's transportation director.**

### Improved Operational Efficiency

Jarrett's automation of PO routing and vendor communication significantly reduced manual work and freed internal teams to focus on higher-value initiatives. Offloading LTL invoicing and carrier coordination allowed the logistics team to eliminate routine administrative tasks and focus on strategic planning.

**"Jarrett taking on the invoicing process with each LTL carrier has freed up our logistics team to focus on more strategic priorities," said the transportation director.**

### Streamlined PO Management

The services Jarrett implemented streamlined PO management by enabling vendors to submit routing details directly through the portal. Integrated PO tracking and daily data syncs have improved data accuracy and minimized errors across the order lifecycle.

### Enhanced Vendor Satisfaction

With Jarrett managing freight, vendors benefit from faster response times and clearer communication through the Jarrett Routing Center—powered by skilled people using advanced technology. Every phone call is answered within three rings, and emails receive a response in under 10 minutes, fostering more efficient, productive partnerships.

The Jarrett Routing Center functions as a centralized control tower for the bookseller's inbound freight management, optimizing transportation coordination across all vendor relationships while maintaining strict compliance standards. Vendors were provided with flexible engagement options to suit their operational preferences: the majority leveraged the centralized vendor portal for streamlined efficiency, while others selected dedicated, personalized support from Jarrett's specialized team within the Routing Center.

**"Jarrett's responsiveness has been praised by our team and vendors alike. Whenever there have been specific POs that require special attention, the Jarrett team has been very helpful," the transportation director said.**