

"The Jarrett team is supportive, understanding and very flexible when the needs of the customer come into play. You can't ask for a better organization to work with."

**Richard Williams**, Logistics Manager  
Superior Essex

## SUPERIOR ESSEX CASE STUDY

# SUPERIOR ESSEX GAINS FASTER, SCALABLE SOLUTIONS THROUGH AUTOMATED ROUTING AND FULFILLMENT

### CUSTOMER

Superior Essex is a leading manufacturer and distributor of wire and cable products, serving telecommunications, energy and industrial automation sectors.

With a high volume of daily orders and rigorous service expectations, Superior Essex relies heavily on real-time data and automation to ensure consistency and promptly meet customer needs.

### THE CHALLENGE

Before partnering with Jarrett, Superior Essex faced significant hurdles in their order fulfillment operations, primarily stemming from manual processes and a lack of system integration:

- **Manual Shipping Decisions:** Their reliance on manual decision-making for shipping created considerable inefficiencies and led to delayed responses in their logistics chain.
- **Fulfillment Visibility and Execution Gaps:** Superior Essex experienced a lack of clear visibility and execution challenges when collaborating with their third-party fulfillment provider, due to disconnected systems.
- **Operational Limitations:** Superior Essex faced difficulty scaling operations and optimizing processes without the support of technology-enabled workflows.

### THE SOLUTION

Jarrett collaborated closely with Superior Essex to implement a comprehensive and seamless integration strategy, designed to automate and optimize their logistics processes:

- **Automated Routing Technology:** Jarrett implemented the jShip technology platform to automate routing—eliminating manual decision points and streamlining the entire shipping process from procurement to delivery.
- **Direct API Connection:** A robust API connection was established with Jarrett's advanced jShip transportation management system. This critical link enabled real-time, system-to-system communication and data exchange, significantly improving visibility and coordination.

**"The Jarrett team approached this project with the utmost positivity. When there were situations that we were not able to fix, they would tailor their system process to match ours without hesitation," said Richard Williams, Logistics Manager at Superior Essex.**

- **Migration from Legacy Platform:** Superior Essex migrated away from their previous logistics platform to a more flexible and efficient logistics process powered by Jarrett's API.

### THE RESULTS

Through this strategic partnership, Superior Essex gained greater visibility, improved accuracy and achieved significant cost reductions across its logistics and order fulfillment operations.

- **Automated Order Fulfillment:** Manual decision-making was replaced by rules-based routing and automated fulfillment processes, ensuring consistency and accuracy.
- **Optimized Shipment Execution:** Routing decisions are now made in real-time, leveraging sophisticated cost and service logic embedded within the jShip TMS, leading to more efficient and economical shipments.
- **Seamless System Integration:** The API bridge between Superior Essex and Jarrett enabled accurate, consistent order flow and provided end-to-end visibility across all integrated systems.
- **Reduced Labor and Error Risk:** Adding automation significantly reduced the potential for human error in the routing process and paved the way for faster, more scalable fulfillment.

**"There is not enough I can say about Jarrett and their drive for customers to be successful. No matter the question or obstacle, Jarrett will find a way to make it happen," said Williams.**



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