



## ZANDERS SPORTING GOODS CASE STUDY

### OVER \$180,000 IN LTL AND PROACTIVE SAVINGS

### GREW CARRIER NETWORK WITH ADDITIONAL NATIONAL AND REGIONAL PROVIDERS

#### CUSTOMER

Zanders Sporting Goods is a national distributor of firearms and outdoor equipment, managing a complex transportation network that involves shipping both regulated and non-regulated commodities.

As their shipment volumes and operational complexity continued to grow, Zanders recognized the critical need to modernize their logistics technology and diversify their carrier options to maintain efficiency and competitiveness.

#### THE CHALLENGE

Before partnering with Jarrett, Zanders' logistics operations faced several significant obstacles:

- Outdated Transportation Management System (TMS):** Their previous TMS had limited capabilities resulting in operational inefficiencies and a lack of real-time visibility.
- Restricted LTL Carrier Portfolio:** Zanders relied on a narrow selection of Less-Than-Truckload (LTL) carriers, which limited flexibility in routing and prevented transportation leaders from securing the most cost-competitive rates.
- Inefficient Freight Routing:** Zanders faced issues with routing diverse freight types, particularly the nuanced requirements associated with regulated commodities, leading to potential compliance issues and increased manual effort.



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**"Jarrett's TMS and auto-rate tool has helped improve efficiency tremendously, not only in our LTL processing, but also rate-shopping between LTL and small parcel deliveries for certain orders."**  
**Annie Beahm, Shipping Supervisor**  
**Zanders Sporting Goods**

#### THE SOLUTION

Jarrett partnered with Zanders to implement a comprehensive upgrade to their technology and carrier network, including:

- New TMS Platform:** Jarrett's state-of-the-art TMS platform empowered Zanders with faster routing capabilities, enhanced tracking and greater overall operational control.
- Carrier Optimization:** Jarrett strategically expanded Zanders' LTL carrier portfolio, providing a much broader range of routing flexibility and access to better service options tailored to their specific needs.
- Auto-Rate Tool Implementation:** This tool enabled Zanders to select the optimal carrier for each shipment. The system factored in critical variables such as commodity type (distinguishing between regulated and non-regulated goods), cost-effectiveness and essential transit time requirements, ensuring compliance and efficiency.

#### THE RESULTS

- Improved Operational Efficiency:** The upgraded TMS platform streamlined routing processes, eliminating previous outdated manual procedures that consumed significant time and resources.
- Expanded Carrier Access:** Access to a larger network of carriers enabled Zanders to leverage more competitive pricing. Optimizing their freight spend resulted in over \$180,000 in LTL and proactive savings.
- Smarter, Commodity-Specific Routing:** The autorate tool ensured that all freight, especially sensitive regulated shipments, met compliance and efficiency requirements, mitigating risks and improving service quality.
- Faster Routing Decisions:** Real-time decision-making capabilities, facilitated by the new platform, allowed for quicker shipment setup and significantly enhanced responsiveness in logistics planning.

"I am always very grateful for Jarrett's patience and customer service when interacting with the team members," said Annie Beahm, shipping supervisor at Zanders Sporting Goods.