

CASE STUDY: BROADRIDGE FINANCIAL

World's Largest Processor of Shareholder Communications Saves \$150K in First Quarter



COMPANY OVERVIEW

Broadridge Financial, the world's largest processor of shareholder communications to corporations, banks, brokerage firms and mutual funds, distributes more than 800 million documents to investors worldwide each year. From its facility in Edgewood, N.Y., Broadridge Financial serves more than 14,000 publicly traded companies on behalf of more than 800 brokerages and 400 mutual funds. Every day, Broadridge Financial ships hundreds of pallets of annual reports, proxy statements and other inserts.

CHALLENGE

Broadridge Financial's success is based on how well it can handle the costly and time-consuming task of creating and distributing critical documents. Until recently, Broadridge Financial relied on a paper-driven, ISO 9002-certified manual process to track the inflow of prepared pallets through to final shipping. Through careful analysis of its internal procedures, Broadridge Financial management found that the company spent significant time and money manually tracking orders and locating products received in its shipping area.

In addition, away from the warehouse floor customer service representatives could neither access real-time information on order status nor perform status queries because they had no systems designed to execute those tasks.



SUPPLY CHAIN NETWORK SOLUTIONS

"The warehouse management system represents our quest to provide customers with premier document processing and distribution. We selected HighJump Warehouse Advantage because it gave us an affordable, highly adaptable supply chain solution that could easily be configured to meet our logistics needs."

Cliff Heney, Sr. Director of Material/Logistics Communication Services

SOLUTION

When Broadridge Financial discovered that its warehouse management system (WMS) hindered the quality of its performance and drove up its labor costs, the company turned to HighJump to improve the efficiency of its supply chain. Broadridge Financial selected HighJump™ Warehouse Advantage WMS after evaluating systems from 15 vendors nationwide.

According to Cliff Heney, Senior Director of Broadridge Financial's Material/Logistics Communication Services, Broadridge Financial selected HighJump Warehouse Advantage to track and monitor the inflow/outflow of product in real time, as well as to determine product location and status.

Heney points to the WebWise module within HighJump Warehouse Advantage as particularly important to Broadridge Financial's success. "WebWise provides Broadridge Financial's 100 users, including off-site customer representatives, with full visibility into warehouse information in real time. It uses a familiar browser interface to provide warehouse information to our users," says Heney. "Our new WMS provides operating information to efficiently perform common warehouse management tasks — receiving, put-away, picking, shipping and cycle counting. It has a user-friendly interface that can easily be adapted to the changing needs of the business on a daily or hourly basis."

RESULTS

Broadridge Financial has logged impressive results using HighJump WMS. According to Heney, Broadridge Financial achieved \$150,000 in labor savings in the first quarter of installation and increased business throughput by 30 percent without adding personnel or any other expenses. The average number of pallets processed each week rose from 5,477 to 7,882 — a 43 percent increase. The company also diminished delivery truck wait time by 60 percent.

When a product is first received at Broadridge Financial, it is immediately scanned into the HighJump WebWise module. The WMS directs the product to a specific bin location. Broadridge Financial scans the product and the bin tag with a handheld barcode scanner at the bin. Precise picking and put-away rules govern how and when products are pulled and placed — down to specific dates, quantities and routings. The WMS allows users to request product from the warehouse to be delivered to the production line. Users can also audit inventory locations. The WMS has more than 100 users in the Broadridge Financial warehouse and its off-site customer service area, and each of those users has full visibility into the status of any order in the warehouse. If a customer calls in to request the status of an order, a Broadridge Financial representative can quickly check on the exact status from their desktop — saving time and providing the customer with fast, accurate service.

FUTURE PLANS

Because Phase One of the WMS implementation went so well, Broadridge Financial expanded to a second facility. The WMS is configured to track projects and products between the two buildings. Heney uses HighJump Warehouse Advantage to track projects at a more detailed level throughout the facility — such as when a project is transferred from larger machines to smaller processing stations. For example, when a request comes in to process an annual report, the request is sent to material handlers with instructions to bring the product to the plant floor. The HighJump WMS tracks the product as it moves through the production process.

"We're a service business, and we understand the value of delivering what we promise," says Heney. "We see HighJump as more than just another vendor. They are our partner, and they have a valuable stake in our success." He concludes, "Our production cycle is

the most time-intensive part of our process, and HighJump Warehouse Advantage does an excellent job of allowing us to maximize our capacity. We can actually pull orders in approximately half the time it used to take, and our production cycle has also been cut in half. The system definitely makes us a much better supplier for our customers."

"HighJump Warehouse Advantage is a very user-friendly system. We didn't have to spend a lot of time on training. In fact, because of its adaptability and flexibility, we can easily modify our program to meet the changing needs of our business."

— **Cliff Heney, Sr. Director of Material/Logistics Communication Services**

ABOUT HIGHJUMP

In almost every industry, buyers are becoming more fickle, and more demanding. For logistics executives, effectively meeting buyer needs has become a relentless quest for speed and agility. Traditional supply chain solutions – siloed, complex, and hard-to-implement – no longer suffice, as competitors find ways to deliver goods faster and more profitably.

In today's "now" economy, HighJump helps you stay agile with adaptable, connected solutions that harness the power of your trading partner community. From the warehouse to the storefront, from the desktop to the driver's cab, we can help you achieve new levels of supply chain responsiveness, performance, and profitability.

HighJump's suite of warehouse management, business integration, transportation management, and retail/DSD solutions form a complete, powerful, and adaptable platform that allow you to drive growth, customer satisfaction, and revenue. **HighJump: supply chain accelerated.**

www.highjump.com



THE HIGHJUMP TEAM IS HERE TO HELP!

If you have any questions regarding HighJump or how our products can improve your business, our passionate team is here for you.

Call us today at 800.328.3271. or email info@highjump.com



SUPPLY CHAIN NETWORK SOLUTIONS