



Council of Supply Chain
Management Professionals

Educating and Connecting the World's Supply Chain Professionals.™

CORPORATE SPOTLIGHT



In a nutshell, what is your company all about?

We are experts in frictionless supply chain execution and global trade, helping companies worldwide move goods efficiently, safely, and on time through the fastest-growing collaborative network in the industry. When you partner with BluJay, you gain the advantage of BluJay's DNA platform - data, networks, and applications purpose-built for logistics, compliance, and commerce, delivered in the BluJay Way. Our proven, advanced technologies scale with your business and provide you with a competitive edge. Equally important, our customer-centric team has the supply chain expertise and passionate commitment to help you soar. Customers choose BluJay because we bring everything they need to run complex supply chain operations: SaaS solutions with a constant flow of new features and solutions; global implementation services to design and deliver while ensuring project success; and world-class, 24/7, follow-the-sun global support.

BluJay's innovative supply chain software and services are trusted by the world's most progressive retailers, distributors, freight forwarders, manufacturers, and logistics service providers. These customers have the power to connect with 50,000+ partners up and down the supply chain to create customer-focused, high-performance supply chains. BluJay Solutions' rich domain expertise in all areas vital to global trade – transportation, parcel, warehouse, customs and compliance, freight forwarding, mobile workflow and delivery, drop-shipping and B2B EDI – combined with four decades of experience, make us a trusted choice of more than 7,500 customers spanning more than 100 countries. BluJay customers include five of the top 10 food and beverage companies, 32 of the top 40 logistics service providers, and 24 of the top 25 freight forwarders. With BluJay, 1.9 billion transportation transactions are processed, and 4.5 billion boxes shipped annually. Over 58 million electronic customs declarations are cleared annually using BluJay's global customs solutions.

What differentiates your company from others in the industry?

What makes BluJay different is our mission to power the Frictionless Supply Chain, driven by our DNA strategy – the blend of Data, Networks, and Applications, delivered in the BluJay Way. BluJay is uniquely positioned to help guide businesses to achieve excellence in logistics and trade compliance, maturing from operational efficiency, to ecosystem awareness, to insight-driven logistics. We accomplish this by developing purpose-built applications that drive efficiency for transportation and distribution operations, as well as global trade compliance. But we don't just look to solve the problems within the four walls of our customers, we look to connect them with their partners up and down the supply chain. These applications are designed to connect and work within a network, where participants have their own networks – and that network of networks provides a massive ecosystem affording participants the opportunity to create greater savings, efficiencies, and customer service opportunities. We are creating APIs to help our customers quickly connect to real-time data, robust solutions, other systems, partners, and customers. Finally, these applications working in concert with networks generate vast quantities of data; BluJay harnesses data insights back into its applications to help users make informed decisions that yield even greater savings. In addition, we are introducing BluData solutions that provide analysis and actionable insights across multiple applications.

We also view the BluJay Way as a major differentiator between us and other companies. The BluJay Way is our unique blend of philosophy, culture, and the services we provide to get you where you want to go. The way we partner is with a commitment to strong, strategic, and long-lasting relationships. Why? Your success is our goal. That means continually meeting your goals, with a long-term view to generate increasing value with our data, network, and applications – year over year.

Could you highlight some recent initiatives and achievements?

Our success is measured by that of our customers, so creating economic value for our customers and enabling them to best serve their customers every day is a key driver for BluJay, along with continuous improvement and innovation. BluJay's developments over the past year include:

Product innovation - new solutions introduced: In 2020, BluJay launched **Transportation Modeling**, blazing a trail as the first TMS provider to build a modeling solution on the LLamasoft cloud platform. The new application, designed with ease of use and a streamlined value identification workflow in mind, equips shippers with data to make influential changes in operational policies that improve service and cut costs, with instantly quantifiable ROI.

BluJay also launched **BluIQ by BluJay**, a data and insight analysis tool that offers real-time, actionable supply chain data in a configurable visual dashboard. This API-enabled data solution provides a two-way connection with BluJay's supply chain execution applications, to allow for action on specific data directly from the BluIQ dashboard.

Gatehouse, an application enabling a no-contact check-in and check-out process for the warehouse was also announced. In addition to enabling this contactless process, Gatehouse also provides a visual dashboard to show the status of all loads. A color-coded screen instantly tells users where they are in the process so you're always up to speed on any issues. This solution, already in the works, was fast-tracked to aid in social distancing, helping keep customers' employees and partners safe.

In late 2019, BluJay introduced the industry-first [Freight Market Index \(FMI\)](#) in late 2019. The monthly report provides subscribers with data-driven intelligence derived from the over \$18B in annualized freight under management transacting within the BluJay Global Trade Network.

Supply chain network milestones: Billions of miles and global trade transactions flow through BluJay's networks and applications each year. Over \$18 billion in annualized freight under management or about 2.5 percent of all trucking spend in the U.S., transacts through BluJay's Transportation Management for Shippers platform. In 2019, over 10 billion miles were managed by BluJay's TMS – enough to travel to the sun and back 55 times. BluJay's Transportation Management for Forwarders solution surpassed the 100 mark for number of countries in which is it deployed. For trade compliance in 2019, BluJay saw 80 percent growth in transactions filed through its Customs Management-Global platform, and \$450 billion in U.S. imports were processed by BluJay's Customs Management-US solution.

Network partners: BluJay forged several strategic alliances with industry-leading organizations including Uber Freight, Convoy, SleetFleet, Loadsmart, Raven Logistics, and project44.

Why is your company a CSCMP Corporate Member?

BluJay is a CSCMP Corporate Member because we value the quality education, research, and development opportunities for our company and employees. It's also important to be part of the community of supply chain leaders and professionals that share common goals for our industry, which includes creating awareness of the importance of supply chain to the economy.