



CASE STUDY

Shipping Forward

How Haven TMS accelerated
Henry Bath's marine logistics

[HAVENINC.COM](https://haveninc.com)

COMPANY INFO

COMPANY

Henry Bath

INDUSTRY

Metals

FOUNDED IN

1794

HEADQUARTERS

Liverpool

COMPANY SIZE

75 employees

VOLUME

1M tons per year

HENRY BATH'S LEGACY

The Henry Bath Group, founded in 1794, is a world leading logistics provider specializing in the storage and shipping of metals and commodities around the globe.

Henry Bath is a founding member of the London Metal Exchange in 1877 and the issuer of the very first LME warrant in 1883. Today, Henry Bath is a registered warehouse and approved to securely store and handle physical commodities with the world's premier commodity exchanges, including the London Metal Exchange ("LME"), the Intercontinental Exchange ("ICE"), and the CME Group ("CME COMEX"). Henry Bath has warehouses in 16 port cities across three continents.

Because metals are non-perishable, product may be stored for long periods of time and can be shipped to and from a wide variety of global locations. Due to the shifting nature of market visibility, commodities warehouses like Henry Bath often do not always know where or when their customers will want to move product. When customers do move product out of the warehouse, Henry Bath is often asked to arrange shipping at short notice, and its marine logistics procurement is based on spot rates.

Prior to Haven, Henry Bath exclusively used freight forwarders for their marine logistics operation. They have kept meticulous records on the rates offered by the various providers; over time, this data supported its commercial benchmarking process to allow Henry Bath to challenge and secure the best rates for a given trade lane. However, they saw an opportunity for further improvement in the process for several reasons, including shortening response times, increased transparency, and greater breadth and efficiency of market testing.

"Working with freight forwarders can give a shipper peace of mind, but it would often take the forwarders 48 to 72 hours to get back to us with quotes. This creates difficulties as we do not have annual or quarterly rates. It is 100% spot business," says Sean Ginnane, Asia Group General Manager at Henry Bath.

HOW HAVEN HELPED

Henry Bath began to search for alternative solutions and rethinking how they were addressing marine logistics as a company in order to better serve its client base, provide improved quotes, and peace of mind as a one-stop shop for its logistics services. They began to use the Haven platform beginning in October 2016, trialling the technology alongside their old process of engaging with freight forwarders. The Haven support team worked in partnership with Henry Bath to improve the change management process to ensure a best in class service can be provided.

"With Haven TMS, we can enter a quote request in the morning, and by the afternoon we're able to provide comprehensive marine logistics and handling solutions and quotes to our clients. Haven is impartial, so we get the best quotes from carriers who want our business, and that's perfect for us," says Ginnane.

In addition to improving quoting speed and rates, Ginnane and the Henry Bath team credit Haven TMS with allowing it to achieve far greater operational and commercial efficiency and streamlined workflows. "With Haven, we can coordinate the marine logistics function for our entire global network. Our global team members can access the system from anywhere in the world, allowing us to respond quickly to regional and global client requests. Given it's a cloud TMS, we can also benefit from increased business resilience and customer service as we are no longer reliant on a relatively small team of people interfacing with our brokers across multiple time zones."

Henry Bath currently uses Haven TMS for the full shipment life cycle for all of their marine logistics. When a customer reaches out with a shipping inquiry, they use the Haven platform to get quotes, book shipments, and manage documents. Ginnane is quick to note that despite the incorporation of technology, relationships are still a priority: "Haven gives us a standard operating procedure, which provides us repeatability. The Haven team are subject matter experts who have been very helpful in working with us as we implement a new process. I very much value our relationship with the people at Haven."

	WITHOUT HAVEN	WITH HAVEN
TIME TO GET QUOTES	36 - 48 Hours	4 - 24 Hours
BOOKED RATE VS. AVERAGE QUOTED RATES	N/A	15.5% Savings

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