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EBOOK SERIES



THE ULTIMATE GUIDE

TO DEDICATED CONTRACT CARRIAGE

WHY DCC IS THE SMARTEST CHOICE
FOR YOUR SUPPLY CHAIN.

Built on Experience. Backed by Performance.

Over 65 years of dedicated fleet solutions, trusted by some of the most recognized brands in the nation and across a variety of industries.



We are able to reduce lead time by utilizing Lily's 24/7 operations to make critical deliveries happen.

-Tom King,
Senior Vice President
Global Supply Chain



RELIABLE. SCALABLE.
BRANDED. DELIVERED.

TABLE OF CONTENTS

INTRODUCTION: RETHINKING MODERN FREIGHT

04

WHAT IS DEDICATED CONTRACT CARRIAGE (DCC)?

05

THE BOTTOM LINE: HOW DCC REDUCES COSTS & IMPROVES EFFICIENCY

06

DCC vs. PRIVATE FLEETS vs. COMMON CARRIERS:
A COMPARATIVE LOOK

07

MAKING THE SHIFT: HOW TO TRANSITION TO A DCC MODEL

08

REAL-WORLD WINS: CASE STUDIES OF DCC IN ACTION

09

FINAL THOUGHTS & NEXT STEPS

10

SCHEDULE YOUR COMPLIMENTARY FLEET ANALYSIS

12

Dedicated Contract Carriage isn't giving up control — it's regaining control, improving service, and creating a true logistics advantage within a true partnership.



INTRODUCTION



RETHINKING MODERN FREIGHT

The pressure to streamline logistics, reduce costs, and maintain reliable delivery performance has never been greater. With rising fuel prices, labor shortages, and growing customer demands, traditional models—like managing in-house fleets or relying on common carriers—are struggling to keep up. They often bring unpredictable costs, limited flexibility, and inconsistent service.

Enter Dedicated Contract Carriage (DCC)—a smarter, outsourced solution that delivers consistent, brand-forward logistics without the operational burden. With DCC, you gain the control you need and the efficiency you've been missing.

"What's exciting is that we get to maintain the nimbleness of being these middle-sized companies. We continue to be nimble and very customer-focused and we're not going to lose that. That's really important to us, and it's one of the reasons why we have such strong customers and customer retention."

Gregg Nierenberg

WHAT IS DEDICATED CONTRACT CARRIAGE (DCC)?

Dedicated Contract Carriage (DCC) is a transportation solution where a third-party provider like Lily Transportation assumes responsibility for managing a dedicated fleet for a company's exclusive use. Think of it as having all the benefits of a private fleet—without the burden of ownership or daily management.

DCC services typically include:

- Professional, branded drivers
- Route optimization and compliance
- Fleet acquisition and maintenance
- Regulatory reporting and risk management



Dedicated Contract Carriage isn't just about moving freight—it's about delivering consistency, accountability, and peace of mind. DCC allows us to build deep, long-term partnerships with our customers, ensuring they get customized solutions with the safety, reliability, and service they deserve."

— Mike Stanton, SVP of Operations & Compliance, Lily Transportation

With DCC, companies gain a tailored logistics solution that aligns with their business goals—without the challenges of asset ownership, driver management, or DOT compliance. It's ideal for organizations that need reliable service, consistent branding, and operational efficiency across their supply chain. From food distribution to retail, DCC allows shippers to stay competitive while focusing on core business priorities.

"Over 70% of retailers using DCC report improved delivery consistency within the first year."



WHY COMPANIES CHOOSE DCC

- ✓ **Control without the costs of fleet ownership**
- ✓ **Branded trucks and drivers, just like your own**
- ✓ **Real-time data, safety, and compliance handled for you**
- ✓ **Scalability for seasonal or regional growth**

THE BOTTOM LINE:

HOW DCC REDUCES COSTS & IMPROVES EFFICIENCY



As transportation costs rise and customer expectations grow, companies are under pressure to find smarter, leaner ways to manage their supply chain. Dedicated Contract Carriage (DCC) provides a cost-effective, high-performance alternative to owning and operating a private fleet. By outsourcing to a trusted provider like Lily, shippers reduce overhead, improve delivery performance, and unlock greater agility.

For example, one Lily customer reduced transportation spend by 35% and improved on-time delivery by 94% within the first year of switching to DCC with Lily Transportation.

01

PREDICTABLE COSTS

- No more fuel spikes, repair bills, or rising insurance premiums. With DCC, you get fixed monthly costs and fewer surprises—making it easier to plan and budget year-round.

02

REDUCED OVERHEAD

- Eliminate capital tied up in fleet ownership, maintenance facilities, and staffing. We handle the trucks, drivers, and compliance—so you don't have to.

03

OPERATIONAL EXCELLENCE

- Get consistent, reliable delivery with optimized routes, real-time tracking, and drivers dedicated to your business—no disruptions, just performance.

04

SCALABLE FOR GROWTH

- Whether you're expanding into new markets or handling seasonal surges, DCC flexes with your needs—without the hassle of managing more assets.

A COMPARATIVE LOOK:

DCC vs. Private Fleets vs. Common Carriers

DCC sits in the sweet spot—offering the control and customization of a private fleet, with the flexibility and reduced risk of outsourcing.



“When you make a transition, you should expect the transition to be seamless, with the same or improved service to your customers. The primary reason for considering a DCC is to be relieved of the challenges of operating your own fleet of trucks while focusing on your primary business”.

-Jon Baldi, SVP Customer Solutions

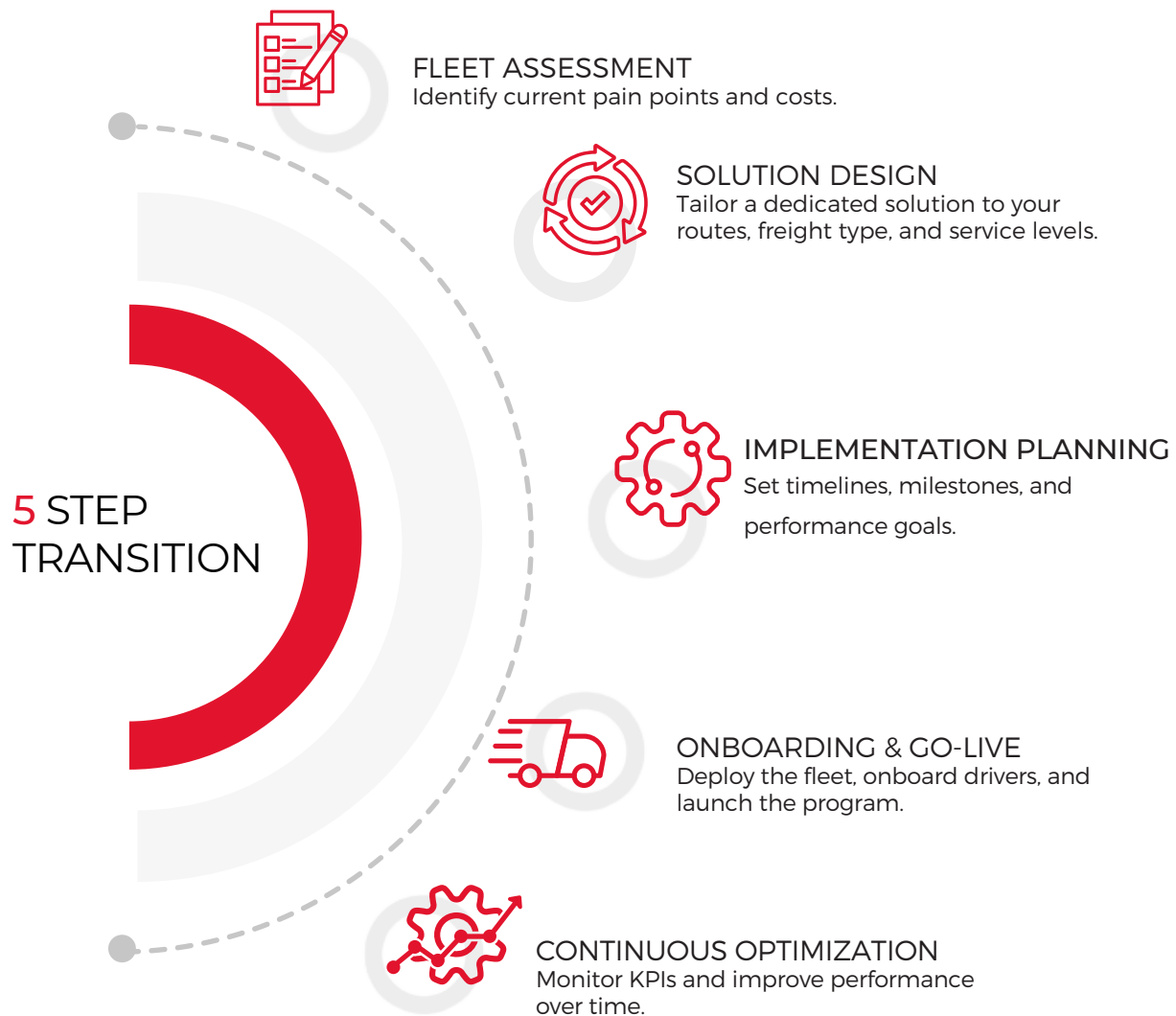


FEATURE	PRIVATE FLEET	COMMON CARRIER	DEDICATED CONTRACT CARRIAGE
FLEET OWNERSHIP	YES	NO	NO
BRANDING OPPORTUNITY	HIGH	LOW	HIGH
CONTROL OVER DELIVERY	HIGH	LOW	HIGH
COST PREDICTABILITY	MEDIUM	LOW	HIGH
DRIVER MANAGEMENT	IN-HOUSE	CARRIER	PROVIDER MANAGED
FLEXIBILITY & SCALABILITY	LOW	MEDIUM	HIGH

MAKING THE SHIFT

ULTIMATE GUIDE TO DCC 2025 | 8

How to Transition to a DCC Model



Transitioning to DCC is more straightforward than most companies expect—especially with an experienced partner like Lily. From the initial assessment to full fleet launch, our team guides every step with precision and care. With a proven playbook, industry best practices, and a focus on minimizing disruption, we make the shift to DCC seamless, strategic, and fully aligned with your business goals.

“The numbers speak for itself, but here, it's not just the numbers, it's the people. In terms of teamwork, Lily is well ahead of the curve compared to other carriers”.

-Martin Casas Facilities Operations Manager, Toyota



REAL WORLD WINS:

How DCC Delivers Results Across Industries

From retailers to manufacturers, Lily's DCC model has helped companies of all sizes reduce costs, improve delivery performance, and scale smarter—without the overhead of managing their own fleet.

While every DCC partnership is unique, the outcomes often share one thing in common: measurable improvement. Below are a few anonymized success stories showing how Lily helped businesses across industries optimize logistics, improve service, and cut costs.



'We value the relationship we have had with Lily over the past twenty-plus years. It has been a real partnership that has allowed each company to focus on what they do best. Lily delivers on their commitments and that allows us to consistently meet the high expectations of our customers'.

- Daryoush Larizadeh,
President & CEO, Leviton

94%

On-Time Delivery

Food Logistics

A leading natural foods distributor needed a reliable fleet partner to meet strict delivery windows and freshness standards in high-density urban markets. Lily launched a dedicated fleet serving the New York Metro and Chicago regions, deploying temperature-controlled equipment and trained drivers familiar with food safety protocols. The result: a 94% on-time delivery rate and consistent service to key retail locations—without disruptions.

68%

Fewer Claims

Regional Manufacturer

A leading packaging materials manufacturer struggled with freight damage and unreliable delivery schedules that impacted production timelines and customer commitments. By switching to Lily's Dedicated Contract Carriage solution—with professional drivers and optimized routing—they reduced damage claims by 68%, improved delivery reliability, and enhanced customer satisfaction across their regional network.

35%

Cost Reduction

Retail Distribution

A major automotive retailer, grappling with escalating transportation expenses and the challenges of seasonal sales surges successfully implemented Lily's Dedicated Contract Carriage (DCC) solution. By consolidating numerous common carrier agreements into a single dedicated, branded fleet, they saw a 35% reduction in transportation spend and improved delivery consistency during peak periods.

FINAL THOUGHTS & NEXT STEPS

Dedicated Contract Carriage isn't just a cost-saving solution—it's a competitive advantage. With Lily as your partner, you gain a reliable logistics backbone that supports your brand, customers, and growth strategy.



IMPROVED DELIVERY PERFORMANCE

With DCC, you get a fleet dedicated solely to your operations. This means fewer delays, more precise delivery windows, and a higher on-time delivery rate, directly translating to happier customers and a stronger reputation.



LOWER RISK & COST

DCC shifts the burden of fleet ownership—including maintenance, insurance, and regulatory compliance—from your shoulders to your logistics partner. This reduces your operational risks and often leads to significant cost savings compared to managing your own fleet or relying on fluctuating common carrier rates.



FLEXIBLE, SCALABLE OPERATIONS

As your business evolves, so too can your dedicated fleet. DCC solutions are designed to be flexible and scalable, allowing you to easily adjust capacity up or down to meet seasonal demands, support new market expansion, or adapt to changes in your business model without the headache of acquiring or divesting assets.



BRAND-FORWARD VISIBILITY

Imagine your products being delivered by vehicles branded with your company's logo and colors. DCC offers this powerful, mobile advertising opportunity, reinforcing your brand identity with every delivery and extending your marketing reach directly to your customers' doorsteps.



THE TANGIBLE ROI OF DEDICATED CONTRACT CARRIAGE

While specific blanket percentages can vary widely based on the company's starting point, industry, and the specifics of the DCC agreement, many companies report significant cost reductions, often in the double digits, when transitioning to dedicated contract carriage.



WHY COMPANIES CHOOSE LILY

When it comes to Dedicated Contract Carriage, experience matters. Lily has decades of expertise helping brands across industries—from retail and manufacturing to food logistics—achieve real, measurable results. Our commitment to operational excellence, customer service, and safety sets us apart.

With Lily, you don't just get trucks and drivers—you get a true logistics partner who understands your goals and grows with your business.

SCHEDULE YOUR COMPLIMENTARY FLEET ANALYSIS

The evidence is clear: Dedicated Contract Carriage offers a strategic advantage, delivering significant cost savings, enhanced performance, and brand reinforcement. Don't let outdated logistics hold your business back from its full potential. It's time to quantify the exact benefits DCC can bring to your operations.



Ready to explore how DCC could benefit your business?

Let's run the numbers together.



Schedule My Free Fleet Analysis
👉 [ADD LANDING PAGE LINK HERE]



Your logistics deserve a smarter solution.

Let's build it.



[LILY.COM](https://www.lily.com)

Thank you for exploring how a dedicated logistics partnership can transform your supply chain. We're committed to delivering efficient, reliable, and scalable transportation solutions crucial for your success. We invite you to connect with us to discover how our tailored approach can benefit your unique business needs.



NATIONWIDE COVERAGE
Across a diverse range of
industries



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