



## Focus: Third Party Logistics (3PL) Provider

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### Client

The client is a 75 year-old asset based truckload brokerage operation that capitalized on an opportunity to expand its service offering by breaking into third-party logistics management.

### Challenge

Refusing to operate as a startup, the Client was in the market for a robust, feature-rich web-based transportation system that afforded them a wide spectrum of capabilities to manage multiple modes of transportation for their customers. Scalability was critical in order to alleviate additional capital investment upon achievement of projected growth forecasts. The Client was looking for a system that could manage both their contracted rate business as well as their TL brokerage operation. In time, the company would need to integrate transportation management with other internal systems, including Microsoft Dynamics®.

### Solution

SmartFreightWare's team of technology experts and logistics consultants determined the solution was SFW's Enterprise System implemented in three phases.

**Phase 1:** SFW set up a private label, integrated with the Client's web site, uploaded 700+ existing customers, thousands of carriers, established credit limits and mark-ups, set up credit card processing, loaded carrier contracts, customized BOLs, and trained key personnel.

**Phase 2:** SFW integrated EDI functionality with the 3PL's carrier base, including electronic pickup request (EDI 204), electronic status tracking (EDI 214), and electronic invoices (EDI 210) with functional acknowledgements (EDI 997).

**Phase 3:** SFW assisted with a custom-integration between SFW and Microsoft Dynamics® and implemented TL brokerage module to manage all spot business.

### Results

Over a 14 month span the Client surpassed its aggressive growth forecasts, increasing shipment transactions tenfold.

By implementing EDI, fewer customer service representatives, resource support, operations and finance personnel were needed, reducing overhead costs, even while sales climbed.

The Client has taken advantage of streamlined business process in the following areas:

- Integrating SFW with Microsoft Dynamics® makes it possible for the Client to immediately transfer customer invoices and carrier payment information upon completion of the shipment transaction, decreasing AR and AP processing time.
- Real-time access to AR and credit status enables the Client to closely control access to services on a per-customer basis.
- The client has virtually eliminated duplication efforts and significantly reduced manual process typically involved in managing the lifecycle of each shipment.



### Client

- Industry: Freight Transportation
- Headquarters: Flint, MI
- Locations: 2
- 2011 # of LTL Moves: 6,000

### Challenge

- TL Brokerage Looking to Expand into 3PL Market
- Needed a TMS that could Grow with Them
- System Needed to be Adaptable to Accommodate their Processes

### Solution

- SFW Logistics Consulting
- SFW SaaS-Enterprise Package
- Scalable Implementation
- Software Customization
- System Integration

### Results

- Growth Forecast Surpassed
- Elimination of Duplicated Steps & Increased Transparency has led to Reduced Overhead Expenses & Increased Revenues