



Focus: Shipper

Find out more: contact SmartFreightWare at: (877) 557-2345 or sales@smartfreightware.com

Client

Headquartered in the KC Metro, United Rotary Brush (URB) is a leading industry manufacturer and retailer of superior road and runway rotary brooms and engineered brush products.

Challenge

URB operated four distribution centers. Each DC negotiated and managed their transportation separately utilizing spreadsheets as routing guides. Their processes included calling their list of carriers for pricing, pick-ups and shipment status. URB also employed the services of an outside audit and payment firm to process freight bills.

This created several challenges for the URB transportation team. First, they were not able to leverage the shipping volumes across all four DCs to secure better rates. Second, the manual process of working with carriers resulted in operational inefficiencies. Finally, accessing shipping data was difficult, limiting their ability to optimize routes, requiring extra time to produce reports and the need and cost of an outside Freight Audit and Pay (FAP) company.

Solution

Working with SmartFreightWare's team of technology experts and logistics consultants URB implemented a three part solution.

Phase 1: SmartFreightWare provided URB a framework to renegotiate their carrier rates leveraging the shipping volumes across all of their distribution centers.

Phase 2: SmartFreightWare completed a lane study to help determine the best DC to supply certain customer locations, ultimately deciding to close one location.

Phase 3: URB implemented SmartFreightWare's Transportation Management System solution:

- Automating the shipping functions of quoting, booking and tracking shipments.
- Provided real-time access to data and reporting.
- Enabled analysis of shipping trends.
- Integrated into URB's ERB system.

Results

While simultaneously streamlining their business processes and gaining real time visibility into their transportation department, URB realized a 22% reduction in LTL shipping costs immediately after implementing SmartFreightWare's solution and saved an additional \$30,000 a year by eliminating auditing costs paid to the third party FAP company.

Client

- Industry: Manufacturer and Distributer of Household and Industrial Brushes
- Headquarters: Lenexa, KS
- Number of Locations: 3
- Annual Sales: \$29,825,040

Challenge

- Decentralized Management of Transportation Departments
- Manual and Fragmented Routing and Shipping Process
- No Way to Collect and Analyze Shipping Data

Solution

- SFW Logistics Consulting
- SFW SaaS
- System Integration
- EDI Setup

Results

- Hard Annual Net Savings of 22%
- Eliminated \$30,000 in third party auditing expenses.
- Real-time Visibility into Shipping Department and Improved Process Efficiencies

