



Success Story

Large Manufacturing Company

Benefits

- The client realized \$1 million in savings per transportation bidding cycle.
- They now understand how cost drivers and strategic constraints interact to impact their transportation strategy.
- Staff time for issuing RFPs and analyzing carrier bids has been greatly reduced.
- The client conducted more successful negotiations because of the data we provided.

Objectives

This business needed to cut their costs in North America. The network included 3,000+ lanes and eight carriers, and needed to accommodate custom constraints (for example, some bids were valid only if the client committed a percentage of the total transportation budget to the carrier).

Our Solution

Using a proprietary transportation bid evaluation system, we helped the client identify:

- Which carriers they would select, what constraints applied to each, and how each carrier would fit into their overall transportation strategy,
- Which lanes the client would assign to each carrier, based on the client's projected volumes and the carrier's capabilities.

The model we built for the client lets the transportation group quickly identify the best combination of carriers to meet their transportation needs. An analyst enters custom carrier constraints at the zip code, state, and regional level for number of shipments, miles carried, or percentage of business to be assigned. The analyst can restrict carrier lane assignments to meet strategic reliability objectives, if desired. A paper report and an interactive graphical display of carrier/lane assignments allow the client to complete the carrier selection process.