



BANYAN TECHNOLOGY FOR 3PLS

EVERYBODY WINS WITH DYNAMIC FREIGHT PRICING

Freight pricing APIs – application programming interfaces – have permeated into most client transportation management systems (TMS) and enterprise resource planning (ERP) suites. This enables carriers to offer real-time pricing to shippers and third-party logistics providers (3PLs) 24 hours a day, seven days a week.

Pricing APIs allow LTL carriers to adjust rates according to current conditions and update them with their operational needs. This gives you access to client contract data in that same system, they can offer client- and contract-specific pricing adjustments in real-time.

Shippers and 3PLs use their existing TMS or ERP systems to make freight routing decisions based on their current rates that flow into their solutions automatically. Some are doing this in concert with their annual contracts. Others have replaced the legacy annual RFP process to leverage real-time connectivity, to easily make monthly contract adjustments through collaboration with their carriers. Still others have found tremendous success working with carriers in a truly dynamic pricing environment that is not tied to a long-term pricing agreement.

THE BANYAN TECHNOLOGY SOLUTION

We are at the forefront of this digital freight pricing revolution.

Using our Intelligent Freight Pricing API-powered shipment execution system, LTL carriers offer pricing to contract clients, 3PLs and others. Shippers and 3PLs connect to their carriers through LIVE Connect, our proprietary data connectivity platform API, which allows them to easily manage the freight-buying process.

Shippers, 3PLs and carriers alike embrace this innovative technology not only because it offers real-time rates, but because it streamlines the process while improving visibility and billing. These operational productivity efficiencies allow companies to reallocate wages to work that's more value-added.

BETTER DECISION MAKING THROUGH DATA

Freight digitization documents everything from the shipment attributes, accessorial requirements and delivery times. All parties have more data to guide decision-making. Shippers use the resulting data to evaluate carrier performance and base transportation decisions on up-to-the-minute information. Carriers do the same, using data analysis to identify which clients perform the best according to their own metrics.

This information, combined with dynamic pricing opportunities, lets both parties make decisions based on facts rather than guessing. Shippers and carriers alike have an incentive to become preferred partners in an ever-changing environment that increasingly relies on technology and transparency.

While the system is technology-based, the process incorporates direct communication between shippers or 3PLs and the carrier's representative. This is a tool used for monthly feedback and allows for honest, two-way communication.

The result? All parties appreciate agility that lets them make better-informed decisions and improve operational efficiencies in ways that make them quicker, smarter and leaner.

Everybody wins.

3PLS WIN WITH DATA CONNECTIVITY PLATFORM

Banyan Technology's groundbreaking LTL freight pricing API, LIVE Connect™, offers your company an impressive long-term value with immediate savings opportunities and a lasting impact.

3PLs appreciate this next-level freight digitization that gives them easy and instant access to rates from their preferred carriers, all through a single easy-to-integrate API.

KEY BENEFITS FOR 3PLS INCLUDE:



Efficiency

Operational efficiencies through streamlined, automated processes in a system that integrates both shipper and carrier contract data



Visibility

Improved freight visibility, all through your existing TMS or ERP suite dashboard



Accuracy

More accurate billing – with all shipment details digitally documented and shared directly with carriers, there's no room for interpretation



Quality Data

Quantified decision-making by replacing anecdotes and averages with performance data



Customization

Ability to add client-specific and weight-, pallet count- or dimensional-specific profit margin percentages by carrier



Accountability

Accountability through our reporting of real-time data that can be done daily, weekly, monthly or quarterly

Get the agility and operational efficiency you need with the top LTL freight pricing API from the industry's most trusted leader, Banyan Technology.





INCREASED CLIENT SAVINGS
THROUGH DIRECT DOLLAR
SAVINGS AND DRIVING
EFFICIENCIES



PARTNERING WITH OUR
CLIENTS - FOCUSING ON
FLEXIBILITY AND CREATIVITY
- CREATING THE MOST
BENEFICIAL RELATIONSHIP,
SERVICE AND SUPPORT



#1 MOST COMPREHENSIVE
CARRIER CONNECTION
PLATFORM



“Banyan has created hundreds of
efficiencies for my team. They’ve
taken a lot of the manual work out of
LTL.”

-Stacey Howell, Vice President,
LTL Trinity Logistics



CONNECT WITH US

Contact us today and a Banyan logistics specialist will arrange
a no-obligation consultation.

Schedule a Consultation
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