



Success Story

INTRODUCTION

SUCCESS STORY: Banyan Technology Helps Shipper Provide 'Outrageous Service' to 3,600 Customers

Michigan-based plastic resin distributor, Chase Plastics, offers next-day shipping services to 3,600 different customers. The company's goal is to do what big distributors would not: provide quality specialty, engineering and commodity thermoplastics for small- to medium-sized applications – and back it up with “outrageous customer service”.

CHALLENGE

Chase had a transportation management system (TMS) in place, but it could not integrate with the company's ERP, so it wasn't an ideal solution. To obtain carrier rates and other shipping information, Chase employees had to do a lot of web-scraping consuming a significant portion of their time.

“We realized that wasn't going to work,” said Scott Waite, Logistics Manager for Chase Plastics. “We didn't have the old system long before we were looking for a new one.”

Chase needed a TMS that was independent, connected to a large group of carriers, and would easily integrate with the company's established ERP to push data between that system and web services.

SOLUTION

Banyan's LIVE Connect[™] TMS met all of Chase's needs. With 3x more carrier connections than any other provider, Banyan was able to easily integrate into Chase's existing ERP and its API connectivity allowed critical shipping data to flow easily and efficiently.

“We converted to Banyan because the platform works and it's a great system to use,” said Waite. “The company isn't affiliated with any carrier, so it remains very neutral.”

Neutrality was one of the most important factors that led Chase to consider Banyan for its new TMS.

“We are smaller and don't utilize a 3PL,” said Waite. “We deal with carriers ourselves, so a neutral TMS comes in handy.”



RESULTS

Before partnering with Banyan, Chase was only using 1-2 carriers due to the time-consuming process for manually obtaining rates. Now they have 8-10 with time-critical service. The speed of the LIVE Connect system plus the accessibility to all carriers has streamlined the company's shipping operations considerably.

"Overall, it helps us save money because it gives us more options," said Waite. "We also have more visibility to manage our freight."

Chase is also utilizing other modes through Banyan's LIVE Connect platform.

"We are pushing parcel through there and don't have to go to another system to process labels," said Waite. "Banyan has greatly reduced the processing time and assisted in our freight cost management." Waite said that Banyan's responsiveness, flexibility, and ability to adapt quickly are what has really impressed Chase.

"Being able to speak to somebody is critical," he said. "I could call [Banyan CEO] Brian Smith tomorrow if I needed to and would get him on the phone. I can get a person on the phone immediately who can help make changes and answer questions. Companies only have one TMS, so it must work. It's critical if there's an issue that there's someone who can help get us back on track."

According to Waite, Chase is also impressed with Banyan's collaboration with clients and its focus on what's most beneficial to them, as well as the company's willingness to seek partnerships that help the LIVE Connect end user.

"Chase really values the partnership with Banyan. It is the right choice for Chase as we rely on Banyan to help make us stronger," he said.

ABOUT BANYAN TECHNOLOGY

Banyan Technology, the leading provider of over-the-road (OTR) shipping software, delivers real-time intel, actionable insights, and instant access to information to help drive greater operational efficiencies and cost savings for Shippers, 3PLs, and supply chain partners. Our LIVE Connect™ platform provides rating and shipping execution from a single screen for Truckload, LTL, Local Carrier, and Parcel. To learn more, visit www.banyantechnology.com or connect with us on LinkedIn, Facebook, and Twitter.



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