



# Success Story

## INTRODUCTION

### Emerging 3PL Utilizes Banyan Technology to Manage Growth

For almost two decades, family-owned broker Ferguson Freight, Inc. has steadily grown through word-of-mouth, offering 3PL services to clients who bring in less than \$60 million in sales per year. The company's business focused primarily on its 97% LTL shipments with many of them being 10 pallets or less. Starting out with a single employee and growing to three, the trio realized that they needed a technology solution to manage and maintain its steady growth of between 10-30% each year.

## CHALLENGE

As Ferguson Freight thrived, the company needed to pitch their product in a better way as they grew organically. Until recently, the company didn't even have a website, so they realized they needed a digital solution that was easy to use and gave them the tools they needed to expand.

"We realized technology was critical to maintain customers and to grow into the coming years," said Bill Ferguson, owner and founder of Ferguson Freight. "We were not going to grow any bigger without a technology offering, which became our central focus for growth."

After doing some research, Ferguson decided to partner with Banyan Technology to help them streamline their freight. "We understood that current customers didn't know what they were missing, and new customers weren't going to come unless we had a solid offering," said Bill Ferguson.

## SOLUTION

In seeking a transportation management solution, Bill Ferguson ultimately chose Banyan for the personal touch offered. He was impressed with the presentation of the LIVE Connect™ software and how easy it was to understand and use.

LIVE Connect is a comprehensive over-the-road (OTR) shipping software that 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. The platform provides rating and shipping execution from a single screen for Truckload, LTL, Local Carrier, and Parcel.

"I liked seeing Banyan's Product Roadmap and they had a quality product to sell," he said. "I was struggling to get people to interact and making change for small businesses is a really big deal, but building a foundation with Banyan helped us point our customers in the right direction."



## RESULTS

Implementing LIVE Connect at Ferguson Freight has lightened the load for pricing shipments. Utilizing key features like Waterfall Tendering and Freight Bill Management (FBM), in addition to the core rating and scheduling functionality in LIVE Connect, Ferguson Freight has increased efficiency within its operations.

“It’s clear from a time and efficiency standpoint that the savings come in the form of one customer showing how it dramatically increases efficiency,” said Ferguson.

Using the FBM feature, Ferguson Freight has been able to reduce the number of freight bills they need to manually audit by 32%.

“The auditing process is very time consuming in LTL and LTL invoices are constantly audited for added fees,” said Ferguson. “We get all of the supporting documentation via email to quickly respond to inaccuracies and errors.”

Ferguson Freight has also benefitted from access to powerful shipping data that LIVE Connect provides. They were able to use that data as leverage in RFPs and negotiations with carriers to show pricing for existing carriers and new ones.

“We were able to show a carrier that they aren’t competitive and by how much,” said Ferguson. “We showed that a particular carrier was not competitive by 7.8%.”

In the future, Ferguson said the company is looking to implement Truckload services and utilize data through LIVE Connect to drive better business decisions.

Banyan’s Business Intelligence Suite gives clients access to critical shipping data to easily identify cost-saving and training opportunities with detailed visualizations. These powerful tools help clients like Ferguson Freight resolve delivery issues with real-time exception view and reporting, protect their bottom line with automated validation of freight bills, and give them access to powerful stock reports or build customized ones from more than 170 different data points.

“We hope to use the data more efficiently and we look forward to utilizing reporting aspects of the platform,” 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](http://www.banyantechnology.com) or connect with us on LinkedIn, Facebook, and Twitter.



1.844.309.3911

[info@banyantechnology.com](mailto:info@banyantechnology.com)

