



Success Story

INTRODUCTION

Banyan Technology Helps 3PL Achieve Aggressive Growth Goals with Expanded Domestic Shipping Offering

Founded in 1997, RIM Logistics has long been a leader in the logistics space, putting proven processes and best practices to work for their customers. With more than 300 employees and a strong, strategic global presence, the company has historically specialized in air and ocean domestic and international freight forwarding, warehousing and distribution, project management, customs brokerage, cargo insurance, consolidation, cross trade and compliance consulting.

CHALLENGE

With a strong foothold on the global ocean and air freight forwarding business, when RIM Logistics decided to expand their domestic shipping services and needed a digital solution that could provide all over-the-road (OTR) modes they turned to Banyan Technology. RIM Leadership knew they needed an innovative and aggressive partner whose shipping and freight execution platform offered products that would easily ramp and could support all of their clients' OTR shipping needs.

Banyan Technology, the leading provider of freight management software for all OTR shipping was the only partner that made sense because of their comprehensive ability to deliver exactly the product RIM was looking for, with the existing system functionalities they needed and an innovative product roadmap that would help keep them at the forefront of domestic shipping operations.

SOLUTION

To extend their domestic shipping services, RIM needed a comprehensive over-the-road digital solution. Banyan's patented LIVE Connect® software, OTR multi-mode capabilities, and extensive carrier network of more than 10,000 local carriers and 3x more LTL carriers than any other provider was exactly what RIM needed to support that growth.

RIM Logistics leadership was also impressed with the tools and features of LIVE Connect. The functionality within the software added efficiencies to their shipping operations through the Freight Bill Management (FBM) tool and Business Intelligence Suite that were not on their initial punch list but provided further value to system users and created desirable operational efficiencies.

Inaccurate freight bills can result in significant losses - in both time and money. To increase efficiencies and save money, RIM added the FBM functionality to automate the freight charge validation process through a single, easy-to-use interface, which has already resulted in a six-figure savings to the company.

Ronni Valenz, Corporate Manager of Transportation at RIM Logistics, touted the ability to audit freight charges with helping to identify billing issues and quickly determine whether or not the charge needed to be disputed and to help identify possible carriers that should not be used in future shipments.

The Business Intelligence Suite was another resource that RIM team members were enthusiastic about. The BI Suite would provide RIM with carrier cost and performance insight that would help determine if the best carrier for each shipment is driven by price or reliability. The team could select a carrier according to their list of priorities for each individual shipment and/or client. The tools inside the BI Suite would also provide valuable insight into shipment exceptions and other key data through a reporting database with 30+ default reports and more than 170 data points in LIVE Connect.

System capabilities and network connections aside, RIM also needed a dedicated Banyan contact to work with who could understand their business and brainstorm possible solutions. As a recipient of Customer Service and Support awards throughout the years, Banyan had a proven track record of providing personalized service and support to identify and meet the growing needs of their Clients. Banyan's in-house Account Managers and Solutions Engineers work with clients to help solve the complexities of the shipping industry that are unique to each client. With a firm understanding of the clients' business needs and the industry challenges they were facing, Account Managers could then offer solutions to respond to the issues.

"We are so impressed and pleased with the Banyan team. Having the ability to collaborate makes Banyan a true partner," said Valenz.

"Having that one-on-one relationship makes us feel like (Banyan) takes us seriously. We didn't have that before. We cannot praise Banyan enough."

RESULTS

The LIVE Connect system has helped RIM create internal processes and efficiencies that continue to save them time and money, day in and day out. Their projected growth trajectory is on track, and they believe that all of this is a direct result of Banyan's comprehensive approach to OTR shipping, their extensive carrier network and add-on tools like Freight Bill Management and the Business Intelligence Suite.

"Freight Bill Management highly increased our efficiencies by 50% for billing KPI," said Valenz. She added that RIM has grown its domestic product by 50% without increasing headcount because of Banyan.

Banyan's collaborative and client-centric approach to new product development and customer service has really made an impression on the team at RIM. Having a dedicated Account Manager and responsive Client Services support is what really made Banyan stand out for RIM. "I'm so impressed with everything. Banyan is so innovative and collaborative. Soup to nuts, everything is great," said Valenz.



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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