

SUCCESS STORY:

EXPANDING TO LTL THROUGH BANYAN TECHNOLOGY



ShipDNA is a highly successful division of Frontera Supply, which handles millions of freight and parcel shipments for some of the world's largest industrial production facilities. The company, headquartered in San Diego, optimizes shipping and fulfillment operations for its customers through actionable data analysis, carrier negotiation services, carrier audit services and shipping software solutions. For more than 35 years, ShipDNA has helped its customers reduce their transportation costs while introducing more effective logistics cost management controls and reporting capabilities.



CHALLENGES

While ShipDNA works with companies across all industries, its expertise and clientele are positioned heavily in small package parcel shipping. However, as e-commerce continues to boom and the transportation market continues to change, more and more companies are adding LTL services to their transport modes. To keep up, ShipDNA knew it needed to improve the way they delivered LTL solutions to its technology suite in order to continue to provide exceptional optimization and service to its customers.

"A lot of larger companies that are in parcel are also doing LTL, so our customers started asking for LTL solutions, and we knew it was a large opportunity for us," said Rick Gomez, vice president of sales for ShipDNA.

As a provider of transportation management systems (TMS), ShipDNA needed an LTL solution that it could easily integrate into its already available platform and one that would be able to handle a multitude of clients that work with myriad carriers all across the country. It also needed to offer dynamic pricing models yet have the data analysis tools to help with negotiating tariff costs as well.



SOLUTION

ShipDNA was introduced to Banyan Technology's platform and LTL offerings through another partner that it works with regularly to provide for its current customers in the parcel space. That partner was already utilizing Banyan Technology's LTL aggregator platform for its customers outside of ShipDNA. After learning more about the software-as-a-solution (SaaS) solution, ShipDNA set up a meeting with Banyan.

"We met with Banyan when we wanted to add LTL to our parcel outfit because the solution we had been using was legacy technology that has its challenges," Gomez said. "To use it, we have to order rates or ask for rate tables in a certain structure and then manually enter it, and it really nickel-and-dimed the customers and didn't create a great consumer experience while Banyan has the LTL access that we need."

ShipDNA integrated Banyan's LIVE Connect™ data connectivity platform into its existing TMS solutions for LTL prospects and clients. LIVE Connect is the industry-leading volume-pricing API aggregator in the LTL space and has more fully automated carrier connections than any other provider in the industry. It helps ShipDNA's clients to retrieve quotes from all of their preferred LTL carriers in real time, all on one screen, creating operational efficiencies for ShipDNA as well as the customer. This, in turn, saves customers money and increases ShipDNA's margin.

"Going the API route means that the customer is always up to date – as soon as carrier rates change and are uploaded into the carrier's servers, it is automatically adopted, consumed and exposed by Banyan, so they are always current and compliant, which is important from a customer perspective because when you're quoting, billing or reconciling, you want to make sure your rates are accurate," Gomez said.

ShipDNA now offers the Banyan solution to current and prospective customers in the LTL sector. It is ShipDNA's recommended platform to every company that regularly uses more than five carriers and needs easy, accurate rating, tendering and billing.

"Banyan allows us to support our customers with greater facility, because it is not as resource-intensive as other solutions we use," Gomez said. "It requires less maintenance and capital from us because the Banyan system automatically updates rather than us having to do it manually like with the other solutions."

"For Banyan, it is important to us to work with our clients, understand their needs and then provide the flexible, tailored solution to help them accomplish their goals," said Lynn Caldwell, chief sales officer for Banyan Technology. "By sitting down with ShipDNA and fully understanding what they were looking for and what issues they were experiencing that they needed to solve, Banyan was able to integrate the API solution that enables ShipDNA to ease its customers' problems while creating efficiencies for all parties."



Rick Gomez,
VP of Sales,
ShipDNA

"The Banyan solution is opening the door to greater opportunities with existing clients and prospects because it makes our solution more complete."





RESULTS

While the partnership between ShipDNA and Banyan Technology is still relatively new, it is already paying off. As more customers learn of the technology and its ease of use, they are ramping up usage of the API to ship their LTL freight.

“Customers are seeing the benefits of Banyan – the cost and time savings,” Gomez said.

ShipDNA is on-boarding a customer using the Banyan graphical user interface with expectations of a full integration coming. This will likely save the customer upward of \$600,000 per year on its LTL freight spend. This is a large customer with multiple locations and thousands of shipments per month, but it still represents a substantial savings.

As Gomez puts it “the Banyan solution is opening the door to greater opportunities with existing clients and prospects because it makes our solution more complete.”



About Banyan Technology

At Banyan Technology, we are creating a unified force – connecting shippers, 3PLs, carriers and supply chain partners and empowering everyone with unprecedented intelligence and actionability.

As North America's leading provider of live carrier and API connectivity for transportation management, we provide real-time intel, actionable insights and instant access to opportunities that drive greater operational efficiencies and create significant value for your bottom line.



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