



**MAXIMIZE TECHNOLOGY
TO MINIMIZE INEFFICIENCIES**

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GAINING A COMPETITIVE ADVANTAGE

3PLs seeking significant advancements in their efficiencies to help customers drive their bottom lines and gain a competitive advantage have already seen the value in digitizing their supply chain, moving away from costly manual processes and manual batching. However, some are finding that not all technology solutions are created equal and theirs may not be giving them what they need to succeed. How do you know if your solution is right for you? Ask yourself the following questions:

1. Am I continuously gaining efficiencies and cost-savings, or have they dropped off since implementing the technology?
2. Does the solution capture my shipment data so I can use it to make better business decisions in the future?
3. Is my solution innovative, regularly adding enhancements the system to adapt to changes in the supply chain and add efficiencies in my operations?
4. Does my provider seek out ways to expand their offerings to guarantee my success?
5. Is my solution flexible enough to respond to supply chain disruptions by offering real-time data?

If your technology solution isn't offering ALL of these benefits, it may be time to look to those that will. Regardless of the size of your business, Banyan Technology's **LIVE Connect™** platform can give you what you need to remain agile and successful in today's shipping environment. The platform has live connections to more than 300 carriers that move over 95% of the over the road freight in the U.S. and offers a wide range of competitive advantages. There are numerous benefits to switching to a provider like Banyan who can help you improve your operations and beat out the competition, including helping you save money, freeing up resources and improving carrier rating and shipment management.



INNOVATION IMPROVES SHIPPING EFFICIENCY

Creating internal efficiencies and flexibility through your technology provider can help you save money through both direct and indirect savings measures. The effective management of indirect costs can drastically impact your bottom line, but it's the direct costs associated with managing your company's freight spend that make the biggest impact on profitability.

Disruptions in the supply chain can impact that profitability with unscheduled and unaccounted for changes in rates, routes, and carrier availability. An effective technology solution will help you navigate those changes and protect your profitability by offering increased visibility and efficiency with real-time pricing, data, and analytics to help you adjust to changes in the environment.

Leverage a technology solution that helps you add efficiencies and profitability with innovative system functionality such as:

- Enhanced Business Intelligence via responsive reporting and dashboards
- Streamlined multi-mode functionality for rating and scheduling
- Expanded product offerings including LTL, TL, parcel and final mile
- Unparalleled service and support with dedicated Account Managers
- More carrier connections than any other OTR solution in-country
- An average of 12% savings on your freight shipments!

5 STRATEGIES FOR GREATER SHIPPING EFFICIENCY

Many companies struggle to identify and solve inefficient and needlessly complicated shipping processes. Yet, it's important for every growing company to streamline efficiency in order to save time and money and to improve customer and employee satisfaction.

But where do you start? It's easy to feel overwhelmed by all the advice and information available. Here are five easy-to-implement tactics that will generate the best results for your shipping for the least cost.

1 ADOPT AUTOMATION

Automation helps lower the time spent on tedious and repetitive tasks and significantly increases overall worker productivity. Apply automation to everything from packaging and shipping to marketing efforts.



2 EMBRACE THE API CLOUD



The API cloud lets you efficiently and affordably share, preserve and enhance company records, data, projects and communication. Dedicated backup servers in physically secure locations strengthen API cloud security.

3 IMPROVE COMMUNICATIONS

The best way to keep your customers happy is to deliver the fast, knowledgeable service they expect. A Customer Relationship Management (CRM) solution linked to your network phone system can greatly enhance customer communications.



4 DEFINE ROLES AND TASKS



Regularly reassessing the roles, tasks and daily activities of your employees is important as your business grows. Provide and organize clear instructions and clarify expectations to avoid miscommunication and vague tasks.

5 STANDARDIZE DOCUMENTS

Making documents consistent across your company can boost efficiency, simplifying document creation, readability and understanding. This applies to everything from look and layout to working and storage.



ENHANCED BUSINESS INTELLIGENCE

To effectively manage your customers' shipping operations, you need a technology solution that gives them the ability to access full shipment data in one place to help make better freight management decisions. Your customers can evaluate carrier or lane performance, freight rates, delivery status and more, providing an avenue for better negotiating with carriers in the future and increases efficiencies allowing you to successfully streamline shipments in any environment.

Real-time access to your data gives you an overall dashboard view of your shipments. You get visibility and real-time status updates on carrier performance, carrier cost analysis and exceptions. You also have access to tools that help you manage your freight bills, analyze your shipment data and functionality to receive push tracking notifications. The right tools, combined with the right information provide the critical data you need to effectively evaluate carrier performance and base transportation decisions on the information at hand.





TOOLS TO FIT MULTI-MODE NEEDS

It is often necessary for you to utilize different shipping modes to cost-effectively meet your customer's needs. Each shipping mode - Truckload (TL), less-than-truckload (LTL), parcel, and final mile - brings with it different processes and challenges, often requiring the use of different systems or solutions to tender a shipment, making it a potentially inefficient and expensive process.

A multi-mode enhancement will allow you to book loads for all modes on one screen. A technology partner with expanded carrier connections gives you the ability to choose the best rate, best carrier, and now, even the best mode for your shipments, mitigating the carrier capacity issues you face in this environment and helping to book shipments faster and easier.

GUARANTEES IN TRUCKLOAD SHIPPING

According to the Outbound Tender Reject Index (OTRI), tender rejections have increased to about 20%, and any improvements to carrier capacity are going to be driven by shipping contract rates, which are already up 25% from last year.

Finding ways to combat the rising costs of shipping in these tumultuous times is challenging, and when you do find a resource, it's often overwhelmed with an influx of competing requests forcing you to raise your budget or lower your expectations. However, with a guaranteed truckload offering such as one provided by a strategically positioned partnership, the heavy lifting is done for you. A guaranteed truckload offering gives you access to a reliable network of contracted carriers with previously negotiated pricing and scheduling availability providing the reassurance and confidence you need that when your TL shipments are ready, there will be a resource there to deliver them for you.





FINDING EFFICIENCIES IN FINAL MILE

As the most expensive part of the supply chain, due largely to human involvement, final mile can be daunting when capacity is tight and demand is increasing. An innovative technology solution can enable real-time changes to final mile shipments and provide complete visibility to any delivery delays, exceptions, or missed appointments.

A recent ESET Global FinTech Study found that 70% of Americans are doing more online shopping than ever before due to the pandemic, creating an even further strained demand for final-mile shipping. With such an increased demand, efficiency is the key to profitability of final mile shipping.

Although it is the most time-consuming phase in your freight's journey, your customers have become accustomed to services like Amazon that offer same-day and 2-day delivery timeframes which have made quicker shipping and multiple shipping options common place. To compete, you need to offer a final mile solution that accounts for the commonality of last-minute changes and individual customer expectations. In short, you need to be adaptable, making a technology solution that can provide real-time updates and enhanced visibility into your final mile shipments without compromising efficiency a critical component to your success.



STREAMLINING OPERATIONS FOR YOUR CUSTOMERS

As the logistics industry changes, each segment of the supply chain has to figure out a way to stand out from the competition. As more carriers and TMS providers target shippers, 3PLs are learning that they need to be more efficient and add new capabilities or services to their portfolio to ensure they maintain their role as the all-around logistics expert. For 3PLs to continue to succeed, you need to help your customers streamline their shipping operations in the following ways:

- **Increase visibility through reporting** -- This is all about building a relationship with customers and creating a sense of trust through engagement. 3PLs need to provide the technology and the data as well as help their customers understand and analyze what the data means for their business. By doing this, 3PLs will be able to better understand and provide for their clients by knowing more about their business and what information and services they are looking for.

- **Expand services and modes, including volume LTL, parcel, and final mile strategies** -- By offering more modes and services through your technology platform, 3PLs truly become full-service for logistics. If a 3PL can add services beyond its core, the company can be a one-stop shop for the full shipment process.
- **Integrate operations** -- Through integrating its technology solution with a customer's TMS, the 3PL becomes an essential part of their business process. This will also allow the 3PL's system to capture front-end order data, which will help the company gain even more knowledge to assist its customers.
- **Drive more cost savings to their customers** -- By helping customers save money through technology that provides enhanced rate negotiations with carriers, best practice analysis, mode shifting and access to real-time rating, a 3PL shows how valuable it is as a partner to its customers. This can be done without hurting the bottom line of the 3PL. Because customers will have access to more data, more modes of shipping and other add-ons, customers will look at the 3PL as a true logistics expert and increase usage of its services.
- **Simplify the billing process** -- A number of shippers have noted that the billing process of 3PLs is not customer friendly. It is often still done manually, leaving it error-prone and slow. If a 3PL can automate the process with the right technology provider, it increases their value proposition to customers. With an automated system, accuracy and timeliness improves. Plus, the billing system can be tailored by attributes, invoicing days and more to meet each customers' needs.

BOTTOM LINE

When exploring the power of technology, it's important to remember that software providers aren't equal. You need to ensure your provider is able to grow and adapt with you and your customers. The right solution creates natural efficiencies and savings through better information and agility that lets you instantly respond to network and market changes.

If you are not taking advantage of the efficiency and flexibility the right technology solution can offer your customers, you are already behind the competition. Don't miss your opportunity to experience significant cost-savings – more than 12% for average clients – and continuous enhancements and real-time data that positively impact your bottom line. Keep reading to learn more about how Banyan can elevate your customers' shipping operations and help you navigate challenges in the supply chain through consistent innovation.

WHY BANYAN TECHNOLOGY & LIVE CONNECT™

Banyan has developed a client-centric platform that keeps Shippers prepared for fluctuations in the supply chain landscape

Banyan Technology continuously innovates and creates flexible client solutions to solidify our position as North America's top transportation management technology partner, providing better data for better freight management. We constantly focus on innovating our technology to better unite shippers and 3PLs with highly efficient, real-time carrier data. Our flexible solution, **LIVE Connect™**, is designed to provide optimal client benefits based on their unique business needs, not just for LTL shipping, but in TL, parcel, and final mile shipment modes as well.

We continuously update our API connections and develop new product solutions for our TMS, providing innovative new tools developed in collaboration with our valued clients. We add these new features to **LIVE Connect™** to help our clients get the best carrier rates, effectively manage their overall spend, efficiently tender shipments, toggle between shipment modes, and enable tracking notifications. We have the most carrier connections in the industry available through our APIs, more than doubling the number of any other freight rating provider in the industry. We continue to add more connections as the need arises.

By continuously innovating, Banyan has developed a client-centric platform that keeps Shippers prepared for fluctuations in the supply chain landscape. Our **LIVE Connect™** platform is built for savings, efficiency, and streamlining processes to make your business profitable and eliminates the outdated methods of managing freight spend.

Banyan has the tools to support your day-to-day needs. In recent years, Banyan has made several product enhancements to accommodate the ever-changing shipping industry and help you save time, money, and resources. Freight Bill Management (FBM) and the Lane Restrictions (LR) tool are valuable features of our **LIVE Connect™** platform. FBM is designed to audit and manage your freight bills, specifically automating reporting to only include exceptions. This frees up your internal resources to focus their time on invoice exceptions rather than having to review all of them. LR allows you to restrict rating quotes from specific carriers or based on certain parameters.

Banyan recently released several new tools to enhance your overall **LIVE Connect™** user experience. You now have even more visibility into your shipments through real-time updates and notifications sent directly to you with Push Tracking and can easily identify missed or delayed shipments using Exception Shipment View & Reporting. Additionally, Banyan added **QuickShip™** to its suite of integrated features. This tool streamlines data entry in as few as 5 data points and steers efficiencies by giving access to clients' suppliers and other decentralized users to ensure their contracted carriers are utilized in the most efficient manner.

Banyan also is connected to more than three times the carriers than any other provider, granting customers access to their preferred carriers. We continue to add new connections as needed, including local, regional, and super-regional carriers. Offering the largest grouping of carrier APIs in the industry allows our customers to purchase freight at competitive prices while carriers win the additional freight they need.



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