



**INCREASE PROFITABILITY
AND IMPROVE SERVICE
WITH ACTIONABLE INSIGHT**

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Why Business Intelligence is Key to the Supply Chain

Business intelligence is a useful tool for modern Shippers, 3PLs and other logistics providers, allowing you to analyze large data sets and make better business decisions in your day-to-day operations. Data capture and analytics are central components in the strategies of successful Shippers, 3PLs and logistics providers – and not just large enterprises, but small and medium organizations, as well. Learn how data analytics have helped other businesses innovate their operations.

Business Intelligence, big data, and analytics

are the top disruptive technologies Global 2000 organizations are implementing to drive success.



84%

of enterprises have launched advanced analytics initiatives to bring greater accuracy and accelerate their decision-making

48%

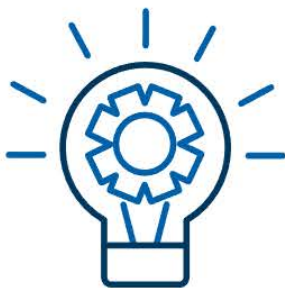
of organizations consider cloud BI to be "critical" or "very important" to their future business productivity plans

56%

of organizations leveraging analytics are experiencing faster and more effective decision-making

51%

of businesses are achieving better financial performance with the introduction of business intelligence



46%

of organizations have been able to identify and create new product and revenue streams through their analytics use

45%

of brands are currently leveraging analytics to develop new business models

40%

of high-performing companies base their decisions on gut feeling, compared to 70% of less successful businesses



Over ninety percent

of sales and marketing teams say that cloud analytics is essential for getting their work done

EVERY MINUTE COUNTS

An infographic with a dark background featuring various icons like people, a share symbol, a Wi-Fi signal, and a gear. Five horizontal bars of different colors (blue and green) point to the right, each containing a statistic. The background also shows a faint image of a person's hand and a laptop.

Zoom hosts 856 webinars

Twitter users post 575,000 tweets

Customers spend \$283,000 on Amazon

Slack users send 148,000 messages

Google conducts 5.7 million searches

Data compiled by domo.com

The amount of data generated in a single minute is staggering.

Data is captured and recorded every minute of every day with purposeful intent and decisive action to help validate and direct critical business decisions.

Particularly in the supply chain, every minute matters and visibility to this data is the key to monitoring shipments beyond tracking and tracing to include the entire lifecycle of a shipment – from rating to invoicing. While tracking and tracing are still important for 3PLs, they represent only a small fraction of the data captured for those utilizing a digital solution when they rate and schedule their freight. The bigger picture is the business intelligence that is gained by capturing and analyzing all of this information.

LEARN HOW TO LEVERAGE DATA

Leveraging data from every aspect of the shipping process, all in one place, increases your knowledge to better make freight management decisions in the future. Real-time visibility gives you better data to extract and leverage in the supply chain process. You can evaluate carrier or lane performance, freight rates, delivery status and more. Data also gives you a significant advantage for future negotiations with carriers, as well as improved partner relationships.

Analyzing your shipping data can also help you forecast the likelihood of capacity constraints and interruptions. Supply chain visibility is critical for every point in the shipping ecosystem. However, it goes beyond just having access to the information. As the industry continues to evolve, it becomes apparent that real-time business intelligence is necessary for remaining competitive. Technology is the key to unlocking that advantage.

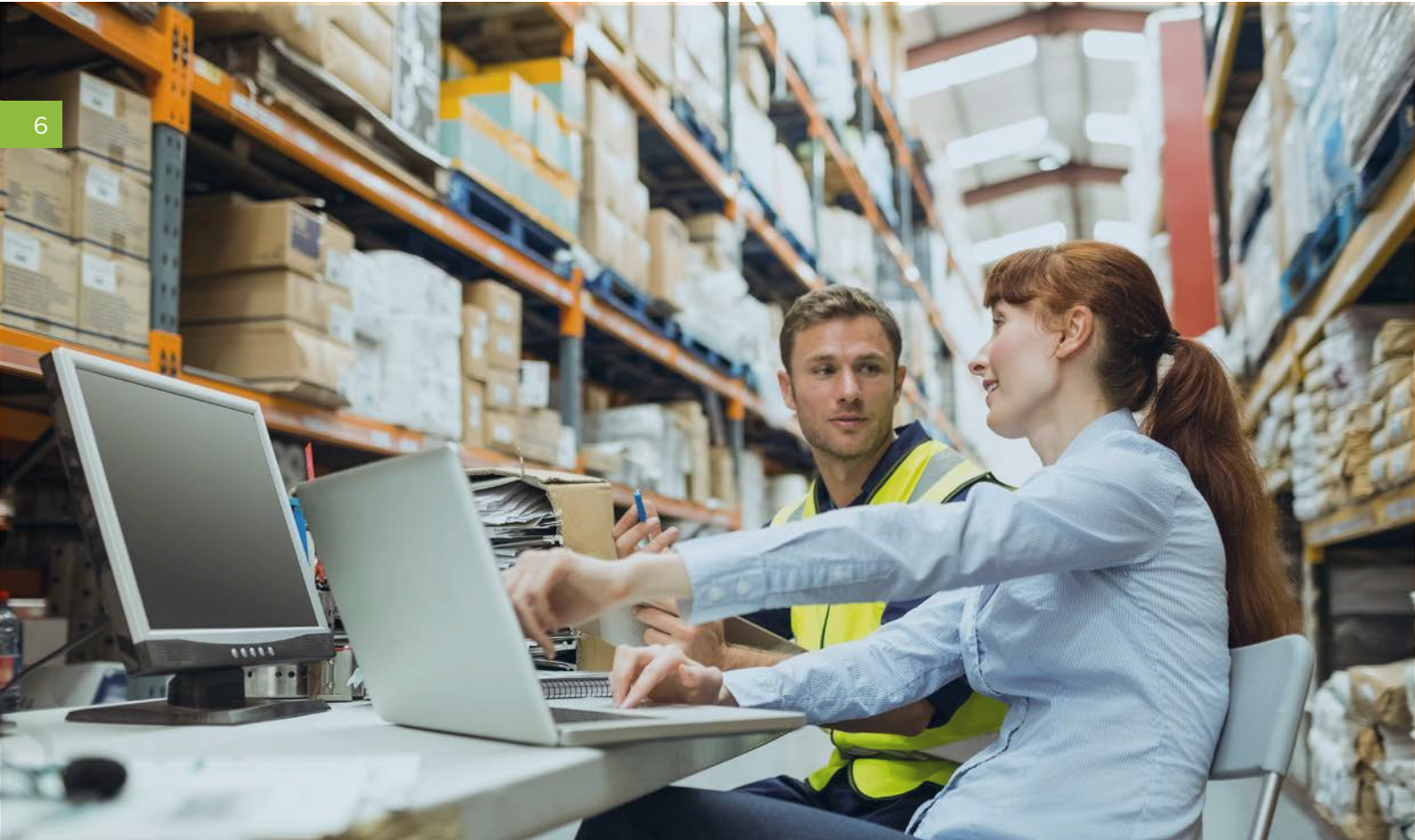


TECHNOLOGY MAKES A DIFFERENCE

Technology solutions are the key to business intelligence in freight management because they can integrate shipping, rating, and tracking functionality directly into companies' existing platforms to share and transfer data. The right technology solution can also improve capabilities by creating a single source of truth of data while minimizing human errors and delays in the manual transfer of data to supply chain partners, ultimately helping to streamline your customers' shipping operations.

Technology enables the automation of manual processes, freeing up valuable labor resources that are better focused elsewhere. By automating administrative and tedious tasks, such as requesting quotes, submitting yearly RFPs, manual tracking and document retrieval, technology creates valuable operational efficiencies throughout the organization.

Looking ahead to the future, we can expect the logistics sector to continuously demand increased accountability, speed, and accuracy. The ability to adapt and leverage technology to scale your business will prove essential to your continued success and growth.



CUSTOMER SATISFACTION = PROFITABILITY

End-to-end visibility is important for your customers in increasing operational efficiency, optimizing logistical functions, and maintaining effective transportation management. They need access to powerful business intelligence and reporting to help them make better business decisions, but they don't want to shop around for a solution. You can easily add value to your business by providing the tools they can use to streamline their shipping operations.

With a technology solution that has built-in business intelligence capabilities, you can offer your customers more accurate, real-time data, and give them the tools they need to transform that information into a single source of truth, helping them streamline their processes and

reduce their freight spend. Leveraging data through your solution's business intelligence capabilities will also help your customers drive efficiency in their shipping operations.

By adding a flexible solution to your suite of solutions, customers of any size can regain control of their freight through real-time information that helps them respond to variations and changes in the evolving supply chain. It also gives you the ability to enhance your offerings, and profitability, in addition to boosting customer satisfaction by responding to their evolving shipping needs. Helping your customers remain agile through actionable insights and data analysis tools keeps them from looking elsewhere for a solution.

CHECKLIST FOR SUCCESS



Going beyond visibility, an automated technology solution helps you gain insight that can help you make better shipping decisions. Capturing data is one step. How you analyze and use it is critical to effective business intelligence. Below is a checklist of tools your freight technology provider should offer to help you take advantage of that valuable information.

1

DASHBOARDS - Use shipment data to gain actionable insights you can use to adjust your spending and negotiate with your carriers.

- ☐ **Carrier Performance -** Identify carrier performance issues that you can take to the negotiating table.
- ☐ **Carrier Cost Analysis -** Visualize carrier cost data so you can make better freight buying decisions.

2

ANALYSIS - Stay competitive in today's ever-changing shipping environment a streamlined and efficient analysis process to identify desirable lanes.

- ☐ **Spend Comparison -** View a side-by-side comparison of carrier rates to identify cost savings.
- ☐ **Invoice Validation -** Get a side-by-side comparison of booked vs. billed shipments to quickly identify variations and duplicate bills.

3

REPORTING - Gain more visibility into your data and minimize unnecessary freight costs through valuable insight into your shipments.

- ☐ **Exceptions -** Efficiently manage your shipments by identifying variations like missed pickups and deliveries.
- ☐ **Document Management -** Create and store digital shipping documents from all your carriers.

4

TRACKING - Increase visibility with automated real time tracking notifications about the pick-up, transit, and delivery of your shipments.

- ☐ **Push Tracking -** Receive real-time tracking notifications to keep informed of the status of your shipment.

A SOLUTION THAT CHECKS ALL OF THE BOXES

Now that you know what you need for effective business intelligence, you must identify the right technology provider who offers automated ways to analyze your data. To check all the business intelligence boxes, Banyan Technology has developed dashboards and tools within our LIVE Connect™ platform to give you enhanced visibility into your shipping operations.

- ✓ **Freight Bill Management** – With this tool, you can automate your freight bill audit process by viewing normalized booked and billed invoices side-by-side from all carriers in one easy to use interface. Validate all your freight bills from all carriers by comparing booked vs. billed shipments, quickly identify, and rectify variations and duplicates, and easily export reports to virtually any accounting system.
- ✓ **Business Intelligence Suite** – Banyan's Business Intelligence Suite uses the carrier and freight bill data captured in LIVE Connect to help you identify and respond to carrier performance and carrier cost issues. This suite of dashboards will eliminate hours spent weekly pulling reports and running complex spreadsheet formulas, help you identify carrier performance issues that you can take to the negotiating table, allow you to compare carrier performance with carrier costs to evaluate carriers and adjust future spend, and export your findings to PDF, or PowerPoint to present to stakeholders and carriers.
- ✓ **Load Rating Analysis Tool** – The LIVE Connect Analysis Tool allows you to analyze LTL rates for all your customer's lanes with one simple spreadsheet upload. Streamline your RFP process and internal LTL carrier rate analysis. This tool will reduce the time-consuming email threads managing multiple spreadsheets from third parties and carriers and gives you a side-by-side comparison of carrier rates to identify cost savings.
- ✓ **Document Management** – Through Banyan's platform, you can create and store digital shipping documents from all your carriers, including BOLs, PODs, Shipping Labels, and more. This will save hours a week logging into different websites and searching inboxes for documents, while giving you a customized view of your documents to save time getting the answers you need and streamlining your processes by removing the need for additional document storage services.

- ✓ **Exceptions Review & Reporting** – Our Exception Reporting and the Exception Shipment View tools puts your data in your hands by giving you visibility into exceptions in your pickups and deliveries so you can better manage your freight shipments altogether. You can easily identify and manage missed pickups and deliveries so you can get your shipments back on track.
- ✓ **Push Tracking** – Banyan's tracking tool provides you with real-time notifications in three different formats based on how you want to receive the information – email, web hook or FTP. This will increase your visibility with automated real time tracking notifications about the pick-up, transit, and delivery of your shipments, while minimizing programming efforts on your end.

BETTER WITH BANYAN TECHNOLOGY

Banyan's LIVE Connect platform is an affordable solution that was developed with savings and efficiency in mind to help streamline processes through automated, real-time connectivity.

Banyan's LIVE Connect also offers access to the industry's most carriers and brokers through a single platform for LTL, Truckload, First/Final Mile, and Parcel shipping.

This includes our recently announced and greatly expanded Local Carrier Mode – offering comprehensive expedited, first and final mile shipping with access to more than 10,000 assets and drivers throughout the U.S. and Canada.

A proven result of the collaboration and development behind this innovative system is the ability to save clients more than 12% on their freight costs annually.

Banyan has 3x more carrier connections than any other freight rating provider in the industry. To stay competitive with the ever-changing shipping environment, we continue to add more connections as the need arises, including local, regional, and super-regional carriers.

The LIVE Connect platform gives clients the ability to make better business decisions by capturing complete shipment information in a single location. Our clients have access to powerful business intelligence through comprehensive data and document retrieval functionality, thereby improving operational efficiencies. Additionally, our agility and flexibility to the changing needs of our clients and the 3PLs who serve them, helps prepare customers and allows them to be responsive to fluctuations in the supply chain landscape.

COMING IN 2022

Our client-centric approach to product development and our commitment to service and support continues to drive our plans for ongoing innovation and collaboration to evolve with the changing shipping industry. Banyan just announced the expansion of its **First/Final Mile** product offering in the LIVE Connect platform. Additional LIVE Connect features to come in 2022 includes:

- **Enhanced Truckload** – to include direct API, data boards and guaranteed TL services.
- **Multi-Stop and Multi-Leg** – to include rating and execution combining modes LTL and Final Mile.
- **Multi-Mode Rating and Management On-Screen** – allows you to rate, compare and manage loads for all shipping modes (LTL, Truckload, First/Final Mile, and Parcel) on one screen.
- **LTL Load Consolidation** -- combine your LTL shipments into one TL with others moving in the same direction to drive down costs and expand efficiencies.

Banyan remains committed to providing flexible solutions for LTL, Truckload, First/Final Mile, and Parcel shipping to drive greater operational efficiencies and cost savings for Shippers, 3PLs, and supply chain partners.

Contact Banyan Technology at (844) 309-3911 or Info@BanyanTechnology.com to get setup with LIVE Connect and any of our innovative features today so you can start saving 12% on your shipping spend.





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