

The background image shows a warehouse setting. A worker wearing a blue cap and vest is visible in the upper left, loading cardboard boxes onto the back of a white truck. The truck's cargo area is filled with several large, stacked cardboard boxes, each with a barcode label. To the right, another truck is partially visible with a large red number '6' on its side. The overall scene is dimly lit, with a blue tint overlaying the image.

## CASE STUDY

# A Leading 3PL Company

Enabling 3PL operations  
covering drayage, cross-  
dock, and LTL





# About Customer

Variety of movements and services including dray movement, brokerage, cross-dock, and LTL multi-commodity transportation

Leading logistics service provider delivering full-service cold and dry storage in the United States. Services include 3PL, dry storage, cross-docking, transportation, freezer storage, cooler storage, brokerage, and container drayage. It is primarily serving customers in the food industry.

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## Industry

Transport and logistics

## Solution Area

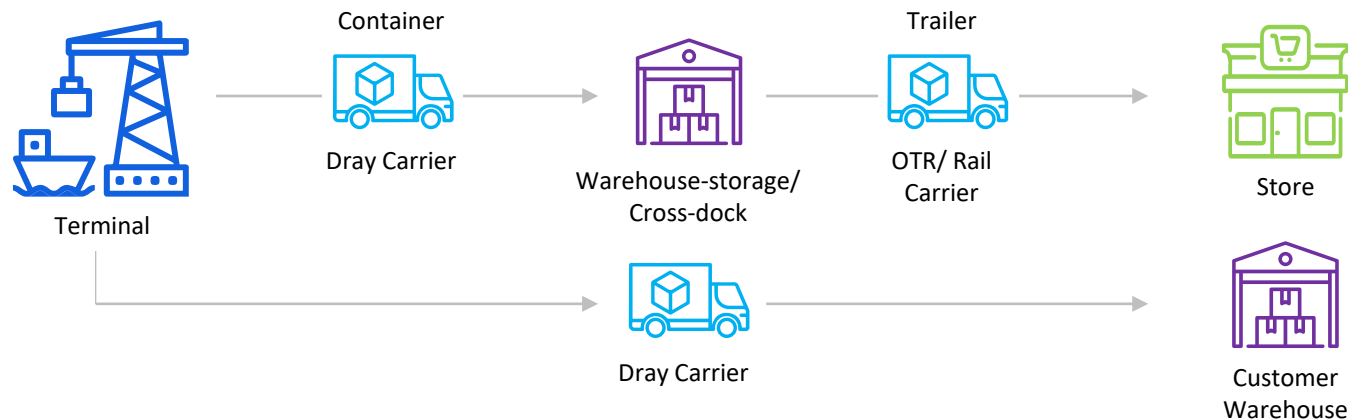
Transportation planning, execution, and financials





## The Engagement

- Enable 3PL operations, which involve modelling complex customer and carrier tariffs
- Modelling the drayage movement of the container from the port to the warehouse
- Designing spot services to enable the brokerage component of the business
- Enable the Freight Auction module for the bidding of the loads
- Financial reconciliation using the GL Accounts

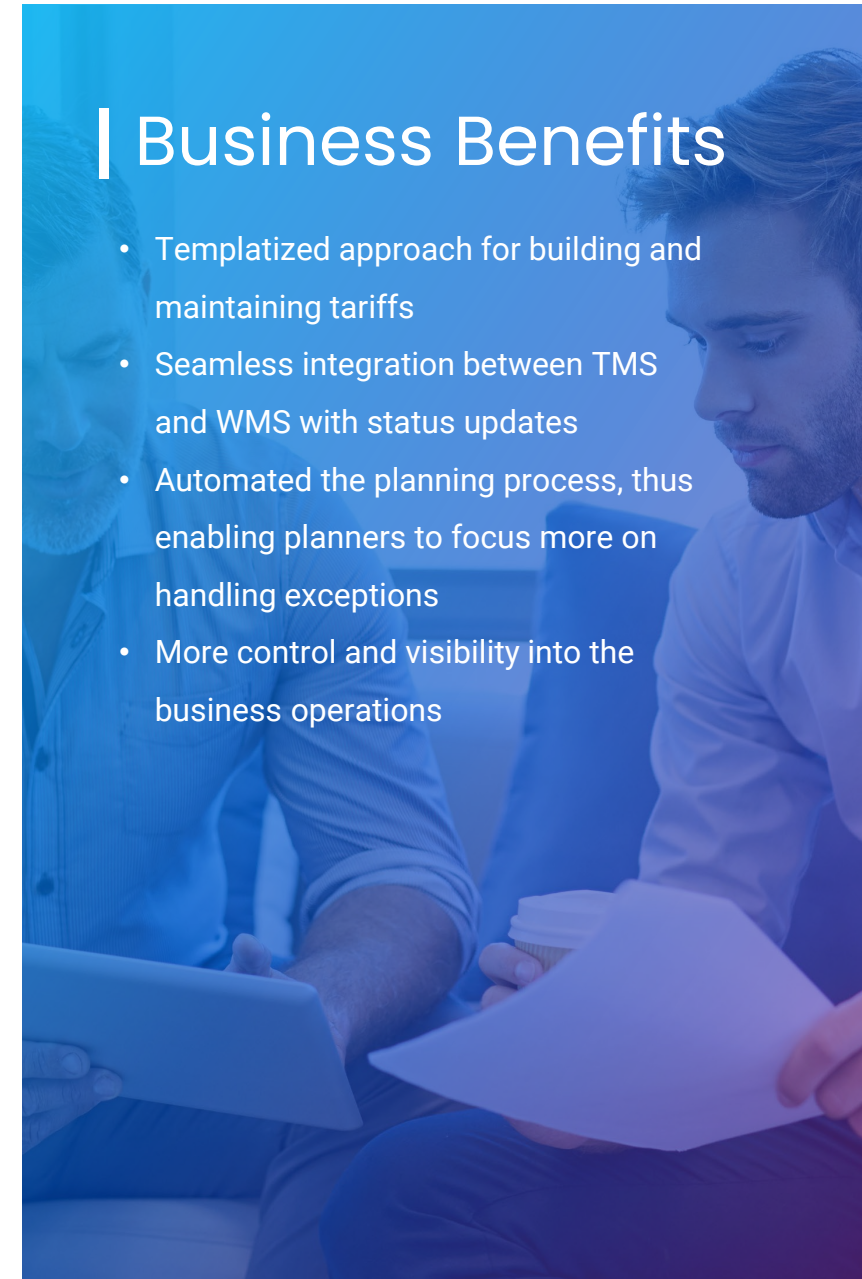


## Business Challenges

- Manual Planning posed challenges to the growth of the business operations
- Lack of visibility of the drayage and other movements
- Managing priority (hot) orders, refrigerated, dry goods for the customers
- Unstructured data maintenance related to tariff rating, master data
- Lack of a single platform for bidding

## Business Benefits

- Templatized approach for building and maintaining tariffs
- Seamless integration between TMS and WMS with status updates
- Automated the planning process, thus enabling planners to focus more on handling exceptions
- More control and visibility into the business operations







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