

Case Study: RouteLOGIK & ERP Integration for LTL Shipments

Industry: Wholesale Outdoor Furnishings & Plastics Distributor



In 2013, Sunset began working with a large distributor of outdoor furnishings headquartered in Missouri with manufacturing and warehousing facilities in both Missouri and Minnesota. This high volume shipper wanted to remain in control of their LTL carrier pricing agreements while having access the optimal carrier on every shipment through multiple platforms. Their ERP system, like many shippers, lacked the ability or the access to the logic to make this functionality possible.

CUSTOMER NEEDS

- Capability to integrate with their EPR system (Epicore) and their customer facing, E-commerce site to execute multiple actions within seconds
- Ability to rate and store multiple carrier pricing options
- Ability to internally monitor costs through bulk rating and forecasting
- Manage dimensional standardization in LTL shipping

Like many shippers, the customer could integrate with LTL carriers' systems for direct access to their pricing. However, they would be locked into working with one single carrier or a single carrier per customer or lane. They were never able to access pricing for multiple carriers all within one screen to make optimal carrier selection as shipment details and needs changed. This shipper realized quickly the time and resources it would take to have that functionality would have a serious return on their investment.

Not utilizing the lowest-cost carrier on every shipment is one of the most commonly missed opportunities for savings for large volume LTL shippers.

THE SOLUTION

Software as a Service (SaaS) offerings from Sunset -- a low-cost and flexible solution when compared to other industry options. Multiple solutions available, including Sunset's proprietary RouteLOGIK software to route and store carrier contracts.

PRE-INTEGRATION CHALLENGES

Before the integration was possible, one of the customer's biggest challenges was to collect data for over 3,000 inventory items, including:

- length x width x height dimensions of both assembled products and pieces
- composition of materials and items and carriers who can handle specific materials
- number of items to fit on pallets
- custom business logic (e.g. certain origin zip codes can't utilize certain carriers, so that logic is automatically built in)
- highest class freight assignments

Once the data was collected, the customer was able to begin the RouteLOGIK integration to their multiple platforms. A single programmer with API experience worked on the project for 2 months and utilized Sunset's detailed API integration documentation to complete the coding.

CUSTOMER OUTCOMES

After a small amount of time and resources, the customer realized a huge improvement in order entry process efficiency. Not only are they now able to monitor their transportation expenses in real-time and fully utilize the lowest-cost carrier option when applicable, they are also able to:

- maintain their LTL carrier relationships directly
- gain better inventory management control
- realize drop shipment cost reductions and predictability

"Since integrating with Sunset we've been able to lower our internal operating costs significantly while also lowering our costs to our customers by at least 10%. The return on the investment was a no brainer. Integrating with Sunset was easy...I wish everyone was as easy to work with." – Customer Director of Operations

FUTURE AMBITIONS

The customer continues to move forward with enhancements to their integration process. Future projects include:

- streamlining Marketing-assigned discounts and promotions within ERP system (e.g. 20% off for inventory reduction or free shipping on certain items)
- allowing Customer Service Representatives the ability to select carriers outside of lowest cost (e.g. expedited options and costs for faster shipments)

WHY CHOOSE SUNSET?

Sunset's RouteLOGIK capabilities take our customers beyond the traditional services offered by 3PL's. Smart shippers want bigger solutions; solutions Sunset is able to provide through our technology, experience and flexibility.

"At Sunset, we maximize your existing competencies to create solutions specific to a customer's needs. Coupled with Sunset's integration capabilities and proprietary LOGIK software, we fuel your supply chain processes with continuous improvement."

-Jill Gross, Director of Implementation, Sunset Transportation

About Sunset Transportation:

Founded in 1989, Sunset Transportation is a leader in third party logistics (3PL), shipper technology, and freight audit and payment services. Our approach is simple: we create customized shipping solutions for your business in measurable ways. Our customers' expectations are met with personalized service, knowledge, agility and responsiveness. *The Right Size 3PL. Promises. Delivered.*

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For more information on how Sunset can help your supply chain become more efficient, contact:

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