



STRATEGIC

# LTL BIDDING

FOR MINIMUM COST

AND MAXIMUM

EFFICIENCY

**BidSense<sup>®</sup>**

 SMC<sup>3</sup>

**Bid\$ense**<sup>®</sup>



## IN LTL PROCUREMENT, YOU NEED TOTAL VISIBILITY

Procuring less-than-truckload (LTL) carrier services is anything but “standard” procurement.

In fact, without the ability to accurately assess carriers’ complex services and fees, any procurement professional is essentially operating blind. Worse, they may be introducing operational or financial risk into their organization without knowing it.

- A focus on securing the cheapest carrier pricing can easily mean choosing the wrong carriers; overspending; poor carrier service; increased claims or late payments; and even undermined profits and diminished corporate credibility.
- The hidden value and efficiencies different carriers provide are invisible, making it difficult—at best—to build core carrier relationships or successfully secure reliable capacity over the long term.

Look to SMC<sup>3</sup> for transparent pricing technology—to manage the intricacies of comparing pricing and service offerings across LTL carriers; focus on cost and negotiation savings; balance business risk with benefits; and confidently build the strategic carrier relationships you need.

*“With BidSense, we can look at keeping all the carriers, using only incumbents, or removing carriers to efficiently weigh our potential savings versus our risk. Having gone through a bid with this technology, I can’t imagine doing it the old way.”*

— Carey Skoglund,  
National Logistics Manager  
Ace Hardware

## WORK WITH YOUR BEST CARRIERS

Effective LTL procurement means smart information sharing between shippers and carriers. So instead of using a constantly shifting LTL carrier mix, paper quotes, and complicated, disjointed bid information, join the savviest shippers and logistics service providers in North America.

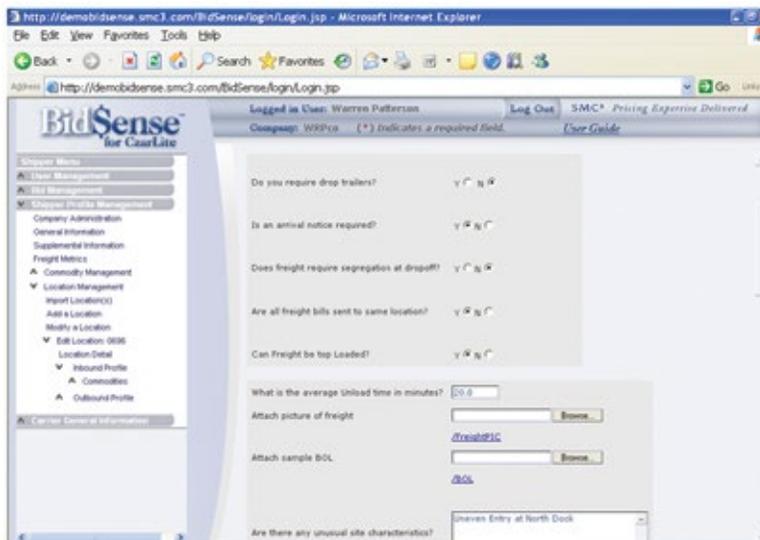
They rely on the SMC<sup>3</sup> BidSense® LTL procurement solution to choose from hundreds of qualified LTL carriers and achieve significant savings on their LTL bids.

It’s a minimal investment that makes maximum sense.

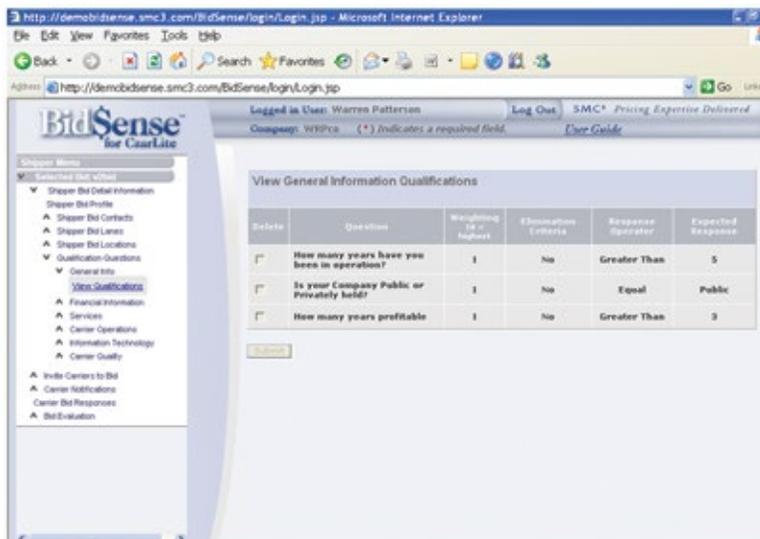
*“Between the data we give carriers and support from SMC<sup>3</sup>, our bids are much easier than if we were doing them all in-house.”*

— Scot Moe,  
Supply Chain Analyst  
IEWC

## GET A STRATEGIC BID PROCESS MOVING WITH BIDSENSE



Use the standard SMC<sup>3</sup> format or easily customize your carrier-qualifying questions to meet your bid goals.



SMC<sup>3</sup> designed BidSense for complete procurement transparency. You'll move ahead with ease and confidence toward best-choice carrier qualification and truly strategic LTL procurement.

- With your clear request for pricing goals in place, BidSense can do its work, drawing on best-practices protocols to streamline your communication process.
- You can easily load quality data from various sources, enabling bidding carriers to respond accurately and confidently to your RFP parameters.
- BidSense does the distribution work for you, electronically submitting your RFPs to carriers based on their actual service capabilities and performance records to assure you make your best carrier match and get your best geographic coverage and pricing.
- BidSense automation alerts carriers with timely prompts for RFP deliverables and collects accurate, comprehensive carrier responses from more than 200 national and regional carriers.
- Each bid has more than one best outcome for your organization. With uniform responses from each carrier, you can rank your results and create an unlimited quantity of what-if scenarios to make the optimal procurement decision.

*"We've been very happy with the number of carriers that BidSense can handle and its support of lane-specific information which allows carriers to get more aggressive with their pricing. Other tools didn't offer the standardized templates for entering shipment data or have sound methodologies for analyzing and optimizing carrier selection."*

— Art Nourot, Director of Carrier Procurement, Unyson Logistics – A Hub Group Company

## GUARANTEED SUCCESS: YOU NEED IT, BID\$ENSE HAS IT

### The Flexibility and Granularity You Need

BidSense enables the carriers bidding on your business to be more flexible with their pricing, keeping accessorial charges to a minimum and providing lane-specific discounting. (A contractual “across-the-board” discount can actually eliminate the carrier’s ability to provide lane-by-lane discounts that reduce your overall transportation costs.) And unlike many procurement tools that do not take minimum charges into account, BidSense factors them into your results—a vital attribute, since minimum charges can account for up to 30 percent of your transportation charges.

### The Record-Keeping and Compliance You Need

Save, rate and rank your best transportation scenarios, so you’re not continually inputting constantly changing data. You’ll easily rate and re-rate your shipments. BidSense functionality also assures you comply with corporate routing guides and that post-implementation carrier performance is clearly defined and measured, so you have a complete picture of your bid results.

### The BidSense Dashboard: Your Personalized Bid Command Center

Locate the best carriers for the job. BidSense provides a 360-degree view of carriers’ service qualifications so you can:

- Weigh your options
- Refine your approach
- Successfully meet all your RFP criteria and objectives, including maximum savings

The screenshot displays the BidSense web application interface. At the top, there is a navigation bar with 'File', 'Edit', 'View', 'Favorites', 'Tools', and 'Help'. Below this is a search bar and a list of icons. The main content area is divided into several sections:

- ANALYSIS OPTIONS:** Includes dropdowns for 'Transit Times', 'Exclude Carriers', 'Exclude Indirect', 'Qualification Weighting', 'Rate Weighting', 'Incumbent Weighting', and 'SCAC'. A 'Page Size (Min: 10)' input field is also present.
- LANE SELECTIONS:** Features a 'Lane ID' input field and a 'Format: 1-5,8,9' dropdown. Below are input fields for 'Origin' and 'Destination' with dropdowns for 'City', 'State/Province', and 'Country'. Buttons for 'Reset Lanes', 'Get Staged', and 'Run' are located at the bottom of this section.
- RESULTS:** A summary table showing 'Historical = \$7,875,000' and 'BaseLine = \$6,453,572'. The 'Current' row shows a 'Change v. Previous' of \$0, a 'Change v. BaseLine' of \$0, a 'Change v. Historical(\$)' of -\$1,421,428, and a 'Change v. Historical(%)' of -18.05%. Buttons for 'Reset All', 'Reset Results', 'Save Scenario', and 'Download Lanes' are at the bottom.
- ANALYSIS LANES:** A table with columns: Stage, Carrier, Lanes, % Lanes, Total Weight, % Weight, # Shipments, % Shipments, Rated Amount, Hist. Cost, and Change. The table shows data for carriers EXLA, CNWY, SEFL, BDWY, and SAIA.

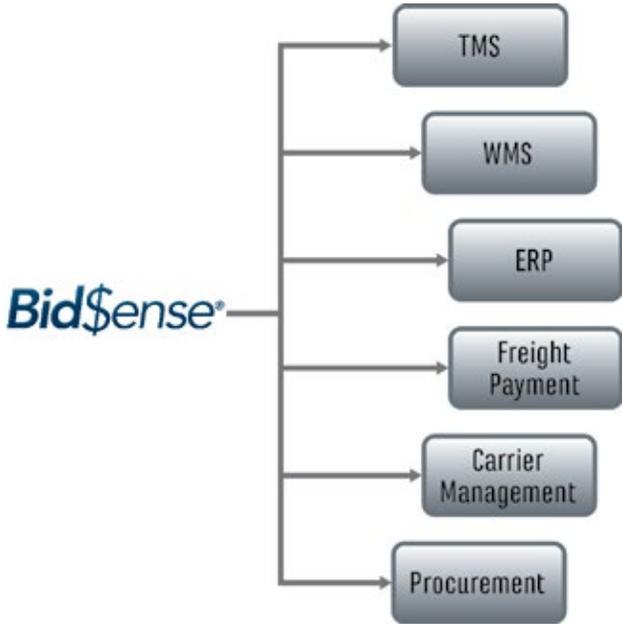
Stage	Carrier	Lanes	% Lanes	Total Weight	% Weight	# Shipments	% Shipments	Rated Amount	Hist. Cost	Change
<input type="checkbox"/>	EXLA	740	34.26%	5,857,500	37.19%	3,700	34.26%	\$2,643,267	\$2,937,250	-10.01%
<input type="checkbox"/>	CNWY	509	23.56%	2,983,750	18.94%	2,545	23.56%	\$1,290,075	\$1,488,625	-13.34%
<input type="checkbox"/>	SEFL	394	18.24%	3,156,250	20.04%	1,970	18.24%	\$1,123,470	\$1,598,125	-29.7%
<input type="checkbox"/>	BDWY	213	9.86%	1,560,000	9.9%	1,045	9.86%	\$772,938	\$781,500	-1.1%
<input type="checkbox"/>	SAIA	198	9.17%	1,552,500	9.86%	990	9.17%	\$424,481	\$776,250	-45.32%

## COMPREHENSIVE SAVINGS AND SIMPLICITY FOR YOUR ENTIRE ORGANIZATION

BidSense easily integrates with your business processes and practices. Once you decide which carriers will be awarded your business, SMC<sup>3</sup> saves each carrier response into a CSV file. This consistent information is easily reloaded and released to your internal or third-party transportation management system (TMS), warehouse management system (WMS), enterprise resource planning (ERP) system, and freight payment and procurement departments. All the members of your team will have the information they need, when they need it, to do the job they need to do.

With its robust, efficient communication and analysis protocols, BidSense passes significant savings along to your organization—measured not just in dollars, but also in hours for your IT, freight payment and procurement departments.

The days of choosing the wrong carriers, the wrong service levels, the wrong discount scenarios, and even the wrong base rates are gone. Each party to your RFP is on the same page.



Carrier data flows easily from BidSense to all relevant parts of your organization.



## MAXIMIZED RELATIONSHIPS; MINIMIZED COSTS. IT JUST MAKES SENSE.

Maximize your LTL procurement process with BidSense and realize your optimized cost-to-performance ratio. Browse our BidSense success stories and download our "LTL Purchasing Best Practices" white paper today at [www.smc3.com/go/Bidsense](http://www.smc3.com/go/Bidsense).

Ready to talk with us? Give us a call at 800.845.8090 or email [sales@smc3.com](mailto:sales@smc3.com).

## WHY SMC<sup>3</sup>?

SMC<sup>3</sup> is the leading LTL data and solutions provider to the freight transportation community. More than 5,000 North American shippers, carriers, logistics service providers, technology providers, and freight-payment companies rely on our sophisticated LTL base rates, content, and expert procurement and planning tools to optimize business decisions, achieve higher return on their transportation investment, and meet the dynamic demands of the market.

Learn how you can rely on SMC<sup>3</sup> for high-quality data, products, customer service and Hosted Technology Solutions for extremely accurate and up-to-date LTL content. Contact SMC<sup>3</sup> today at 1.800.845.8090 or email [sales@smc3.com](mailto:sales@smc3.com) for more information.

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### More Great SMC<sup>3</sup> Supply Chain Technology Solutions:

**CzarLite**® Refined over 25 years, SMC<sup>3</sup> CzarLite® is used routinely throughout North America as the basis for thousands of successful pricing agreements that represent several billion dollars in annual managed transportation spending.

**RateWare**® XL The SMC<sup>3</sup> solution for managing shipment rating and pricing, RateWare® XL is used by hundreds of transportation and technology professionals every day to apply intelligent rating processes within their supply chains.

**CarrierConnect**® XL Stay up to date with the most accurate and complete LTL carrier transit and service information available.

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*"Virtually everyone in this office is familiar with BidSense. It's one of the more visible pricing tools our customers use."*

— Steven Hogan, President/CEO of Asqph Consulting, LLC



Contact SMC<sup>3</sup> today at 1.800.845.8090 or email [sales@smc3.com](mailto:sales@smc3.com) for more information.

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