



Taking a Unique, Data-Driven Approach to Escalating Business Growth

QUICK FACTS

Industry

Transportation and logistics technology services for shippers and supply chain companies

Employees

105

Headquarters

Kansas City, MO

Website

www.eshipping.biz

SMC³ Products

 

Transportation management service provider eShipping supplies optimization and management solutions to customers in the U.S. and Canadian manufacturing and distribution sectors.

KEY BUSINESS GROWTH CHALLENGES

- Provide a growing base of U.S. and Canadian customers with scalable, customizable, integrated operation, warehousing and transportation services to meet their unique market and delivery requirements
- Provide timely multimodal data via a single point of service
- Support the less-than-truckload (LTL) data requirements for the eShipping transportation management system (TMS)

LTL BEST PRACTICES

- Employ timely LTL data via RateWare XL and CarrierConnect XL to meet or exceed increasingly terse on-time delivery requirements for a growing international customer base
- Ensure customers' analytical staff up-time and efficiency

FINANCIAL, STRATEGIC & OPERATIONAL BENEFITS

- Ensure a data-driven enterprise
- Transition easily from legacy RateWare to RateWare XL, to support customers' analytical needs

WHY RATEWARE XL & CARRIERCONNECT XL WERE SELECTED

- Provide critical metrics on carriers' claims and on-time delivery performance and invoicing accuracy
- Reduce software maintenance costs

“Our customers want to proactively improve their transportation strategy—in light of their business strategy—and place a high value on our unique culture and services.”

— Chad Earwood, President & CEO, eShipping

SUPPLYING BUSINESS INTELLIGENCE TO A GROWING CUSTOMER BASE

A true master of their own destiny, transportation management service provider eShipping has orchestrated rapid business growth over the past five years. The company has added analytical staff—many with international supply chain expertise—and employs a wide range of modes, customizing solutions for each customer's specific needs.



eShipping's proprietary integrated solutions suite supports functions including shipment optimization and execution, tracking, historical analysis, freight bill auditing, reporting, bill payment and invoicing. According to Chad Earwood, eShipping president and chief executive officer, "Our customers are looking for one technology platform, one data repository, one access point to all modes and information about their shipments. They are looking for simplicity to guide their decisions real time."

The firm's concerted focus on cloud delivered/accessible data has not only allowed eShipping to focus on core competencies; it has also become an important part of the larger supply chain optimization solution provided to customers. "Everything we do is around supply chain optimization," Earwood explained. "Today, even mid-sized shippers want real-time information at the point of making a decision. That could be 'I'm ready to ship; I need to know which carriers, transit times and services are available; and I need that information immediately—either through eShipping's transportation technology screen or my enterprise resource planning (ERP) or warehouse management system (WMS). Access to real-time data means customers can make decisions based on a previous week, month or quarter; understand the implications of their decisions; and correct their approach mid-stream, to optimize their supply chain."

LTL accounts for over half of eShipping's freight transactions and volume—an important aspect of the company's decision to select RateWare in 2007 and migrate to cloud-based RateWare XL.

"We have an extremely skilled in-house staff. Very few times do we go outside the organization and subscribe to a program like RateWare XL. That should give you an idea of how much we believe in it," explained Matt Weiss, chief operating officer. "We rely on RateWareXL for greater flexibility in our approach in the marketplace and the kinds of customers we serve," added Earwood. "I think it's safe to say there's no way to stay viable in our industry long-term—given customer expectations—without deep analytics, real-time optimization and SMC³ services."

DEVELOPING AN INCREASINGLY INTERNATIONAL, TIME-SENSITIVE FOCUS

Intra-Canadian freight is an especially vibrant market for eShipping, which must meet unique federal and provincial demands and has programmed their front-end system to handle both dimensional and hundred weight (CWT) rating. A licensed freight forwarder and customs broker, eShipping understands the nuances of Canadian currency exchange, taxes and tax reporting—all of which must be rated in the system—and use that skill as another one of their key differentiators.

eShipping is also proactively addressing the wave of consumer-driven delivery demands. "Accurate transit time reporting has never been a bigger issue than it is right now—especially in the United States," explained Weiss. "Our customers are more in-tune with their supply chain, since consumers expect same-day, next-day or second-day delivery. Customers are competing off transit times and lead times, rather than just cost, especially since there's much less buffer/safety stock and a desire to rely on accurate data for stocking, inventory and shipments."

BANKING ON A RELIABLE FUTURE

The eShipping team feels SMC³ has been a solid data partner—a "constant" they don't have to worry about, providing stable, accurate and continuously excellent service.

"The most exciting opportunity with SMC³ is the company's ability to be a catalyst in removing technology and communication barriers between LTL carriers, shippers and transportation service providers," Earwood said. "With higher expectations from all supply chain stakeholders, service quality is improving, as will the integrity of the whole industry. Our customers are more educated about quality of service, and make decisions based on service basics and uniformity, but also on key subtleties—like whether their service provider owns a specific technology. This gives us the flexibility and creativity to excel in our service engagements."

"RateWare XL provides the LTL shipment 'business intelligence' starting point customers are looking for."

— Matt Weiss, COO, eShipping