

“We’ve been very happy with the number of carriers that BidSense can handle and its support of lane-specific information that 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  
Vice President, Carrier Procurement  
Unyson Logistics  
A Hub Group Company

## Automate Your Next Bid Event

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 bid responses—look to BidSense to simplify and expedite the entire process.

To start with, BidSense distributes RFP invitations based on your guidelines. You can choose from over 300 national and regional carriers who currently participate. In addition, BidSense has a large pool of carrier qualification questions in the areas of carrier finance, services, operations, IT and quality. You can select which questions to include, along with an expected response and a weighting for each category selected, and you can also add your own questions.

Another way that BidSense streamlines the process is by providing a place to manage email communications with carriers. All emails are kept in a log along with any files that have been attached so you can see past correspondence. This allows you to distribute emails through the web application rather than having to manage carrier contact through a separate email program. At a glance you are able to get a snapshot of individual carrier status at any time.

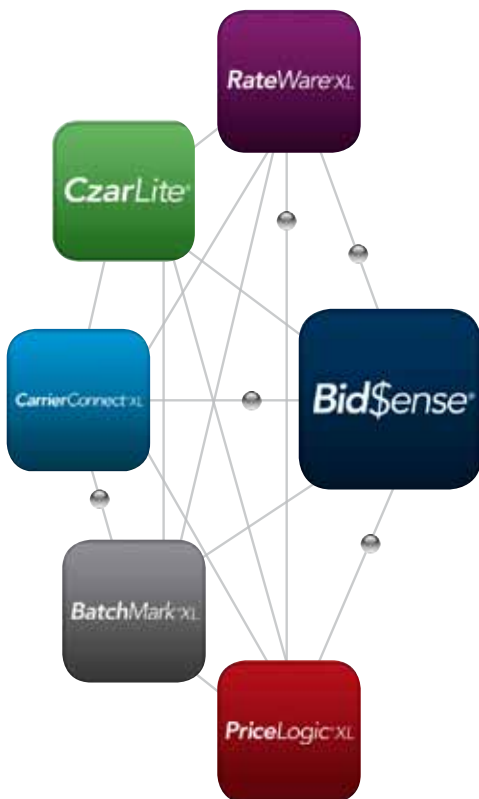
## Uniform Bid Responses

If you are accustomed to the frustration of comparing various base rates during bid analysis, BidSense mitigates that issue by returning bid responses in a consistent language that allows for “apples to apples” comparison. Each lane is analyzed and the best overall carrier is selected. Clicking through the lanes you are able to drill down to view the specifics of each individual lane. Lanes can be analyzed by specific origins and destinations, as well as regions.

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. Save, rate and rank your best transportation scenarios so you’re not continually inputting constantly changing data. 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 Flexibility and Granularity You Require

BidSense enables the carriers bidding on your business to get more aggressive 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 business.



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## Simplify & Expedite

- Invitations are distributed to carriers based on your guidelines
  - Carrier bid responses are logged and tracked
  - Bid lane analysis is done for you
  - Integrates seamlessly with SMC<sup>3</sup>'s CzarLite<sup>®</sup> base rates to eliminate confusion and ensure a consistent comparison
  - Gives you the flexibility to create unlimited what-if scenarios to optimize procurement decisions
  - Data is re-usable for your next bid event
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## Easy Integration

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 homegrown or third-party transportation management system (TMS), warehouse management system (WMS), enterprise resource planning (ERP) system, and freight payment and procurement departments—so all the members of your team 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 in reduced need for resources in your 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 participant to your RFP is on the same page.

## 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 (LSPs) and freight-payment companies rely on our sophisticated LTL base rates, content, and expert bidding and planning tools to make the best business choices, achieve higher return on their transportation investment, and meet the dynamic demands of the market.

When SMC<sup>3</sup> products and services are part of your transportation strategy, your organization succeeds, with increased information visibility and accessibility, decreased costs and better planning and transportation results.

## Put SMC<sup>3</sup> Transportation Pricing to Work for Your Company Today

To learn more about BidSense and our secure hosted technology solutions that deliver reliable, actionable data to your fingertips, contact [sales@smc3.com](mailto:sales@smc3.com) or call 800.845.8090.

The logo for BidSense, featuring the word "BidSense" in a blue, sans-serif font with a registered trademark symbol (®) to the upper right of the "e".