

How Carrier Logistics Helped Baton Rouge Cargo Optimize Freight Operations

About Baton Rouge Cargo (BRC)

BRC provides first and final-mile freight transportation services in Louisiana and Mississippi.

With a fleet of trucks, tractors and trailers, the company hauls consumer, residential, business, and industrial goods in secondary markets for shippers and other carriers.

BRC operates warehouse facilities in Baton Rouge, Shreveport and Lafayette, Louisiana, and in Jackson, Mississippi, to handle consolidation and distribution needs for its customers.

Experiencing the FACTS™ Difference

Using the FACTS freight management solution from Carrier Logistics Inc. (CLI), BRC is saving administrative time, enhancing visibility into its operations, and providing a more consistent customer service experience.

“With Carrier Logistics, we are saving six to eight hours per day in administrative time that we can spend on other needs and initiatives. Centralizing transportation management processes across our network of four terminals in two states with their FACTS freight management solution improves our ability to provide customers with a more consistent service experience. CLI makes a marked difference in our operation because we have enhanced visibility that allows us to make more effective and productive use of our vehicles and drivers to meet customer needs.”

- Daniel Miller, Director of Operations — Baton Rouge Cargo

BRC's Challenges

BRC needed to deliver consistent service and gain visibility into its operations. With an array of vehicles operating from four facilities in two states, customers using a variety of information systems, and a changing business model, BRC required a new enterprise transportation management solution.

A shift in the business model at BRC — from hauling primarily industrial freight to also meeting the rising demand for consumer delivery services driven by e-commerce growth — demanded that it centralize business and dispatch operations to provide a more consistent service experience for customers across its four warehouse locations.

Why Choose CLI?

CLI provides amazing, robust technology solutions to power freight and delivery businesses forward. Their road-tested software provides the right tools for you and your staff to make your company more efficient and your customers happier. Developed by trucking experts, FACTS will solve your business headaches, providing immediate ROI and resulting in a more satisfied staff and customer base. Always being enhanced, serviced 24/7/365, and available via a hosted application or on your own servers, CLI's FACTS solution is reliable, respected, and right for your business.

The Solution

After initially evaluating 20 different transportation management systems and taking part in about eight demonstration projects, Baton Rouge Cargo replaced the management software it had been using for seven years with the FACTS freight management solution from CLI.

The stand-alone transportation and freight management system from CLI is a fully integrated operations and financial solution designed for multi-terminal, high-volume freight bill environments. FACTS can be deployed across a company's network as a single database to manage all administrative and operations functions.

One of the more highly regarded components of the system is the FACTS Deal Management pricing and rating module, which BRC urgently needed.

The Results

Using CLI's FACTS freight management solution, BRC was able to deliver service consistency to customers, optimize operations, and improve business processes.

With FACTS, Baton Rouge Cargo is saving six to eight hours per day by speeding up and automating its transportation management processes. Now, the administrative team can spend time focusing on other needs and initiatives.

Eliminating the use of multiple systems, the CLI solution centralizes business and dispatch operations and enables more effective use of the company's carrying capacity. The freight management solution generates optimized routes, improving vehicle utilization and driver productivity.

Dashboards in the CLI system provide enhanced visibility into customer, load, and dispatch information without having to dig into data. The single-screen access to actionable information improves operational productivity by eliminating the need to switch between separate systems.

"Carrier Logistics has consistently supported our needs at a much higher level and at a lower cost than we had in the past and compared to other TMS vendors we considered. They routinely provide and develop innovative solutions that help us meet our customers' needs and our business process requirements for today and for the future, and they are always responsive when we need answers."

- Daniel Miller, Director of Operations — Baton Rouge Cargo

About Carrier Logistics Inc.

Carrier Logistics Inc., Tarrytown, N.Y., is a leading transportation software developer and engineering consulting firm and a pioneer in creating systems technology and freight management systems for the trucking industry for over 40 years. CLI is the premier transportation software provider to LTL, combined LTL and truckload, asset light and non-asset and package delivery in the U.S., Canada, Australia and the United Kingdom.



**SEE CLI'S FACTS™ FREIGHT MANAGEMENT
SOLUTION IN ACTION. SCHEDULE A DEMO TODAY.**



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C&M Forwarding is saving administrative time and improving profitability with the FACTS freight management solution from Carrier Logistics Inc.



About C&M Forwarding

C&M Forwarding Co., Inc. is a privately-owned, asset-based domestic freight forwarder based in Rochester, New York. The company, founded in 1932, offers LTL, truckload, warehousing and distribution, logistics and freight management services.

Experiencing the FACTS™ Difference

CHALLENGE: To meet administrative and operational business management needs.

Relying on a mainframe it had outgrown years earlier that was running open accounting software and a few transportation modules was hurting business. The fact that it was only capable of simple business process functions meant C&M Forwarding needed an enterprise solution designed for freight management and asset-based operations.

Software that would meet its administrative and operational needs would allow the company to manage complex revenue sharing agreements and move freight more effectively while steadily growing.

C&M Forwarding needed to improve the accuracy of its rating and pricing processes, especially for revenue splits under interline agreements, and to invoice customers more efficiently to improve its cash flow.

SOLUTION:

After evaluating several transportation management offerings to replace its legacy system, C&M Forwarding chose the FACTS freight management solution from Carrier Logistics Inc. (CLI) to meet its enterprise needs. The company began implementing the fully integrated operations and financial solution in late 2017 and went live in February of 2018.

Now using the FACTS freight management system for administrative, financial and operational processes, the company is also working with CLI to customize additional features of the software.

Why Choose CLI?

CLI provides amazing, robust technology solutions to power freight and delivery businesses forward. Their road-tested software provides the right tools for you and your staff to make your company more efficient and your customers happier. Developed by trucking experts, FACTS will solve your business headaches, providing immediate ROI and resulting in a more satisfied staff and customer base. Always being enhanced, serviced 24/7/365, and available via a hosted application or on your own servers, CLI's FACTS solution is reliable, respected, and right for your business.

The enterprise transportation and freight management system from CLI is a fully integrated operations and financial solution designed for multi-terminal, high volume, high shipment environments. Companies have successfully deployed FACTS to manage all administrative and operations functions related to running a trucking and distribution business.

RESULT: Saving time, improving accuracy and speeding cash cycles while moving larger volumes of freight more efficiently.

With its wide range of freight management and business process functions, the FACTS freight management solution from CLI is cutting administrative time at C&M Forwarding and allowing the company to handle strong growth in freight volume without requiring additional staff.

The CLI software enables C&M Forwarding to improve the accuracy of its rating and pricing, especially for revenue splits under interline agreements.

Allowing C&M Forwarding to invoice customers more efficiently, the CLI solution is speeding cash flow and helping ensure that profitable partnership agreements are maintained by paying providers more efficiently.

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"Before we chose to use the FACTS freight management system we talked to other providers but none were as willing or as flexible when it came to helping us with things like interline agreement payments and correctly calculating revenue sharing. CLI also worked with us to proactively address inevitable issues you have with a project of this size and scope, and their simple and clear approach to implementation and training went a long way toward giving us a better way to manage our business more effectively."

- Michael Erne, Assistant Vice President — C&M Forwarding Co., Inc.



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