



## Company Profile

A Midwest company with an acquisition growth strategy was utilizing a well known logistics provider to support their transportation needs. While outwardly satisfied with services, they were willing to take a meeting at the request of their CPA firm. After hearing Simplified's value proposition, the due diligence process flushed out a transportation savings opportunity in excess of 18% and a modification in the freight liability cycle that enabled the transition of freight recoveries into a profit center.

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## The Issues

1. CPA firm pushing for savings
2. Existing provider became stale
3. Missing out on opportunities to save

## Opportunity

During the implementation the rationalization of the current state to future state revealed solutions that provided customer service with visibility tools to improve the client experience. The delivery notification process was engaged to provide customer service with notifications of in transit delays. The instant notification of this information provided the ability to coordinate deliveries with their clients if and when a failure arose.

## The Simplified Solution

The acquisition strategy increased the month end closing efforts on the finance department. Simplified assisted in the rationalization of carrier mix for the new acquisitions and decreased the transportation spend of each entity. The addition of providers is a dynamic process that flows into the business applications and processes designed to support the shipment routing process while providing automated accruals of each business unit, reducing the month end closing efforts.