

From Visibility to Victory

How Golden State Foods Gained Full Control of Their Supply Chain with ProcureOS.

By leveraging ProcureOS, Golden State Foods was able to gain full control of their supply chain and unlocked 18% savings on transportation costs in the process.

Golden State Foods (GSF), a top supplier in the food service world, is all about innovation—especially when it comes to logistics and supply chain management. With a global footprint and partnerships with major brands, GSF faced a big challenge: finding a smarter, more streamlined way to manage transportation costs without sacrificing the high-quality service their network depends on.



Challenge: Limited Control Over Freight and Rate Visibility

Managing a global supply chain of GSF's scale requires high visibility and adaptability. However, GSF faced limitations with traditional methods like email and spreadsheets, making it hard to track cost trends, pinpoint lane-specific losses, and stay ahead in procurement.

Without a clear understanding of spending by mode, GSF was left relying on assumptions, making it difficult to identify inefficiencies and truly understand their costs. As Blake Jackson, Head of Indirect Strategic Sourcing at GSF, shared, "We needed to start from the ground up by establishing a baseline."

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Blake Jackson
Head of Indirect Strategic Sourcing

Solution

ProcureOS

By replacing outdated processes—like managing spot board postings, and quoting through emails and spreadsheets—GSF was able to centralize everything into one platform.

With ProcureOS, they could now easily find spot quotes, build route guides, and handle tenders all in one place.

"The immediate visibility to lane-level performance allowed us to quickly determine where to go to market and negotiate better rates"

How GSF Quickly Gained Strategic Supply Chain Control

Step 1

Leverage Technology for Visibility

Before ProcureOS, GSF struggled to make sense of scattered data from traditional spreadsheets—GSF was able to centralize everything into one platform. This drove carrier engagement for GSF and with benchmarking data in hand, painted a clearer picture of where their network was working, and more importantly where it wasn't.

"The immediate visibility to lane-level performance allowed us to quickly determine where to go to market and negotiate better rates," shared Blake, Head of Indirect Strategic Sourcing at GSF.

Step 2

Drive Carrier Engagement

GSF was able to then invite a more diverse pool of asset-based carriers from the Emerge Marketplace to bid on these lanes.

"The RFP tool increased the amount of options in our transportation space, providing direct access to asset-based carriers within the Emerge ecosystem. It was a win-win scenario while we were learning the platform," shared Blake. The added competition helped GSF secure better rates, strengthen their procurement strategy, and build a more balanced network of assets and brokers.

Step 3

Manage Spot Volume with Ease

Lower RFP's, the Emerge Marketplace became a powerful solution for handling lower-volume lanes, where traditional bids weren't practical. **Using Emerge Marketplace, GSF quickly sourced capacity in a shifting market, reduced admin work, and secured better pricing on the spot.**

This step streamlined operations and gave GSF the agility to manage both high- and low-volume lanes seamlessly—another important advancement in their transportation strategy.

The Benefits

Centralizing Procurement

With ProcureOS, GSF consolidated their tools—spot rates, route guides, and tenders—into one seamless system. Outdated methods like sifting through spot boards and managing tenders via email became a thing of the past. Now, they could manage everything from spot rates to contracted lanes in one place. Blake noted, **"Having everything housed in one tool was revolutionary for our transportation transformation."**

Results & Future Plans

"Emerge has been the best partner in terms of service — they check all the boxes for us. We truly see this as a long-lasting partnership."

A Lasting Partnership with Emerge

Throughout their journey, Emerge has provided ongoing support to GSF, offering resources to refine RFPs, evaluate carrier bids, and streamline operations. GSF's experience with Emerge demonstrates how **a centralized, data-driven platform can help shippers take complete control of their supply chain, achieve cost savings, and build a resilient transportation strategy.**

- **Strategic, Data-Driven Supply Chain Management:** As Blake remarked, "Utilization of the Marketplace for lower-volume lanes and quarterly RFPs in 2023 brought significant savings to GSF's network." This regular cadence of RFPs and spot loads provided GSF with a dynamic approach to adapt to market changes, resulting in an impressive 18% reduction in transportation costs.
- **Streamlined Operations and Greater Efficiency:** By integrating all communication and procurement tools into one platform, GSF now operates with complete visibility and control over their transportation process. This shift reduced admin work and gave GSF the ability to "completely own our transportation," as Blake put it. It allowed them to make decisions fast and implement changes when needed.
- **A Proactive, Dynamic Supply Chain Approach:** Running regular RFPs has given GSF the ability to adapt to market changes and stay strategic with freight procurement. This agility and control have proven essential for GSF.

Leverage the same ProcureOS features that helped Golden State Foods go from visibility to victory

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