REWRITING THE PLAYBOOK ON SPEED VS. COST

THE CLIENT

A national printed materials company serving time-sensitive customers across a distributed network. The business relied heavily on expedited shipping to meet delivery expectations, driving up transportation costs.

BEFORE TAKING COMMAND

The company defaulted to second-day and economy air for a significant portion of shipments. The assumption was simple: faster service required air.

However, no structured analysis had been conducted to test whether ground alternatives could meet the same service expectations. Routing decisions were made reactively, without consistent cost-service evaluation.

This approach resulted in overspending, inconsistent decision-making, and a transportation strategy driven more by habit than data.

CLIENT PROFILE

INDUSTRY

Print & Media Distribution

REVENUE

Mid-market (National Operation)

NETWORK

Nationwide customer distribution

SCOPE

Mode Optimization + Rating & Routing Strategy

THE SCOPE

HTL Command re-evaluated the company's transportation strategy at the lane level. Using intelligent rating and routing technology, shipments were modeled against both air and ground service options to identify lower-cost alternatives that still met delivery requirements.

HTL also leveraged its network to renegotiate carrier pricing across both ground and air modes, ensuring competitive rates aligned with the optimized routing strategy.

AFTER TAKING COMMAND

Data-driven routing replaced default expediting, delivering the same service levels at a significantly lower cost.

SAVINGS

Over 20% reduction in transportation costs

EFFICIENCY

Simplified carrier management

OPTIMIZED

Lower overhead through audit and payment automation

WHAT CHANGED

Transportation decisions shifted from assumption-based to data-driven. Each shipment was evaluated against defined cost and service criteria, allowing the company to confidently reduce reliance on air freight.

Execution became more disciplined and consistent, with clear visibility into trade-offs between speed and cost.

The organization moved from reactive expediting to a structured transportation strategy that balanced service expectations with financial performance.

KEY RESULTS

By consolidating volume and rationalizing the carrier base, the manufacturer reduced total transportation costs by over 20% while preserving full lane coverage and operational resilience. Simplifying the carrier network dramatically reduced day to day management, improving execution and internal efficiency across all locations. In parallel, audit and payment automation eliminated manual cost review and exception handling, lowering administrative overhead and improving financial control.

What had been fragmented purchasing became a unified program with scale driven buying power and clear accountability.

Fewer carriers. Better outcomes. Real leverage.

WHY THIS MATTERS

They weren't buying speed; they were buying certainty. Air just felt like the safest answer. Once they actually looked at the lanes, the story changed. Ground could do more than anyone expected.

Now, decisions aren't guesses.

They know when speed matters, when it doesn't, and what it should cost either way.