



## THE CHALLENGE

Evans, a third-party logistics services provider, wanted to modernize its transportation technology so that it could continue to provide the top-tier customer service that has allowed the business to grow while maintaining an average customer retention of 9+ years.

## THE SOLUTION

After evaluating more than 40 Transportation Management Systems (TMS), Evans chose the MercuryGate TMS for its ability to support the varying needs of Evans and its many customers.

## THE RESULTS

By leveraging the MercuryGate TMS and Mojo transportation optimization, Evans is helping its client, Placon Corporation, to track shipments down to the order level. That level of visibility is driving more than 30% in savings.



*“MercuryGate is the only TMS capable of supporting our business and our customers’ businesses.”*

— Ryan Keepman, President

## EVANS TRANSPORTATION BOOSTS CUSTOMER SERVICE LEVELS THROUGH A PROGRESSIVE TECHNOLOGY STRATEGY

If there is one guiding principle that drives third-party logistics (3PL) services provider Evans Transportation Services, it is the company’s unwavering commitment to providing superior customer service. That customer-first philosophy has propelled Evans’ growth since its founding in 1985. Today, the Wisconsin-based company manages more than 200,000 shipments for its clients across all modes to every corner of North America.

“We are very interested in growing together with our customers and our potential clients,” said Marty Johnson, Evans Board Member and former President. “In that respect, we are putting a lot of emphasis on technology and making every transaction transparent.”

### LEAPING INTO A NEW ERA OF TECHNOLOGY

Its emphasis on technology as a competitive advantage led Evans to look for a new Transportation Management System (TMS) a

few years ago. Evans recognized the need to upgrade or replace an in-house system that had served the firm well for nearly two decades, but Evans’ leadership saw an opportunity to prepare for the future. Technology is one of the key cornerstones of Evans’ approach to supporting its customers.

“We started out about 20 years ago developing our own TMS and did what I thought was a pretty good job of developing that TMS and servicing our clients,” said Johnson. “When we started looking at the speed at which technology was growing, we started to vet other TMSes. MercuryGate gave us the comfort to know that we could do more, offer more, and enable us to respond faster to our client needs, our carrier needs, and our own needs.”

Ryan Keepman, President of Evans, explains that the business evaluated more than 40 TMS providers over the course of two years. The decision really came down to MercuryGate or keeping the in-house system.

“MercuryGate was, and still is, the only TMS that could support all of the different configurations we required,” said Keepman. “MercuryGate was the only TMS we found capable of supporting our business and our customers’ businesses.”

With the addition of the MercuryGate TMS to its business, Evans is now able to take advantage of the many configurations and capabilities that are already built and ready to use in the system. Previously, Evans had to figure out how to build out new capabilities to meet customer needs. The MercuryGate TMS has allowed Evans to maintain a strong technological edge in a way that is cost effective while allowing the business to focus on its core competency – freight transportation management.

“One of the great benefits that MercuryGate has brought us, of the many, is that it has given us the ability to share new ideas with MercuryGate and they tell us if the capabilities exist in the system, or whether we can work together to build them out,” said Keepman.

*"To be able to retain clients and continually do the right thing is something very unique and can only be done with the right technology support, and that's what MercuryGate gives us day in and day out."*

— Ryan Keepman, President



### TURNING TECHNOLOGY INTO A CUSTOMER ADVANTAGE

One of the primary goals of implementing a new TMS was to maintain, or elevate, the level of customer service that the Evans name is known for. With the MercuryGate TMS, Evans is better positioned to react quickly to customer needs, and provide the business with an advantage for reporting, tracking and tracing, pricing, optimizing, and consolidating. Keepman noted that one of its customers, Placon Corporation, is a perfect example of how Evans service and MercuryGate technology form a winning combination for shippers.

"We have seen real, tangible results through using MercuryGate technology," said Keepman. "Placon is using the MercuryGate TMS and Mojo to go down to the order level, not just the bill-of-lading level. That level of visibility is driving 30-plus percent savings that both companies are able to share and help their respective bottom lines."

Headquartered in Madison, Wisconsin, Placon designs and manufactures unique thermoformed and injection-molded plastic packaging products. Founded in 1966, Placon today is a top manufacturer and recycler of plastic packaging serving the food, medical and retail markets.

Placon's logistics team of three manages over 10,000 truckload, intermodal, LTL, expedited and international shipments annually. Evans provides Placon with the MercuryGate platform, as well as the support system and power users, to help Placon unlock the value of the TMS.

"Without systems such as MercuryGate TMS, we would not be able to manage as efficiently and cost-effectively as we do," said Tom Petersen, Logistics Manager at Placon. "Because we are shipping lower-cost and

typically low-density products, our freight as a percent of sales or freight cost per pound is higher than many other industries. That is a challenge that makes controlling cost even more critical to ensure we remain competitive while still providing exceptional service to our customers."

### REACHING DOUBLE-DIGIT FREIGHT SAVINGS

During his 10 years with Placon, Petersen has seen challenges in transportation increase due to reduced truck capacity. His team must anticipate such issues and ensure there aren't any gaps in their supply chain. Among the tools that help them is the Mojo transportation optimization, which helps them build realistic plans that drive cost out their network and meet customer commitments.

"We worked with Evans to model our shipments and how much potential savings could be realized through Mojo optimization," said Petersen. "That was a compelling reason to move forward with Evans. The modeling showed that Mojo could help us realize double-digit freight savings through optimization which would be above and beyond shipping at the best rates."

Placon is among the many customer success stories that Evans can tell, and each story has a common theme – amazing customer service backed by the best transportation technology available.

"As simple as it sounds, doing the 'right thing' in this industry and retaining clients is very unique. This can only be done with the right technology support, and that's what MercuryGate gives Evans day in and day out," said Keepman.

**ABOUT MERCURYGATE** MercuryGate provides powerful transportation management solutions proven to be a competitive advantage for today's most successful shippers, 3PLs, freight forwarders, brokers, and carriers. Through the continued release of innovative, results-driven technology and a commitment to making customers successful, MercuryGate delivers exceptional value for TMS users through improved productivity and operational efficiency.

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