



## PRIVATE AND COMMON CARRIER LEVERAGES GREATER FLEXIBILITY IN ITS OPERATIONS AND EXPANDS CUSTOMER INITIATIVES WITH 3G-TM

### Challenge

When Shippers Express first sought a transportation management system (TMS) provider, it chose MercuryGate and relied on a reseller to support the launch. However, the TMS, coupled with working through a third-party support provider, made the relationship complicated and slow-moving. "Every time we needed to change something like a workflow or generate a new report, it was like an act of Congress," said Kevin West, vice president of transportation at Shippers Express. "They were expensive and inflexible, yet we didn't know of another TMS vendor out there that could work with us. I literally had the renewal contract on my desk when I learned about 3Gtms."

### Solution

Shippers Express decided to make the switch to the 3Gtms 3G-TM transportation management software. The 3G-TM solution boosts productivity by improving shipment efficiency and communications; increases shipment visibility; and provides greater financial transparency. Using sophisticated optimization algorithms that manage shipping costs, account for service level commitments and work within any number of constraints, 3G-TM delivers the best plan that can be realistically executed.



**Industry:** Freight & Logistics Services

**Location:** Dallas, Texas

#### Customer Benefits:

- Easier, faster integrations
- Expanded customer initiatives
- Quicker functionality changes or additions

Shippers Express Truck Lines provides transportation and distribution services for manufacturing plants, major food service companies and retail grocery leaders.

It is a private and common carrier, with 29 trucks, that offers a wide range of consolidated transportation services throughout the continental U.S.

Integration was a key sticking point with the MercuryGate TMS, but Shippers Express was pleased to learn how the flexible 3G-TM approached integration: The 3G-Integration Hub supports a variety of formats that allow for faster, simpler integrations. It also provides a self-service capability with which Shippers Express can use the Hub to map additional integrations via a variety of pre-built templates, resulting in faster onboarding of new clients and better service overall.

“We chose 3Gtms because of the flexibility and innovative design of the software; it can be adapted to meet the needs of our business and we can add functionality much more easily than before,” explained West. “The 3Gtms team spent time learning our unique requirements and demonstrated their understanding – we didn’t have that level of expertise or engagement with our other TMS vendor.”

## Results

As a company that describes itself as agile and flexible, Shippers Express has been able to keep these promises and enhance them with 3G-TM. For instance, its transportation savings program (for LTL customers) gives a percentage of the savings back to customers when Shippers Express can consolidate loads. Those calculations were not possible with the old TMS, and so Shippers Express teams were manually calculating the shared savings.

“It was extremely labor intensive; we couldn’t add any new customers to the program because it was so much work for us,” said West. “But because 3Gtms was willing to develop that functionality for us, we can now expand the savings program and promote its advantage to customers.”



West also noted 3Gtms’ superior customer service and partnership approach. “The 3Gtms team has experience across many different types of TMS systems, so they understand exactly what we’re asking. Mitch Weseley [3Gtms CEO] has been involved too, and that’s appreciated. At launch time, we were understaffed and two people came on site to help us with the launch and reporting, which was invaluable. We’ve just been consistently impressed with the relationship.”

Shippers Express is currently using 3G-TM to house all carrier rates and customer contracted rates; load billing; invoicing; as well as integration with the warehouse management system of its parent company, its own private fleet and other truckload functionality. It plans to continue expanding its use of optimization and the 3G-TM customer portal.

“The flexibility of the invoicing process is another example of how we can use 3G-TM in the way we need to do business,” said West. “We can present our invoices in the way that our customers prefer, such as by PO, load or both. The flexibility continues to be a key advantage— I haven’t heard anybody at 3Gtms say ‘that can’t be done.’”

