



Taimen Transport Moves Into the 4PL Space with SONAR-Powered Freight Management

Introduction

Taimen Transport LLC - A rapidly growing North American Logistics Services Provider -is advancing its ability to become a best in class 4PL and add even more value through its latest software use case: deploying FreightWaves SONAR.

Having previously deployed the single pane of glass potential of Turvo, Taimen Transport is again making waves with its decision to deploy FreightWaves SONAR to increase overall operational efficiency and bring additional value to clients. Before deployment, Taimen relied on existing, public DAT and Cass data for freight rate validation. However, those models prove inefficient for companies experiencing strong growth like Taimen.

Gaining access to marketwide and granular data affords significant opportunities to Taimen, including:

- Increased ability to apply real-time data to help set rates for clients and manage freight from the cradle to the grave.
- Turning their logistics consultants into market experts who know when a rate is truly competitive, able to leverage this data to capitalize on cost savings for clients.
- Added insights to reallocate resources within clients' trucking fleets, partnering carriers and other LSPs.

- Ability to point to the established brand value of FreightWaves SONAR as the go-to tool for all interactions.
- Continuously improving workflows to secure more client contracts and avoid losing clients to rapidly changing market conditions.
- Real-time data access can be applied for ad hoc freight quoting and standardization of rates based on market data.

The Business Challenge

Taimen Transport experienced the challenges of any growing freight management entity – the ability to prove benchmarked competitive value enriched large-scale market analytics. While Turvo provided the one-stop resource management capabilities needed to continue growth, the next step was to objectively demonstrate that Taimen did indeed have the best rates and capabilities. However, comprehensive market data was a difficult thing to source reliably.

Reviewing online indices from potentially biased market resources, including Cass and DAT, and new rating resources within other 3PLs in development or beta phases.

Limited ability to benchmark internal operations against carriers, lanes and other factors on a market-wide scale without extensive delays.

Lack of comprehensive data to objectively present current market conditions affecting short to mid-term pricing to clients.

While these challenges may not seem like significant hurdles, Ryan Pamplin, Director of Innovation and Technology at Taimen Transport, saw them as an opportunity to seize the market with a more direct and useful freight forecasting platform:

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What makes Taimen different from an ordinary transportation company is our dedication to our mission – to be the best. We believe being the best means the best people working with the best tools available.”

SONAR Creates Freight Market Insight and Process Validation Opportunities

SONAR builds the best view into all market conditions to allow users to see real-time rates, trends within the market, and opportunities to overcome obstacles. For Taimen, deploying SONAR was a straightforward way to apply the best rating tool on the market. As further noted by Pamplin,



When we were first introduced to SONAR, we knew it fit into the latter category. SONAR enables our team to make even better decisions with real-time actionable data. We are passionate about adding value, and SONAR is a platform that helps Taimen to bring even more value to our partnerships.”

Applying SONAR insights is not yet in full deployment at Taimen via APIs. Instead, it's more of a validation tool for existing and new prospects. While this might seem like a limited deployment, it fits with the goal of building out the value Taimen can provide. In time, Taimen will undoubtedly tap SONAR's full value to integrate with existing systems and see real-time data into lane variability through Lane Scorecard and Lane Manager allowing for a more seamless utilization process internally.

Taimen is Already Experiencing Indirect ROI Benefits Because of SONAR


SONAR's deployment has given rise to critical areas that will prove invaluable for increasing ROI, including:




It built an increased confidence level among Taimen's sales representatives and created a data-driven rating process that relies on real-time data that offers more value. Instead of merely leaving sales representatives to negotiate and explain rates on their own accord, SONAR provides a way to look into the market as a whole and on a mode- or lane-specific view to validate rates and avoid ambiguity.




It increased the ability to sell the Taimen pricing and freight management model. Through data use, Taimen showcases its ability to gauge market conditions and provide the most competitive rates in the industry, regardless of what customers may hear.




It improved competitive value by turning Taimen agents into supply chain consultants. As with any broker or a 3PL, Taimen agents can become more aligned with client goals through consultancy services, providing insight into what's likely to happen and how that will affect capacity, rates and service.



Creating new perspectives of the markets to explain away inconsistencies or problems to clients. There will always be some limitations to visibility. Still, Taimen can use SONAR to show real-time movements and back up any changes in landed cost with market data to reduce disputes and speed freight settlement along the way.



SONAR gives Taimen clients access, by extension, to the savings possible through data-driven freight forecasting. SONAR insights go a long way in planning capacity and critical moves. And the combination of that value at Taimen is key to becoming more of a 4PL that provides more than simple moves management and attains dedicated transportation management as a service.



It increased the ability to measure value gain versus a loss of mini-bids and existing RFP processes. Again, using data measures the value-added. And Taimen supervisors, including Ryan Pamplin, have used SONAR data to review decisions with staff at the end of the day, which leads to performance measurement and management through data-driven functions. These core functions have added value in renewed bidding processes too.

Summary

Freight managers and 3PLs are scrambling to keep the freight flowing and avoid bottlenecks as peak season approaches. Through SONAR deployment, Taimen Transport demonstrates once again that it will not settle for less. Taimen continues to reap the rewards of SONAR-powered interactions, including a 42% growth rate among existing clients and an increase of between 25%-30% in daily, weekly and monthly bookings.