



Client Case Study

Subject:
Transportation Management Software Solutions

Software Reviewed:
Broker LITE & Infinium accounting package interface

Client:
Bedrock Freight Brokerage, LLP
Wassau, WI

Solution Provider:
Infinity Software Solutions (ISS)
Decatur, AL

Case Study # ISS10-09

Prepared by
The Barco Firm

Goal

Maximize operational efficiency, increase performance, and improve productivity for a freight brokerage company by upgrading to a streamlined "State-of-the-Art" Transportation Management Software (TMS). Integrate the TMS with the Infinium accounting software to eliminate redundancy and errors. Continue to improve turnaround times for customers while enhancing their commitment to customer service.

Scope

Bedrock Freight Brokerage was founded in 2003 and now has two offices. With its headquarters in Wausau, WI and a regional office in Clearwater, FL. Bedrock provides freight transportation services to more than 200 customers throughout 48 states and has access to more than 16,000 carriers nationwide.

Solution

Infinity Software Solutions' Broker LITE combined with an Infinium accounting software interface. Bedrock migrated to Broker LITE in 2005.

Results

Since 2005, Bedrock has demonstrated a 400% growth in their annual revenues with "Broker LITE". In addition, with the improved efficiency of Broker LITE, Bedrock has experienced an annual total time savings of nearly "5" full-time employees, along with a 50-60% reduction in load build and carrier assignment times for the dispatchers. In addition to eliminating posting errors, the seamless data exchange between Broker LITE and the Infinium interface has reduced the billing/accounting time by 8 minutes per load.

Bedrock Freight Brokerage

Bedrock Freight Brokerage has quickly become an industry leader in customer turn-around times and in customer service. *"Our greatest asset is our fast turn-around time for our customers... We can meet their needs in as little as a couple of hours,"* said Jeff Pittman, Bedrock's Credit Manager. Bedrock's dynamic ability to adjust to the rapid demands of their customers has allowed them to thrive and grow as a *"fast paced and progressive freight broker."*

Bedrock's fast turn-around times have been greatly improved by the value-added efficiency of Broker LITE, which allows for load-building, carrier assignment, and processing fax or email rate confirmations all from one screen. The Broker LITE single screen feature has allowed Bedrock to capitalize and develop one of the fastest customer turn-around times in the industry. Pittman estimates that Broker LITE has generated a *"substantial and noticeable improvement in the efficiency of our dispatchers."*

"Broker LITE is easy and fast to build loads, the user interface is simple, it requires minimal training, and I can track loads by using many variables."

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Broker LITE's efficiency and ease of use have resulted in dramatic time savings for Bedrock. Pittman reports that, "Broker LITE has reduced our end-to-end process from 12 minutes to about a couple of minutes per load", resulting in a monthly time savings of 816 man-hours per month or 9,800 hours per year. Bedrock's improved efficiency with Broker LITE has allowed them to accomplish the same amount of work with almost 5 fewer employees.

In addition, Broker LITE's integration with Bedrock's Infinium accounting software has removed the process of dual manual entries for billing and invoices. With the Infinium interface, data is entered once in the Broker LITE program, but is posted at regularly scheduled intervals in the Infinium program. The elimination of the redundant entries has resulted in a time savings of 8 minutes per load for the billing department. In addition, the accounting interface has greatly reduced the opportunity for any posting errors to occur in the process.

Broker LITE Experience

Bedrock contacted multiple companies in the freight brokerage industry for recommendations on TMS systems. Infinity Software Solutions (ISS) suite of software programs was one of the few companies that consistently came "highly recommended." Pittman contacted ISS and viewed an online demonstration of the Broker LITE TMS solution. "We found it to be very user friendly and stable," Pittman said. Following the webinar demonstration, Bedrock opted to purchase the ISS Broker LITE TMS with ISS' Infinium interface.

The remote installation of Broker LITE was directed by ISS' team of highly trained software engineers. Pittman reports, "The installation went very smoothly and we were building loads within 24 hours." Because of the software's user friendly design, Pittman reports that training was easy and that dispatchers were processing loads shortly after installation. "ISS has designed a very intuitive user interface and is very easy to find your way around and make use of the functionality. In fact, Broker LITE is the easiest part of our training curriculum for new dispatchers." In addition, the technical support has been very responsive, resolving issues in minutes with ISS' remote access capability to Bedrock's computers. Pittman also states, "There have been very few service calls because Broker LITE is so stable."

Bedrock has been utilizing Broker LITE for over 4 years and has expanded to 30 user licenses at this time. The ease of adding additional workstations or user licenses as a business grows is an exceptional asset in a growing brokerage. When asked what his favorite features of Broker LITE were, Pittman replied, "It's easy and fast to build loads, the user interface is simple, it requires minimal training, and I can track loads by using many variables."

"Broker LITE is literally the best program we have ever had the opportunity to work with."

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