

## SUCCESS STORY:

# How Revolution Trucking is using Banyan Technology to drive significant savings for shippers



Revolution Trucking, a third-party logistics and transportation services provider headquartered in Seville, Ohio, offers North American shippers a complete portfolio of truckload, less-than-truckload, and parcel freight solutions. Founded in May 2019, the company has enjoyed rapid growth. In its role as a 3PL, Revolution Trucking represents shippers and provides direct access to more than 1,400 carriers to meet their freight carrying capacity needs.

## THE CHALLENGE

To meet time and budget constraints for shippers with the best possible service at the most favorable rates

Revolution Trucking set out to differentiate itself in several ways. Its goals included having the ability to quickly compare real-time quotes from carriers to contracted rates, to have access to carrier capacity by lane and to get daily special rates, and to offer customers complete transparency and documentation in one place for their truckload, less than truckload (LTL) and parcel freight management needs.

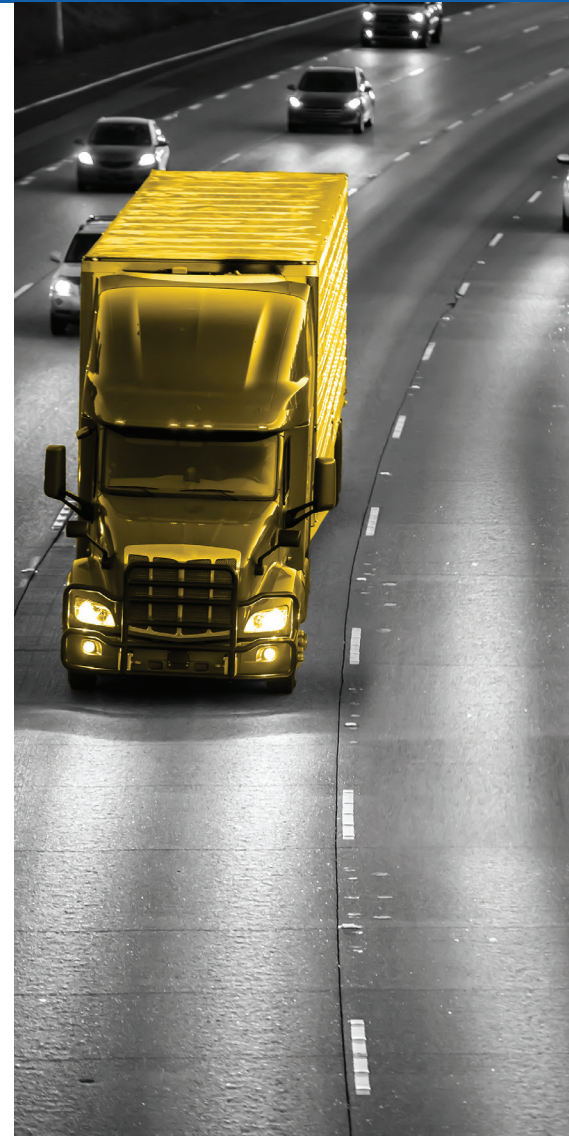
## THE SOLUTION

From its start, Revolution Trucking used Banyan Technology to manage freight for shippers. Today, its RPM Transportation Management System is driven by Banyan.

Revolution Trucking uses Banyan workflow capabilities from order entry to billing and auditing to manage the movement of truckload, LTL and parcel freight for shippers and manufacturers.

Banyan Technology Live Lane Specials is used by Revolution Trucking to secure additional discounts on contracted rates for shippers. Live Lane Specials, which appear directly within the company's TMS, are a real time replacement to static, labor-intensive rate tables. Additionally, Banyan makes it possible for carriers to take advantage of opportunities to balance and maximize capacity on their networks.

Shippers can implement Revolution Trucking solutions powered by Banyan Technology for a simple transactional fee and can be up and running in less than one week.



**James Adams,**  
CEO and Co-founder,  
Revolution Trucking

*"Banyan's Live Lane Specials is a true differentiator. It has proven to provide shippers with an immediate savings of 10% to 15%. Without Banyan, we could not take advantage of opportunities to save significantly more money for our shipper customers."*



## RESULTS

### Providing measurable savings in administrative time and access to highly favorable rates

One of Revolution Trucking's largest clients illustrates how Banyan technology is so valuable to the company and its customers:

A manufacturer of packaging goods was using one of the biggest 3PLs in the U.S. to meet its LTL freight hauling needs, and was also managing truckload and parcel loads on separate platforms. The effort required, and the lack of integration and consolidated data, made it impossible to make to effective decisions. Complicating the process was that its freight handling decisions were being made locally at six locations in the U.S. and two in Mexico.

Additionally, the 3PL held all of the contracts with carriers, giving the shipper no control over access to capacity. At the same time, the 3PL was adding a margin to contracted rates, eliminating any access to discounts or more favorable pricing for specific loads and lanes.

With Banyan Technology solutions, Revolution Trucking provides a system for accessing direct carrier contracts so shippers know exactly the freight rates they are paying. The shipper only pays Revolution a transaction fee per truckload, LTL or parcel shipment.

Banyan Technology makes it easier for Revolution Trucking to consolidate all carriers and rates, and leverage spending for its shipper customer. Across the board, the savings to the shipper average 20%, which pays for annual transactional fees paid to Revolution in three months.

With savings of 20% on freight costs, the shipper is able to use the reduction in expenses to turn its logistics operation from a cost into a profit center that is generating ongoing weekly savings.

Automation using the Banyan solution reduced emails by 90% and saved the shipper at least 800 hours per year in administrative and accounting time. With improved performance they reduced their operations staffing, and assigned personnel to handle other duties.

The value of Banyan Technology for all Revolution Trucking customers is seen in streamlined business processes. For shippers, with a single point of entry in the Banyan system, the solution eliminates the need for redundant data entry by operations and accounting departments. Additionally, the ability to automate the creation of electronic freight bills and match bills of lading, original quotes and invoices improves billing processes and reduces payment cycles.

Revolution Trucking is able to use the full visibility afforded by Banyan Technology solutions to secure the best carrier rates for each load shippers need hauled. The technology also speeds up the process, with most truckload rates secured in 30 minutes or less.

One of Revolution Trucking's manufacturing clients with over 200 shipments weekly, is handling about 60 per week with this unique capability. Savings from this process are 10% to 15% off contracted rates at the start and as high as 50% on some lanes.



**20% average savings to the shipper**



**saved 800 hours per year**



**LTL rates secured in seconds**



## About Banyan Technology

Banyan Technology is North America's leading innovator of a SaaS-based logistics data-connectivity platform that enables the matching of supply and demand through real-time transaction optimization, visibility and efficiency in the movement of goods between shippers and carriers. Banyan offers the only patented API hub that can automate lower than negotiated pricing which ultimately drives strategic growth for LTL carriers and saves more than 12% annually for over 50,000 shippers, 3PLs, and freight forwarders. For all supply chain partners, and with any TMS or enterprise management software.