

## SUCCESS STORY:

### STAR PIPE PRODUCTS IS MOVING FREIGHT THROUGH THE PIPELINE



When Patrick Kirbow joined Star Pipe Products 16 years ago, he wanted to standardize operations across the company's now 14 North American regional distribution centers.

Kirbow, vice president of operations at the global manufacturer and supplier of a broad array of iron products, had a simple goal: Run each facility the same way.

It's been a big project. One of the earlier tasks involved implementing an inherited and inefficient less-than-truckload (LTL) transportation management system (TMS) that required too much manual data input.

"As tariffs got more complicated, we had to do even more data entry. I needed an LTL rate-shopping solution," Kirbow says.

That need led him to Banyan Technology, a SaaS-based logistics data connectivity platform innovator that founder Lance Healy described to Kirbow as a "high-speed, low-drag organization."

Banyan's development team went to work creating a custom application programming interface - API - that connects Star Pipe's TMS to its warehouse management system (WMS). It programmatically tenders freight to the best value LTL carrier with the fastest transit time.



## FREIGHT API YIELDS SIGNIFICANT SAVINGS

Kirbow knew the LTL freight API had to pay for itself, but savings wouldn't come from freight cost reductions.

"We were already saving on freight because we negotiated good contracts, so the system had to save us money in other ways," he says.

It did - many times over.

Before incorporating Banyan's API, an employee at many of Star Pipe Products' distribution centers rate-shopped and purchased freight manually. Automating the process eliminated the need for those positions.

"Our cost to use Banyan's technology and support is about the equivalent of one of those salaries, and we're saving on six or seven of them," Kirbow says.

The technology also helps make it possible for the manufacturer to centralize carrier relationship management and freight buying. With rates negotiated by headquarters staff and LTL purchasing automated by Banyan's API, there's no need for carrier sales representatives to meet with logistics personnel at each facility.

"When we first rolled this out, some of the carrier sales representatives didn't like it very much," says Kirbow. "They were frustrated because they couldn't win business by buttering up the staff at each location, but we don't need their butter. We want their best price and service."

When the sales representatives realized that the company enforced the policy with all carriers, they knew it was a fair approach, he adds.





## UNIFORM PROCESSES AND SYSTEMS

Centralized carrier management and automated freight purchasing are just two pieces of Kirbow's strategy. Other aspects of operations and logistics are also now standard across all 14 locations.

"We're mimicking McDonalds," he says. "A Big Mac is a Big Mac wherever you go. Our distribution centers are the same from location to location, too."

He cites a recent example of how this strategy contributes to the organization's effectiveness.

"When a key Salt Lake City distribution center manager was on vacation, one of my top people from Kansas City stepped right in to take his place. He knew what to expect from the operation in the same way that employees knew what to expect from him. There's no, 'We don't do it that way in Salt Lake,' and that improves our efficiency," Kirbow explains.

As Star Pipe Products and Banyan Technology have grown together over the decade they've worked together, the organizations have continued to collaborate in ways that leverage and improve the manufacturer's evolving systems so they deliver what's needed.

"Overall, it's been a fantastic experience," Kirbow says. "I really enjoy working with the Banyan team."



**Patrick Kirbow,**  
VP Operations,  
Star Pipe Products

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## About Banyan Technology

At Banyan Technology, we are creating a unified force – connecting shippers, 3PLs, carriers and supply chain partners and empowering everyone with unprecedented intelligence and actionability.

As North America's leading provider of live carrier and API connectivity for transportation management, we provide real-time intel, actionable insights and instant access to opportunities that drive greater operational efficiencies and create significant value for your bottom line.



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