

From Red to Black: How LynnCo's Managed Transportation Helped Lead This Manufacturer to Profitability in 15 Months

Company Background

Our client is a leading manufacturer of architecture framing and window wall systems. As one of the most trusted suppliers in commercial architecture, their supply chain had to be in optimal condition to ensure on-time and safe deliveries.

Objective

The company was looking for a partner to help negotiate lane rates and leverage historical geographical volume data to find the right carriers for each area at a lower cost. One core capability the manufacturer was looking for was the ability to help their private fleet procure backhauls versus deadheading. Lastly, they required a team that could provide pool point options to drop line hauls and have local drivers take on the last mile to ensure on-time delivery.

Top Concerns:



Paper-based and manual processes slowed down productivity



Lacked the ability to track and trace shipments with end-to-end visibility



Inefficient trailer asset management and high lane rates created added expenses



Needed to work with local carriers to drop trailers, haul multi-drop loads and handle fragile freight

The Results



Generated a 200% increase in profitability in just 15 months



Realized a \$1.8M operating profit after running a \$2M deficit previously



Accomplished 95%+ on-time delivery



Implemented and optimized pool points, achieving 100% on-time delivery for a complex project at a large construction site



Implemented technology to automate and streamline time-consuming manual processes, reducing time per task to just 2-3 minutes

The Core Challenges

Prior to partnering with LynnCo, our client was over 15% in the red on their profit-and-loss statements—facing a \$2 million deficit. Finding the right managed transportation provider for all their logistics and supply chain needs was critical to returning to profitability.

With its own dedicated fleet of over 20 trucks and 100 trailers, the window wall manufacturer had no process in place to effectively manage its loads. As a result, deadheading was eating into profit margins. To make matters worse, all monitoring and communication was managed manually via a paper-based system—there was no technology to track its supply chain from end-to-end. Additionally, our client previously negotiated over 900 lane rates but did not have the technology or capabilities to effectively vet carriers.

LynnCo's Managed Transportation Solution

LynnCo's on-site representation was a key factor in identifying the root cause of our client's challenges: inefficient processes throughout the whole supply chain. Once issues were identified, LynnCo rolled out a customized transportation management solution, which included:

- Implementing the required technology to automatically monitor and track loads and shipments throughout the supply chain from end-to-end
- Reducing manual processes by automating and optimizing the freight bill and autopay system
- Improving trailer asset management, preventing deadheading
- Setting up and optimizing pool points for a large project to achieve 100% on-time delivery

One advantage LynnCo brought to its client was establishing long-term relationships with its vetted carriers. Taking this task off the company's overburdened team allowed LynnCo to hold carriers accountable for delays, mis-communications, or missed pickups. LynnCo also put processes in place to ensure its client would not miss customer deadlines and appointments due to carrier miscommunications. Additionally, LynnCo was able to take carrier relationships to the next level by negotiating lane rates and leveraging historical geographical volume to identify best-fit carriers for specific areas at a lower cost.

With these established systems and processes, **LynnCo was able to help this manufacturer turn a \$2 million deficit into a \$1.8 million dollar profit—that's nearly a 200% improvement in just 15 months!**

"It is difficult to rank a company that sets the bar. Even at the VP level, LynnCo is accessible 24/7. Anytime I had an issue, I could call and get a response. Their response time is bar none. It was immediate and consistent for 14 years."

— Plant Manager, Glass Manufacturing Company