

COATINGS & ADHESIVES

PROTECTING WHAT'S INSIDE

CASE STUDY

LEVERAGING INTEGRATIONS TO IMPROVE SUPPLY CHAIN OPERATIONS

Coatings & Adhesives Integrates Order and Tracking Processes with Kuebix TMS to Lower Freight Expense and Gain Visibility

Where Coatings & Adhesives' TMS Journey Began

Coatings & Adhesives (C&A) is a manufacturer of coatings, adhesives, and polymers for the printing and graphic arts industries. The C&A product line has a documented history of performance, consistency, and economics coupled with a nationwide network of direct service personnel. The company sells their products across the United States as well as internationally to distributors and end users.

For years, C&A used a third party logistics provider (3PL) to manage their freight operations. The prospect of change was daunting for the organization, but high freight expenses, limited carrier scope and poor service from their 3PL pushed C&A into considering other options.

When considering this change, C&A's main goals were to reduce freight costs, gain visibility and accessibility to carriers, and improve the efficiency of their supply chain operations. The company decided to implement Kuebix TMS and integrate their ERP system and EDI 214 tracking functions with the technology in the fall of 2018.

The Implementation and Integration Process

C&A's Customer Service Supervisor, Duane Hand, is responsible for delivering the tools required to meet the demands of C&A's customer base. Hand, along with the company's CFO, George Frederick, spearheaded the TMS project on C&A's side.

OBJECTIVE

To reduce freight costs, gain visibility and accessibility to carriers, encourage market-driven carrier pricing, and improve supply chain operations.

CHALLENGES

- Long, prior commitments
- Adverse to change
- High freight costs

RESULTS

- Significant savings on freight
- Reduced order processing time
- Increasingly efficient operations
- Streamlined audit/payment process for carriers



“Kuebix has delivered us significant savings, reduced order processing times, and made operations more efficient.”

Duane Hand
Customer Service Supervisor
Coatings & Adhesives

According to Hand, “The integration of the TMS was well planned and organized and our point person at Kuebix was very responsive and attentive! As with any tech integration, there are always some minor road-blocks. Our point person addressed each one and was always on top of any changes. Overall, implementation and integration went very well.”

How Coatings & Adhesives Uses Kuebix TMS Today

Since implementation, Hand and his team of CSRs have used Kuebix to better manage the entire order process from time of receipt until the order delivers to the customer.

CSRs can book loads with a simple click of a mouse, eliminating the need to call each carrier. With the addition of Kuebix, each CSR can quickly manage each load based on price and service experience with each carrier for each specific lane.

With all the information at their fingertips, the team at C&A remains in control of their carrier selection instead of relinquishing control to a 3PL.

C&A also added an EDI 214 Tracking Integration to Kuebix. With this integration, Hand and his team can view real-time order statuses without needing to jump between their TMS and each carrier’s individual website. This process has made tracking shipments faster and saves time for CSRs who can now attend to other opportunities with customers.

Benefits of Using Kuebix TMS

Shortly after going live with Kuebix, Hurricane Florence hit the east coast and caused major disruptions in their freight operations. Even through this major upheaval, C&A is confident that Kuebix has delivered significant savings to the company. Order processing times have been reduced and operations are more efficient.

“Kuebix enabled us to expand the carrier offerings to select the BEST carrier for that specific lane based on price and our experience with the carrier from a service and reliability perspective,” said Hand. “This technology has also helped us streamline the audit/payment process for each carrier.”

Now that C&A has full visibility to their carriers’ service levels through tracking and analytics, they can be more selective with who they book with. This has encouraged carriers who had become complacent with predictable volume to be more aggressive in pricing and resolve service issues to win C&A’s business. This competition has driven better performance and helped C&A improve service to their customers.

“Kuebix has reasonable pricing, allows for multiple licenses/users, and has no hassles,” adds Hand. “The Kuebix team is always willing to assist with any questions, suggestions or enhancements as well.”

