



## CASE STUDY

# KUEBIX NETSUITE ERP INTEGRATION AND FREIGHT PAY AND AUDIT DEPLOYMENT

Rapid ROI Leads Pioneer Valley Books to Scale Kuebix TMS with Additional Modular Features

### About Pioneer Valley Books

Pioneer Valley Books offers a wide variety of fiction and nonfiction books and other resources for Reading Recovery, primary classroom, and literacy teachers at affordable prices. Their mission is to provide engaging stories and teaching materials that help children to develop strong literacy skills and a love of reading.

Their operations are based in Northampton, Massachusetts with additional shipping and storage in nearby Florence, MA. The company ships domestically and internationally, and like many organizations, has considerable freight spend to manage efficiently in order to keep costs down and value to customers high.

### Where Pioneer Valley Books' TMS Journey Began

Nick Dufresne, Pioneer Valley Books' Chief Technology Officer, has been involved with the company's IT use for more than a decade. Dufresne knew the answer for more efficient shipping lay in technology, but went through several different tools before finding the right solution to fit his company's needs.

Before Kuebix, Pioneer Valley Books was leveraging stand-alone shipping apps, rate-aggregators tied to specific carriers, and map-based platforms intermittently. This meant the logistics team at Pioneer Valley Books needed to copy a lot of data back and forth manually, wasting time and limiting the amount of rate comparison possible.

Knowing that this manual process wasn't a long term solution, Dufresne and his team developed a custom-built ERP to centralize their data. Integration opportunities were scarce however, and as the company's LTL and parcel freight began to expand rapidly, the home-grown solution wasn't flexible enough for their long-term needs.

## CHALLENGE

Previous process was highly manual and didn't allow for rating with multiple carriers. Freight spend was only understood on a macro level. Couldn't audit every invoice for discrepancies due to time constraints.

## OBJECTIVE

Automate the order creation process, discover freight savings by rating with multiple carriers, eliminate waste, and audit all invoices - all within a centralized transportation management system.

## SOLUTION

Implemented Kuebix TMS as their one source for domestic shipping as well as an integration between NetSuite and Kuebix and automated Freight Pay and Audit functionality.

## Leveraging Kuebix TMS

The logistics team at Pioneer Valley Books quickly realized that LTL providers were willing to competitively bid against parcel carriers for their freight. In order to efficiently compare rates across multiple carriers and modes for each shipment, however, Pioneer Valley Books needed a single system from which to operate. The answer came in the form of Kuebix in May of 2018.

Soon after Pioneer Valley Books implemented Kuebix TMS as their transportation management solution, their Warehouse Manager rapidly began adding carriers for rate comparison. They were able to have one carrier come in, and without blinking an eye, undercut the historically used carrier's rates by 10% across the board. This would have been impossible without Kuebix, as Kuebix seamlessly connected with the carrier without a customized integration.

"By connecting with additional carriers via Kuebix, **we were able to negotiate a 10% drop in many of our most utilized parcel lane rates!**" said Dufresne.

## Adding an ERP Integration with NetSuite

As the team used Kuebix more and more, the benefits and ROI became further apparent and Pioneer Valley Books took the next step towards a fully integrated logistics operation, an ERP integration. Instead of integrating with their home-grown ERP, Pioneer Valley Books made the switch to NetSuite.

"Moving off of our legacy ERP onto NetSuite became kind of a blessing," said Dufresne. "The integration was very smooth with NetSuite - and when we finally launched, the integration to Kuebix went very quickly, only a few days."

Now, Pioneer Valley Books' order information is automatically populated from their ERP into the TMS. This ensures complete order accuracy, cuts down on order processing time, and creates a record of historical data. Not only that, but the company can now leverage actionable analytics to see freight costs down to the SKU level.

"Having these costs tracked back to the order means we can see exactly what we're spending per shipment," said Dufresne. "It's allowed us to analyze our shipping costs from more than a macro level. Instead we can weigh whether certain shipping discounts are warranted and offer customers better deals when possible."



Now, Pioneer Valley Books has a complete understanding of their true landed cost of goods and can pivot time spent away from manual tasks and into value-add projects.

## Adding Freight Pay and Audit

The return on investment Pioneer Valley Books continued to see from Kuebix after only a year spurred the company to add additional money-saving features. At the time, the Pioneer Valley Books had been manually copying data into their accounting system to pay invoices. There were simply too many invoices for their team to successfully audit, however and money was being left on the table. To counter this, the company decided to add Kuebix's Freight Pay and Audit feature at the end of 2019!

With Freight Pay and Audit, companies can directly integrate their carrier invoices. Kuebix then compares those invoices against the accepted rate quotes. Rate exceptions are displayed in one place so that teams can address them directly with carriers. This eliminates the wasted time teams spend pouring over correct invoices and ensures that money-losing discrepancies aren't slipping through the cracks.

Now, Kuebix's Freight Pay and Audit functionality helps Pioneer Valley Books AP team determine what is actually accurate on the rates returned on invoices. This saves valuable time and ensures that invoices are being paid fairly and correctly with carriers.

## The Bottom Line

When Pioneer Valley Books first began incorporating technology into their supply chain, they relied on home-grown software. As their business grew and they expanded into LTL shipping along with parcel, Pioneer Valley Books calculated the ROI for adding additional, advanced technology. After becoming a Kuebix Business Pro user, the company was able to seamlessly add Kuebix's modular features over time to expand with the business's needs and the team at Pioneer Valley Books hasn't looked back since.

"Companies deciding to make the switch should take a good look at their projected ROI," said Dufresne. "We've already more than paid for the service purely from our parcel and LTL rate comparison savings. Now that I'm seeing it firsthand, it's a no-brainer!"