

Scotts Miracle-Gro Transforms Logistics with Loadsmart's Connected Technology

CUSTOMER CASE STUDY



BACKGROUND

Scotts Miracle-Gro is a global leader in lawn and garden care. The company's Growing Media Division, which is responsible for producing and distributing soil, mulch, and related products used for gardening and landscaping, operates out of several dozen manufacturing plants across the nation. Each plant has historically been reliant on manual processes like spreadsheets and printed schedules for logistics management and dock scheduling. Scotts sought a solution to standardize and streamline operations while improving efficiency—that solution was Loadsmart.



SEAN RYAN, Distribution Operations Manager

Sean oversees transportation operations at Scotts Miracle-Gro and is in charge of continuous improvement initiatives, managing carrier relationships, and leading the adoption of new technologies.



ANNA MOGIELNICKI, Senior Transportation Analyst

As the senior transportation analyst, Anna plays a key role in day-to-day operations, system implementation, and ensuring smooth adoption of new processes across all sites.



THE CHALLENGE

With decentralized transportation management and limited technological infrastructure, Scotts faced:

- Inefficiencies in booking and tendering shipments
- Limited visibility across locations
- Challenges managing relationships with small, non-EDI carriers
- Seasonal spikes requiring additional resources

Scotts needed a stop-gap solution to help move sites from manual processes while waiting for a full-scale implementation of SAP TM.



“Before, dispatchers were creating shipments one by one in SAP. Now, they can select 20 shipments, tender them all to one carrier, and have those shipments booked instantly. It’s definitely a lot faster.”

- Anna Mogielnicki (Senior Transportation Analyst, Scotts Miracle-Gro)



THE SOLUTION

Scotts partnered with Loadsmart to adopt ShipperGuide TMS and Opendock, two of Loadsmart’s connected logistics technologies. Originally planned as a temporary TMS solution, ShipperGuide TMS stood out for its flexibility and usability. Its ability to accommodate existing workflows while digitizing processes proved to be a better fit for Scotts. Plans to transition to SAP TM were cancelled and ShipperGuide TMS has been implemented at all plants within the division.

Several plants were already leveraging Opendock for dock scheduling. It was a natural progression to roll Opendock out to additional sites and add an integration with the TMS.

These platforms offer Scotts:

- Streamlined carrier tendering and shipment booking
- Centralized visibility across all locations
- Compatibility with small and large carriers
- Advanced appointment scheduling to reduce facility congestion



“Our historically first-come, first-serve approach has become increasingly challenging as our volume has gone up. Being a shipper of choice is way more critical now to keep rates down and maintain capacity. We had to find ways to move trucks in and out of our facilities more efficiently and strengthen our relationships with our carrier network. Changes had to happen, and that’s why we adopted Opendock.”

– Sean Ryan (Distribution Operations Manager, Scotts Miracle-Gro)

KEY RESULTS

IMPROVED EFFICIENCY

- Transitioned from manual SAP data entry to automated shipment creation
- Dispatchers now tender multiple shipments simultaneously, saving hours per day
- Multiple sites reduced the need to hire seasonal dispatch staff by up to 50%

ENHANCED VISIBILITY

- Corporate team can access live shipment data, diagnose issues, and support plants in real time
- Customer service teams gain insights on shipment status without phone calls or emails

STREAMLINED RFPS AND COST SAVINGS

- Shifted from plant-level awards to lane-level contracts
- Increased participation in RFPs for broader carrier options
- Can better match carriers to lanes to leverage competitive rates

ADOPTION SUCCESS

- **94% of all deliveries are now tendered through ShipperGuide TMS**
- Positive feedback from dispatchers and carriers, highlighting ease of use
- Plants that were originally change-resistant are now using Loadsmart daily

[Learn More About Loadsmart](#)