

# Platform and Mezzanine Manufacturer Streamlines Logistics Processes and Cut Costs with Loadsmart's ShipperGuide

Leveraging shipping data to optimize your shipping operations can be difficult when your data is decentralized, and Steele Solutions, Inc., a US-based industry leader in the design and manufacturing of engineered steel structures, felt this pain while looking to streamline their operations across their business.

## THE CHALLENGE: SOLVING THE PUZZLE OF DECENTRALIZED DATA

The company's four logistics coordinators managed their shipping operations through personal email accounts, multiple spreadsheets, and documents – making reporting and locating cost reduction opportunities a constant challenge. With their current set up, their process for procuring freight, tracking quotes, and identifying key carriers for specific lanes were inefficient.

## THE SOLUTION: THE FINAL PIECE TO THE LOGISTICS PUZZLE

Steele Solutions, Inc. found organization and centralization after implementing Loadsmart's ShipperGuide to tackle the inefficiencies in their data collection and reporting. The impact on their operations was immediately transformative. ShipperGuide streamlined their process flows for quoting, booking, and executing freight. Reporting is now faster and easier, giving Graham and his team the ability to compare their freight spend to market rates – providing essential data to drive costs towards the minimum rate.

ShipperGuide allowed Steele Solutions to reimagine their operations. With project-based mini-bids, Steele Solutions organized their logistics operations into simple processes that helped foster increased team accountability.

## RESULTS: SIGNIFICANT ROI

After the quick implementation of ShipperGuide, Graham and his team recognized a significant reduction in freight spend. Their expenses have been consistently trending down and moving closer to the industry averages every month. This measurable success indicated a rapid ROI for the company, a highly valued aspect for any technology investment.

*"ShipperGuide has been a lot better for us. The biggest improvement is the data and reporting. We can easily see our freight spend and compare it to market rates, which gives us the ability to drive closer to the minimum rate. Thanks to ShipperGuide, we now have visibility and accountability."*

**Graham Douglas**, Logistics Manager at Steele Solutions, Inc.

*"It was really difficult to keep our logistics operations straight when our data was siloed between four employees and their own emails and spreadsheets, and even Word documents at times. That was a real struggle for us."*

**Graham Douglas**,  
Logistics Manager  
Steele Solutions, Inc.

The adoption of Loadsmart's ShipperGuide has been instrumental in the Platform and Mezzanine Manufacturer's journey towards efficient logistics management.

It has enhanced operations, improved reporting, and delivered substantial cost savings, clearly demonstrating the power of centralized NextGen TMS