

HOW A FORTUNE 500 BEVERAGE SHIPPER GUARANTEES MARKET RATES WHEN AUTO-TENDERING IN ORACLE OTM

CUSTOMER CASE STUDY

Auto-tendering loads using API rates in a routing guide guarantees capacity in a tight market and gives shippers a real-time rate for effortless cost-savings in a soft market. While it saves time, the method can make cost containment difficult. To keep automation controlled and within budget, a fortune 500 beverage manufacturer leveraged **API RateGuard in Oracle's TMS**.

40%

REDUCTION IN LOADS
MOVED ON SPOT

14X

INCREASE IN BOOKING
EFFICIENCY

5K

LOADS AUTO-TENDERED
WITHIN BUDGET

CHALLENGE: CAPPING COSTS WITH AUTO-TENDERING

In a tight market, the beverage manufacturer took advantage of API pricing adding multiple digital freight brokers as a backup carrier. After running a spend analysis they discovered multiple instances of API rates from digital freight brokers being well above the typical market rate and shut down all API-connected carriers due to risk exposure.



TENDER REJECTION IN
ROUTING GUIDE



AVOIDING SPOT
SHIPMENTS IN RESPONSE



PREVENTING OVERSPENDING
WHEN AUTO-TENDERING

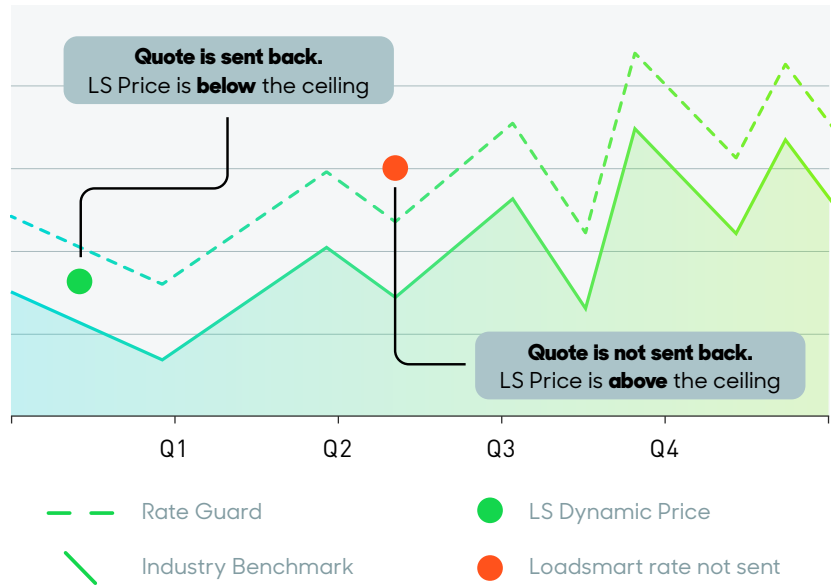


CUSTOMER CASE STUDY

SOLUTION: PUTTING THE RIGHT GUARDS IN PLACE

To ensure every auto-tendered load was at a competitive rate, the shipper integrated Loadsmart's **API RateGuard** into **Oracle OTM**.

A dynamic rate ceiling was set based on an industry benchmark so loads were only auto-tendered when API rates were below the ceiling.



RESULTS: OVERSPEND RISK ELIMINATED

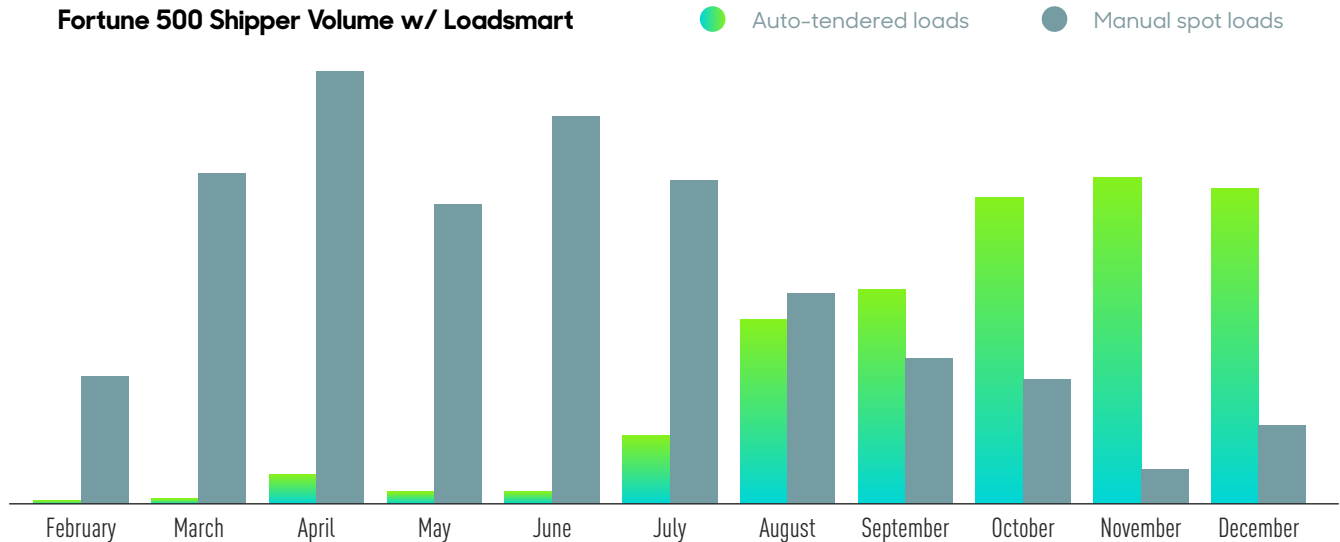
5K

LOADS AUTO-TENDERED WITHIN BUDGET

With protections in place, planners knew they'd never get a rate from Loadsmart that was above the set ceiling.

This allowed them to confidently set up a Routing Guide with API rates. Loads were auto-tendered to Loadsmart when carriers rejected or API rates were more competitive than static routing guide rates.

Fortune 500 Shipper Volume w/ Loadsmart



The chart depicts how the shipper reduced the number of manually booked loads on the spot market by implementing Dynamic Routing Guide with API RateGuard in July.