

FreshStart Logistics: Bringing next-generation optimization technology to markets in need of highly flexible freight transportation routing and scheduling solutions

Overview

Robust transportation optimization is more than just the consolidation of smaller loads into larger loads. It is a complex process involving many variables that span modes, geographies, carrier capabilities, contracts, costs, customer service commitments and other less quantifiable relationships and expectations. To achieve maximum financial savings and operating benefits shippers need a powerful and flexible solution to produce optimal shipment plans that intelligently leverage contracted and dedicated transportation capacity subject to unique and complex business constraints.

How it works — the FreshStart difference

The FreshStart Shipment Optimization engine delivers measurable value in real cost savings by enabling executable transportation optimization.

Our expert systems-based optimization technology is flexible enough to accommodate the rules particular to your business and your customers, and powerful enough to deliver immediately executable results back to your transportation execution platform for automated tendering.

Integrated with a transportation execution platform, FreshStart offers a powerful engine for immediately driving hard cost savings by automating the consolidation, routing, and carrier assignment process.

FreshStart's Shipment Optimization engine lowers transportation costs by searching across pick and drop windows and carrier contracts to consolidate freight for execution at the lowest possible cost. The output of this process is the lowest cost shipment plan allowed by your unique business rules and objectives.

The FreshStart Logistics' business constraint logic is so powerful that shippers can use the engine to enable a fully automated planning and execution process from their in-place Transportation Management System (TMS). Shippable orders are sent from your in place transportation management system (TMS) into the FreshStart engine. The engine uses patented scheduling logic to find all possible consolidations, build multi-stop routes and assign the lowest cost qualified carriers. The resulting optimized shipment plan is returned to your TMS for automated tendering and dispatch or to a spreadsheet for cost analysis and scenario modeling.



Benefits

Key benefits of the FreshStart Shipment solution:

- **Substantial cost savings** through shipment consolidation, routing, and low cost carrier selection for parcel, LTL, and truckload freight
- **Intelligent shipment process automation** documents and configures all of your organization "tribal knowledge" in the engine to ensure optimal decision making, employee interchangeability and accountability
- **Improved responsiveness** and customer satisfaction from automated business rule enforcement and rapid re-optimization
- **Reduction of carbon emissions** and fuel consumption through reduced road miles

For more information or to purchase, please contact us:

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