



ONE CONNECTED PLATFORM FOR ENTERPRISE SHIPPERS:

HOW A TOP HEALTH & WELLNESS COMPANY MODERNIZED GLOBAL TRANSPORTATION WITH LOADSMART

 CUSTOMER CASE STUDY





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OVERVIEW

This company is one of the fastest-growing wellness brands in the world, best known for its flagship daily health supplement. With demand surging from innovative marketing campaigns and new product launches, it needed a logistics partner that could keep up with rapid global growth without adding a new system every time a new need came up.

Its two-person transportation team managed first, middle, and some final mile operations across the U.S., Europe, and Asia, largely through manual processes with limited visibility. By moving its TMS, Managed Transportation, and Brokerage onto the Loadsmart Platform, the company saved time, gained visibility, and built the agility to expand into new markets and retail channels.



BEFORE LOADSMART

The company's global logistics function was run by a "mighty team of two." Nearly every process relied on spreadsheets and dozens of portal logins, with no single dashboard. To get a full picture, the team's lead manually pulled data from every portal into one massive spreadsheet, a process that could take an entire day.

- Endless hours of spreadsheet updates and data entry
- Dozens of portal logins for tracking, with no unified view
- No centralized visibility into shipments, costs, or carrier performance
- No way to turn data into actionable insights

As the company's Director of Global Transportation & Customs explained:



"It quickly became evident that we needed some help in visibility, and some sort of TMS to manage our shipments. We had a lot of pain points in data visibility, spend visibility, just managing the pure workload. Our transportation lead was spending 12 to 14 hours a day managing our global transport."

– Director of Global Transportation & Customs



WHY ONE CONNECTED PLATFORM

Most freight technology optimizes one slice of an operation and leaves the rest to the customer. This company had already lived that problem: separate portals, separate brokers, separate spreadsheets. It needed a platform that could see and run the work across the freight lifecycle, with people behind it to resolve what software can't.

Loadsmart delivered that in three layers, all on one data set:

1. **ShipperGuide**, the AI-native TMS, as the system of record for planning, execution, visibility, and analytics
2. **Loadsmart Freight Experts**, delivered through Managed Transportation, running daily execution and resolving exceptions
3. **Brokerage**, adding capacity without adding another vendor

 **loadsmart** | **SHIPPERGUIDE™** | **THE AI-NATIVE TMS AND SYSTEM OF RECORD**

CHALLENGE

With transportation data scattered across spreadsheets and portals, there was no single source of truth. The team struggled to track costs, measure carrier performance, or identify trends, and most of its time went to manual, tactical work instead of planning.

The Senior Transportation & Customs Manager noted:



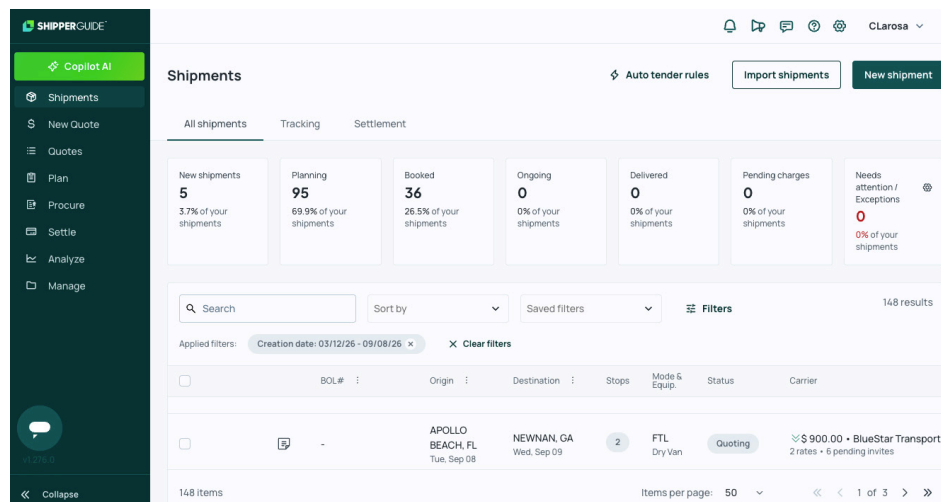
"We had the information in spreadsheets, but it was very time-consuming to translate that into a strategic approach. I have all of these spreadsheets, but how do I convert that into something that really helps, besides just giving the team visibility of where the goods are at?"

- Senior Transportation & Customs Manager

OPPORTUNITY

The company evaluated several TMS providers, including the largest legacy players. Most were too expensive, too complex, or not a cultural fit. Legacy platforms came with steep costs and long integration timelines, and some providers didn't have much appetite for a company this size. ShipperGuide stood out as the right-sized option: robust enough to deliver visibility and automation, and cost-effective at the company's scale.

Loadsmart also didn't pitch a finished product. It offered to build one together. The team was told upfront that ShipperGuide might not have everything on day one, but that their feedback would directly shape what came next. For a team already juggling too many disconnected tools, a real voice in the roadmap outweighed the risk of choosing a newer platform.



"One of the things that became evident was that the Loadsmart team and the ShipperGuide offering was the right size of an offering for us, and we still had the opportunity to build and innovate on that together as we progressed."

- Director of Global Transportation & Customs

RESULTS

With all North American shipments in one system of record, the change was immediate. Shipment details that were once typed into spreadsheets now live in an interactive dashboard where the team can follow a load through its whole journey, including carrier GPS data. Built-in reporting flags urgent shipments with short lead times and surfaces savings opportunities, down to pallet count versus mode and linear footage by mode, insights that used to take hours of manual analysis.

- Shipments visible to the whole company instead of buried in inboxes and spreadsheets
- Daily manual workload cut from 8+ hours to a fraction of that time
- Booking decisions informed by data pulled straight from the platform
- Fast adoption across the logistics team and stakeholders



*"I can open it up and it starts to build insights based on our data. It shows us what we do well and where we can improve. The **instant improvement was just having it all consolidated in one dashboard**, quickly being able to identify what's in planning, what's shipped, what's been delivered, rather than navigating different tabs, different sheets. **It was just all in one place.**"*

- Senior Transportation & Customs Manager



Loadsmart Freight Experts: **MANAGED TRANSPORTATION ON THE PLATFORM**

CHALLENGE

Even with ShipperGuide in place, the lean team was stretched thin. The company was moving some contract manufacturing to the United States, opening several new domestic facilities, and scaling retail distribution, including a launch with a major big-box retailer that came with strict compliance requirements. With two people overseeing global transportation, balancing daily execution with strategic growth had become unsustainable, and the constant calls, texts, and emails from multiple brokers left little time for anything else.

OPPORTUNITY

Rather than bringing in a separate outsourced provider, the company added Managed Transportation on the platform it already used. Loadsmart Freight Experts took over tactical execution like tendering, broker communication, and shipment tracking, working inside the system the internal team already knew. Over time they became an extension of the company's staff: embedded in its culture, handling exceptions, and trusted enough to help shape carrier strategy and RFPs.

The Director of Global Transportation & Customs highlighted:



"We've actually been able to travel and be away from our desks because Loadsmart MTS is in the background managing shipments. That just wasn't possible before."

"Without the managed trans team, we can't scale, with a team of two, and that allows us to do it without adding headcount."

"They've become an extension of our team, interacting with our customers, our 3PLs, our internal teams, our suppliers, all of the above, fitting in perfectly with our culture and our outlook."

"As good partners in strategy, once we do RFPs or strategic carrier reviews, they're a trusted part of our team to help develop those strategies and utilize their expertise as well."

- Director of Global Transportation & Customs



RESULTS

With Freight Experts running on the same platform as the TMS, the company scaled operations to meet new business demands without adding headcount or overburdening its existing team. The partnership provided confidence to expand into new retail channels while ensuring every shipment was managed reliably, with nothing lost in translation between systems.

- Turned roughly 40 tactical hours a week into 40 strategic hours a week for the company's team
- Supported strict retail compliance requirements for a major big-box retail launch
- Scaled through new domestic manufacturing and distribution expansion without adding staff
- **Gave the team enough confidence in day-to-day execution to be away from their desks for the first time in years**

The Senior Transportation & Customs Manager added:



"It was very long days, and not enough time off before this team and this platform came into the picture. Getting out of the day-to-day, managing the different brokers constantly calling, texting, and emailing, was huge. It let us focus on other strategic approaches, even expanding, instead of just managing what was in front of us."

- Senior Transportation & Customs Manager

BROKERAGE ON THE LOADSMART PLATFORM

CHALLENGE

The company relied on a small set of brokers, which limited capacity, flexibility, and negotiating power, especially during demand surges. Procurement and communication were fragmented across separate relationships, on top of an already fragmented set of tools.

OPPORTUNITY

Brokerage became a natural extension of the company's Loadsmart platform, rather than another vendor to manage. Its integration into ShipperGuide was already built in, and the confidence the company had built through the TMS and Managed Transportation relationship made testing Brokerage on trial shipments an easy next step.

That trial period led naturally into full adoption, giving the company access to Loadsmart's nationwide carrier network while unifying procurement under one platform, alongside the carriers they had already sourced themselves.



The Director of Global Transportation & Customs explained:



“It’s very desirable for us to keep everything under one provider (SaaS, Managed Trans, and Brokerage) while still keeping our own sourced carriers in the mix. It’s really the best of all worlds.”

– Director of Global Transportation & Customs

RESULTS

With Brokerage running on the same platform, the company gained access to more modes and carriers, expanded capacity options, and simplified workflows by consolidating everything under a single provider instead of a separate broker relationship.

- Expanded capacity through Loadsmart’s carrier network, on the same platform as its TMS and Freight Experts
- Flexible access to niche carriers and multiple modes
- Streamlined procurement and communication under one platform

WHAT’S NEXT: GLOBAL SCALE ON ONE LOADSMART PLATFORM

The company is now working toward global visibility, with the goal of running every shipment, not just North America, through the same Loadsmart Platform. Because it already runs on one connected data set, the platform can grow with it: Loadsmart AI agents for work like tracking, document collection, and load audits are built at the platform level, so they can run on the company’s freight without a new system or a new implementation. The team continues to partner with Loadsmart on new capabilities, all within one platform rather than adding tools as it grows.

The Director of Global Transportation & Customs put it simply:



“We’re really looking forward to the day where we’re seeing all of our global shipments going through the same tool, not just our North American shipments”

– Director of Global Transportation & Customs



ABOUT THE COMPANY

A top health and wellness company, best known for its daily health supplements, serving customers around the world with a mission-driven approach to nutrition and wellness.



ABOUT LOADSMART

Loadsmart is one connected logistics platform, run by AI, that spans the complete freight lifecycle. The platform unites an AI-native transportation management system (ShipperGuide) with the industry's leading dock, gate, and yard network (Opendock). Loadsmart AI automates 80% or more of freight tasks and compounds over time, resolving more on its own the longer it runs. Loadsmart Freight Experts handle the complex exceptions that need human judgment. Managed transportation and brokerage services run on the same platform, backed by the same intelligence. Founded in 2014 and headquartered in Chicago, Loadsmart serves 1,800+ customers globally, including more than 25% of the Fortune 500. Learn more at [loadsmart.com](https://www.loadsmart.com).