



# RED GOLD MODERNIZES DOCK SCHEDULING, TRANSPORTATION MANAGEMENT, AND LTL PROCESS WITH LOADSMART



CUSTOMER CASE STUDY



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# Red Gold Modernizes Dock Scheduling, Transportation Management, and LTL Process with Loadsmart

## CUSTOMER CASE STUDY



Loadsmart's technology and services modernize how Red Gold operates its logistics—saving time and money while adding resilience to its supply chain.

### CHALLENGE

Modernize its logistics processes to increase efficiency and resilience while lowering costs

### OPPORTUNITY

Implementing technology for dock scheduling and logistics management in combination with brokerage services

### RESULTS

18% increase in warehouse throughput, appointment lead times decreased by 90%, significant time saved with over 25,000 loads auto-tendered, and 17% saved on LTL freight annually



### ABOUT RED GOLD

Red Gold is known for manufacturing some of the freshest, best-tasting tomato products in the world! You can find Red Gold products on grocery store shelves across the country as well as in schools, hospitals, and sporting centers. With such an extensive customer base comes enterprise-scale logistics needs. In order to improve its logistics function, Red Gold uses the full suite of Loadsmart's technology and service offerings. We will explore how Red Gold's partnership with Loadsmart has enhanced efficiency, service, and improved resilience throughout the value chain.



### ABOUT JAMES POSIPANKA

James Posipanka is Red Gold's Supply Chain Manager - Logistics. He has over a decade of experience in the logistics industry and has been at Red Gold since 2017. James oversees everything from orders coming in from customers through orders being received at customers' facilities. He works in concert with Red Gold's sales staff to make sure anything supply chain-related is executed efficiently.



### ABOUT ERIC HAYWOOD

Eric Haywood is the Logistics Supervisor at Red Gold where he manages the outbound logistics team. Before joining Red Gold, Eric worked in a carrier operations role in the 3rd Party Logistics industry. Eric's day-to-day involves coordinating the processes and activities of Red Gold's logistics representatives and ensuring the efficient and effective movement of goods.

[Learn More About Loadsmart](#)



### BEFORE LOADSMART

The Red Gold team is well-practiced in logistics, having successfully supplied customers for over 80 years. As times changed and new technologies were introduced to logistics, Red Gold's leadership decided it was time to consider adding a transportation management system to their processes.

In 2018, Red Gold met with 20 transportation management system providers. After extensive analysis, they determined that none of the TMSs could perform better or more cost-effectively than continuing with the status quo. The systems they reviewed would be too cumbersome to implement, and the projected ROI didn't justify the cost at the time.

By early 2020, Red Gold, like everyone working in the supply chain, was dealing with the brunt of the pandemic. The company went into triage mode, and the technology project was sidelined in lieu of making it through the day.

When the dust began to settle from the pandemic, Red Gold's leadership team began asking themselves what headaches would have been avoided had different technology been in place. There was a concerted effort to begin building resiliency and scalability into the supply chain to help avoid future disruptions and to make current operations more efficient.



**2018**

REVIEWED 20  
TMS SOLUTIONS



**2019**

DECIDED TO STAY  
STATUS-QUO



**2020**

COVID-19



**2021**

TIME TO BUILD  
RESILIENCY &  
SCALABILITY

### ADDING LOADSMART TECHNOLOGY AND SERVICES

Red Gold onboarded Loadsmart to digitize its transportation processes and reduce freight costs through a variety of technology and transportation services.



**OPENDOCK**

+



**RFP GUIDE**

+



**SHIPPERGUIDE TMS**

+



**DIGITAL BROKERAGE**



## OPENDOCK

The Red Gold team began by looking for a way to modernize appointment scheduling for dock space and appointments at their DCs. At the time, they were taking most appointments by phone and some by email. There were no clear parameters to when customers were to pickup orders, and carriers were scheduling at their discretion, not based on Red Gold's actual availability or resources. This process was slow and frequently resulted in long dwell times, overwhelmed docks, and delays in pickup/deliveries.

Red Gold decided to implement Opendock, a platform well-known in the industry for making dock management simple, reliable, and carrier friendly. **Now, 100% of carriers book more than 60k appointments with Red Gold through Opendock annually!**



*Now, 100% of carriers book more than 60k appointments with Red Gold through Opendock annually!*

## RESULTS WITH OPENDOCK



### REDUCED MANUAL PROCESSES

The clerks at Red Gold's distribution centers took hundreds of phone calls daily and read through thousands of emails each week just to schedule appointments. Now, all carriers can schedule their appointments online through Opendock. No more phone calls, leaving voicemails, or waiting hours for an email reply. Carriers can input their shipment info and book from the available times at the Red Gold facility.

According to James Posipanka, *"From a data entry standpoint, **this really frees up our clerks' day**. Now, our clerks focus on the exceptions, like when a carrier can't get the time they need or when someone needs to reschedule, rather than spending all their time doing manual input on the front end."*



### INCREASED THROUGHPUT

Red Gold has drastically reduced the amount of time it takes for a carrier to book an appointment. With Opendock, appointments are scheduled 1-2 days out instead of with double-digit day lead times. **Red Gold reports a 90% reduction in lead times for appointments!**

James adds, *"**Our case throughput has increased 18%** since we adopted Opendock! We would not have been able to handle this amount of volume through our distribution center beforehand."*

This increased throughput has also helped Red Gold handle shifts in demand caused by seasonality. *"It got to the point where, during peak seasons, if a customer placed an order today, they couldn't get an appointment at our dock for 2 weeks. Before Opendock we had to handle a lot more emergency situations."*



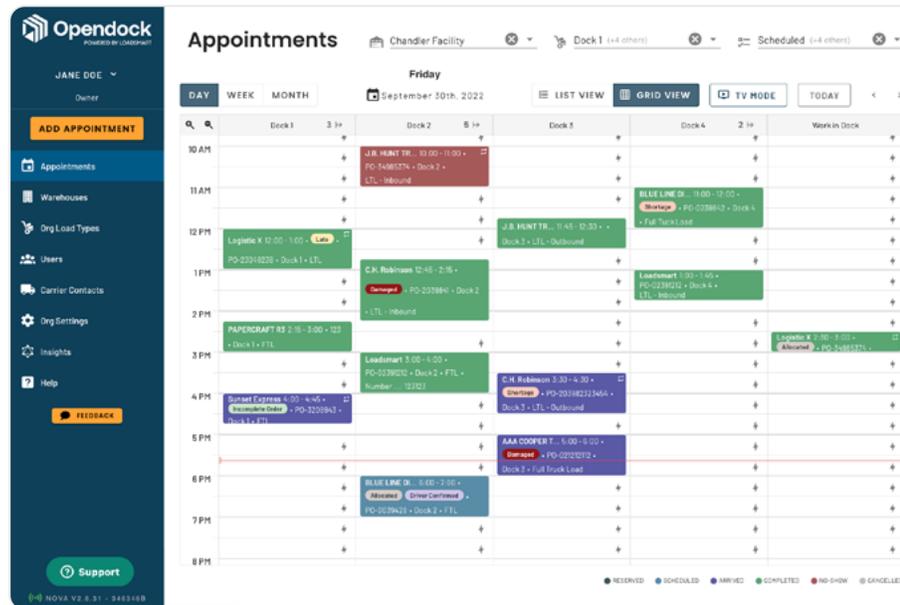
*“Our case throughput has increased 18% since we adopted Opendock! We would not have been able to handle this amount of volume through our distribution center beforehand.”*

– James Posipanka (Supply Chain Manager – Logistics, Red Gold)



**FEWER DELAYED SALES**

With fewer delayed shipments come fewer delayed sales. An unexpected benefit of Opendock was the reduction in delayed sales. Many orders sat sometimes for months, causing delayed sales and impacting Red Gold’s bottom line. Now, clerks can easily see which shipments don’t have pickup appointments scheduled and are equipped with the information they need to address issues.



**LESS DOCK CONGESTION**

The picking, prepping, and staging of shipments were previously done at the time of the order. With orders sometimes not being picked up for weeks, there was a lot of congestion on the dock. Now, Red Gold knows exactly which orders need to be staged for loading and by when because it’s easy to see pickup schedules. This also helps lessen congestion in the yard as fewer trucks pile up waiting to be loaded.





### BETTER COMMUNICATION WITH CUSTOMERS

“With Opendock, we’re able to see right away which orders are in and which ones are scheduled to pick up. We can see who has missed a pickup, and we’re able to get this information back to our customers on a daily basis, improving customer satisfaction as well as execution,” said James. “It’s easy for our team to say, ‘Hey, your order doesn’t have an appointment scheduled,’ or ‘You’ve missed your pickup and need to reschedule.’”

Red Gold is even helping its large distribution customers bridge gaps between logistics and purchasing departments. “Now, we can help purchasing staff understand the delays on the logistics side, and the logistics staff understand exactly when their order is needed and what they need to do at our facility to come and get it.”



### IMPROVED CARRIER PERFORMANCE

Tracking carrier performance has become simple with Opendock. “We were able to look across our entire carrier base and determine who we were having issues with. Our team uses Opendock’s On Time Pickup Performance data on a daily basis to inform our decisions on who to hire and who to require improvements from,” said James.

“Performance is a big deal for us. It’s also helped us make the case to our customers when they come to us with a complaint that is beyond our control. Since 50% of our shipments are customer pickup, we’re able to show them exactly why a shipment is late and help them go back to their carrier to make improvements.”

**Opendock** POWERED BY LOADSMART

JANE DOE (Owner)

ADD APPOINTMENT

- Appointments
- Warehouses
- Org Load Types
- Users
- Carrier Contacts
- Org Settings
- Insights**
- Help

FEEDBACK

Chat

NOVA V2.8.31 - 3463448

### Carrier Insights

ALL INSIGHTS		CARRIER INSIGHTS						REPORTING	
Search Carriers		Warehouses		Chandler Facility				EXPORT TO EXCEL	
Carrier Name	SCAC	# of Appts	On Time %	Late %	Cancel %	No Show %	Rescheduled %	Avg Cancel Lead Time	Actions
No SCAC Company	---	1	0.0%	100.0%	0.0%	0.0%	0.0%	---	⋮ ⚙
Testing 123	t123	1	100.0%	0.0%	0.0%	0.0%	0.0%	---	⋮ ⚙
Marten Transport LTD	MTEN	16	56.3%	31.5%	0.0%	12.5%	0.0%	---	⋮ ⚙
Celadon	CDNK	5	60.0%	40.0%	0.0%	0.0%	0.0%	---	⋮ ⚙
BLUE LINE DISTRIBUTION LTD	BDIB	17	29.4%	41.2%	11.8%	17.6%	5.9%	-1 hours and 19 minutes	⋮ ⚙
Turney Transfer	U_SCAC	1	100.0%	0.0%	0.0%	0.0%	0.0%	---	⋮ ⚙
Emack	U_SCAC	1	0.0%	0.0%	100.0%	0.0%	0.0%	81 hours and 20 minutes	⋮ ⚙
AAA DISCOUNT EXPRESS LTD	AAEE	15	40.0%	46.7%	0.0%	13.3%	0.0%	---	⋮ ⚙
ALL AMERICAN MOVING & STORAGE OF FA	AAFI	17	52.9%	35.5%	0.0%	11.8%	0.0%	---	⋮ ⚙
Opendock Freight	ODF	23	30.4%	39.1%	17.4%	13.0%	0.0%	-8 hours and 24 minutes	⋮ ⚙
<b>All Carriers</b>	---	<b>260</b>	<b>42.3%</b>	<b>35.0%</b>	<b>8.5%</b>	<b>14.2%</b>	<b>1.9%</b>	<b>-1 hours and 57 minutes</b>	⋮ ⚙

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### ACHIEVING 'SHIPPER OF CHOICE' STATUS WITH CARRIERS

Giving carriers an easy way to book dock appointments and getting their drivers in and out of the yard on time helps build a positive reputation. Carriers are better able to ensure their drivers aren't going over their hours of service and their back offices can rely on an easy appointment scheduling platform.

*"When we rolled out Opendock to our carriers we expected a lot of questions," Eric said. "None of our carriers asked for directions, which was unbelievable. We put it in front of everyone, and they figured out how to use it!"*

James added, *"The current transportation market is extremely shipper-friendly and has been for the past 18 months. Now is the time for us to plan and prepare for when it swings the other way, and carriers can choose which customers they want to work with. When that happens, **we want to be a 'Shipper of Choice.'** By putting these strategies and processes in place now, we'll be successful when the market does flip."*

## SHIPPERGUIDE TMS

Following the successful implementation and proven value of Opendock, Loadsmart asked Red Gold where else they were seeing issues in their logistics operation. Red Gold identified its carrier RFP process as an area of strategic opportunity, and Loadsmart suggested RFPGuide, a procurement platform built for the logistics market.

RFPGuide was the first solution provided for customers to help manage the RFP process and evolved into Loadsmart's full shipper-facing TMS. Unlike other TMS solutions that Red Gold had evaluated for ROI prior to the events of 2020, ShipperGuide TMS stood out for its ease of use and likelihood of being adopted by Red Gold's seasoned logistics team and new employees alike.

As an early adopter, Red Gold helped Loadsmart build ShipperGuide to suit its and other enterprise-scale organizations' business needs. As James says, "We weren't just paying for something out of the box." With ShipperGuide TMS, Red Gold can plan, procure, and execute shipments with end-to-end visibility and control of their carrier network inside a single platform.

## RESULTS WITH SHIPPERGUIDE TMS



### MORE FREQUENT CARRIER RFPS

One of the first areas of improvement Red Gold focused on with Loadsmart was their carrier RFP process. Before ShipperGuide, Red Gold worked out of spreadsheets, conducting RFPs with only a very small set of carriers through emails, phone calls, and manual back-and-forth. Now, Red Gold sends an RFP through ShipperGuide, and carriers can easily submit a rate for review.



*“ShipperGuide TMS has really streamlined our process and enabled us to be more proactive and launch RFPs a lot faster. Before, we were only doing two RFPs a year because it was so labor-intensive. Now, we can react to changes in the market to save on costs! We’ve done 46 RFPs since we launched!”*

– **Eric Haywood** (Logistics Supervisor, Red Gold)

*“Loadsmart’s RFP feature in ShipperGuide cut our entire RFP process with carriers down from multiple weeks of work to a few hours. That was tremendous for us, and we continue to rely on it.”*

– **James Posipanka** (Supply Chain Manager - Logistics, Red Gold)



### **AUTO-TENDERED SHIPMENTS**

Before ShipperGuide, Red Gold was tendering loads through PDF files they emailed to their transportation providers. An entire role was solely responsible for sending these emails and confirming with the carrier. “Today, we don’t have to do that process,” said Eric. “With ShipperGuide, all of our tenders are sent out automatically through the ‘Auto-Tender’ function.”

As long as a contracted rate is established from zip code to zip code in ShipperGuide, Red Gold’s tender gets sent out automatically. Now, the Red Gold team doesn’t need to touch these orders, the carrier confirms, and it’s executed in the system.

**70% of Red Gold’s shipments are executed through auto-tender.** To date, this has automated more than 25,000 shipments, saving the team significant time.



### **REDUCED WORKLOAD**

When Red Gold first adopted ShipperGuide, there were two promotions on the Red Gold logistics team. Because of the streamlined processes and reduced workload, Red Gold decided to backfill only one of those positions. They were able to reduce headcount without an interruption in workflow.

*“The scope of our work has completely changed,” said James. “Instead of focusing on manual data inputting, like load tendering and checking carrier tracking information, we now have control over our logistics and are able to be proactive.”* He adds, “Workload is just that much smoother for the logistics reps on our team.”



*Since adopting ShipperGuide TMS, the reduction in manual processes has made Red Gold’s logistics team **25% more efficient!***



### TRACKING AND EXCEPTION MANAGEMENT

Before ShipperGuide, Eric's team would arrive in the morning, download an Excel spreadsheet, and manually check to see what was scheduled for the day. They would then email carriers asking for tracking information. Often, this meant keeping track of 30 - 40 different reports.

*"Today with ShipperGuide, everything is right there for us," said Eric. "It flags shipments if they're running behind or if they're unscheduled. Then we can click a button and know immediately which shipments we need to take action on."* This has allowed Eric's team to focus on the exceptions instead of wasting time following up on loads that are executing as planned.



### FAST USER ADOPTION

One of the main hurdles that had prevented Red Gold from implementing a TMS originally was a lack of faith in user adoption. The TMS needed to be straightforward enough that a seasoned logistics professional would find it worth adopting instead of continuing with old processes and user-friendly enough that a new employee could learn on it.

*"ShipperGuide has made it easy for some younger guys, green to the industry, to come in and learn about logistics on this technology," said James. "Everything is at their fingertips, and it is extremely easy to work with."*

Eric adds, *"Because we have ShipperGuide in place today, really anyone can come into the logistics seat at Red Gold and learn the industry without needing to have a logistics background."* This will help as new employees are brought into Red Gold who need to get up and running quickly.



### BETTER DECISION-MAKING

Ad-hoc requests from different internal teams will always exist. With access to ShipperGuide's reports and dashboards, Red Gold can make better decisions based on real data.

*"ShipperGuide TMS helps us make strategic decisions. When someone from our team asks us a What-If scenario, we can use real data to make informed decisions," said James. "We're predicting the future in many respects. In a highly volatile world, it helps us predict costs, and it builds trust in our department and others."*



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– **James Posipanka** (Supply Chain Manager - Logistics, Red Gold)

[>>> LEARN MORE ABOUT SHIPPERGUIDE TMS <<<](#)



## BROKERAGE SERVICES

Loadsmart has continued to be a strategic partner of Red Gold even past the implementation of its SaaS products. Most recently, additional capacity and mode services were added through Loadsmart's digital brokerage to continue to improve Red Gold's supply chain.

## RESULTS WITH BROKERAGE



### MORE FREIGHT MODES

With the help of Loadsmart's digital freight brokerage team and their LTL services, Red Gold has saved \$200k annually by converting FTL to PTL loads while also expanding their freight mode options.

*"Before we started working with Loadsmart on LTL, we only had access to three different LTL providers," said Eric. "This meant we had a limited ability to negotiate rates with our carriers. Loadsmart has opened up that space for us. Now we use 24 different LTL providers and have lowered our costs by 17% year to date!"*



***"We've saved 17% on LTL freight so far this year!"***

– **Eric Haywood** (Logistics Supervisor, Red Gold)



### EXPANDED CAPACITY REACH

Red Gold, using ShipperGuide's unique "Find a Carrier" feature, has been introduced to several niche carriers using the Loadsmart brokerage load board. Using the RFP function, they have even established contracted rates with additional carriers.

According to James, "We've been able to leverage the Loadsmart brokerage network to find carriers who might be doing dedicated business to drive down our freight costs."

Currently, Red Gold has integrations with 10 major carriers nationwide.





## FUTURE EXPANSION OF LOADSMART TECHNOLOGY AND SERVICES

Red Gold has been an early adopter of several of Loadsmart's products and has been instrumental in shaping them to the needs of a high-volume shipper. With several successful launches as well as ongoing, proven ROI, Red Gold anticipates adding additional Loadsmart capabilities in the near future.



### REAL-TIME ETAS AND SCHEDULE ADJUSTMENTS

Red Gold and Loadsmart are working together to customize a solution that would provide the shipper with actionable appointment changes based on real-time ETAs from their carriers. If a carrier is going to miss an appointment, this feature would mirror actual arrival times with available appointment windows. Similarly, if a driver has arrived early, Opendock would mirror available appointment times to accommodate for an earlier pickup, getting drivers turned around faster and reducing wasted time in the warehouse. This is an ongoing conversation that is informing the roadmap of Opendock.



### INSTANT TRUCKLOAD PRICING

Red Gold is expanding its use of Loadsmart's Full Truckload Instant Pricing Marketplace. Every time Red Gold requests a quote within ShipperGuide TMS, they have access to instant rates from multiple partner brokers, in addition to Loadsmart's Brokerage rates. This allows them to instantly compare rates from these providers alongside their own networks, making informed decisions and reducing overall transportation costs.



### GATE MANAGEMENT

Opendock's Gate Management feature is on Red Gold's action plan for expansion. With this feature, Red Gold will give drivers the ability to self-check-in at the gate. Instead of a clerk inputting that a driver has arrived, drivers will be able to check in via a QR code and have their status in Opendock automatically updated to "arrived." Through Opendock's gate management feature, warehouses can further reduce congestion which increases dwell time and detention.



### NAVTRAC - AI-BASED YARD MANAGEMENT

Taking gate management one step further, Red Gold is considering adding Loadsmart's AI-powered yard management product, NavTrac. This yard management system reimagines yard operations through automation and data-driven optimization. An advanced camera system digitizes the arrival and departure of every trailer, container, tractor, and chassis, providing the shipper with visual data for real-time inventory reporting and damage inspection.



### FREIGHTWAVES SONAR DATA

Joint Loadsmart and SONAR customers will be able to access market-level Outbound Tender Reject Index (OTRI) data, along with Contract Rate Benchmark based on SONAR algorithms and data science inside ShipperGuide TMS. Stacking this onto the most accurate and unbiased high, medium and low contract rate data available to the market paints a picture of pricing and proactive market intelligence. Red Gold plans to leverage this functionality to streamline its spot and RFP benchmarking processes further.



# WE ARE LOADSMART

Loadsmart empowers businesses to move more with less by providing transportation services and technology to reduce freight spend, increase service levels, and improve overall productivity.

[LEARN MORE](#)