

SMC<sup>3</sup> Case Study

# Bid\$ense<sup>®</sup>

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- MEDICAL CARE
- SOLUTION
- IDEA

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- CREATIVITY
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## Healthcare Organization Leverages SMC<sup>3</sup>'s Bid\$ense to Streamline Freight Transportation RFP Processes and Save Money

April 2021

## Situation Overview

A global healthcare company faced a complex LTL transportation RFP spanning the United States and Canada. In addition, several other high priority business projects were taxing the limited resources within their transportation division. They were in need of an automated transportation bid solution that could streamline the RFP process and a support team that could quickly understand their complex business to provide expertise, guidance and insights that would help them save time and critical internal resources.

## Challenges for the Transportation Team

As the global healthcare company's transportation division prepared for the 2020 LTL bid, they identified several RFP scope and complexity challenges including:

- The need for the transportation division to support multiple countries under one RFP. This was their first attempt at conducting a North American bid event inclusive of domestic U.S., domestic Canada and cross-border markets, which introduced a myriad of LTL pricing complexities within and across both countries.
- The need to support multiple internal business units under one RFP — each with varying transportation objectives and requirements. In order to help ensure a smooth transition, the transportation division needed to consider the unique needs of each stakeholder group and provide status updates throughout the process.

## SMC<sup>3</sup> Provides a Customized Solution

After a thorough partner selection process, the company selected SMC<sup>3</sup> due to their strong reputation for expertise and leadership in the LTL industry. Additional factors in the decision were attributed to the ability of the SMC<sup>3</sup> BidSense procurement application to connect directly to the SMC<sup>3</sup> CzarLite® base rate, as well as the proven analytical capabilities provided by the SMC<sup>3</sup> team to perform advanced scenario modeling.

### SMC<sup>3</sup> BidSense® Solution Benefits

- ✓ Simplified bidding analysis process and reduced the time burden on the shipper's transportation division
- ✓ Created a baseline to compare multiple carriers and generate dozens of different scenarios quickly and efficiently
- ✓ Informed data-driven business award decisions that produced significant savings over previous strategies



The SMC<sup>3</sup> team cleansed, analyzed and aggregated the transportation division's data from multiple sources to ensure standardization and efficiency. This allowed the transportation division to leverage SMC<sup>3</sup> tools like BidSense and BatchMark<sup>®</sup> XL to process numerous scenarios quickly and accurately.

During the engagement, SMC<sup>3</sup> collaborated daily with the transportation division to ensure both teams would exceed the project's key objectives. Using scientific methodology, data gaps were filled to properly assign critical statistics like average weight per shipment and location information.

SMC<sup>3</sup> managed the process, administered the RFP, performed complex analytics and supported reporting needs. The responsibility for business award decisions remained solely with the company's transportation division.

### **Delivering Results That Go Above and Beyond**

The SMC<sup>3</sup> BidSense application, coupled with the unrivaled LTL expertise and RFP experience of the SMC<sup>3</sup> data services team, empowered the large healthcare organization to achieve transportation procurement success throughout North America.

Leveraging SMC<sup>3</sup> tools such as BidSense and BatchMark<sup>®</sup> XL, a high-speed bid and rating analysis tool, the team created a baseline that allowed the transportation division to compare bids from multiple carriers and evaluate more than 30 custom scenarios. Throughout the process, SMC<sup>3</sup> provided a streamlined and clean analysis that enabled the transportation team to make award decisions that optimized costs and improved the company's service objectives.

The BidSense application provided the ability to find the best rates - greatly exceeding the transportation division's expectations, while also generating significant savings that can be reinvested into future business growth.

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### **Additional Information about SMC<sup>3</sup> BidSense and Data Services**

Transportation industry leaders use the SMC<sup>3</sup> BidSense<sup>®</sup> application, a cloud-based solution for over-the-road freight transportation sourcing and pricing negotiation, to streamline their RFP processes, cut overall transportation spend and award their business with confidence.

With BidSense, organizations can leverage SMC<sup>3</sup> transportation technology expertise to incorporate pricing, claims ratios, on-time performance and transit times into bidding analysis requirements.

BidSense enables shippers to:

- Streamline and automate the entire RFP process with seamless integration to existing systems
- Lock in sourcing pricing quickly in today's ever-shifting, volatile transportation market
- Save an average of \$150,000 per \$1 million in freight spend

Additionally, in certain cases, companies can leverage SMC<sup>3</sup> expert LTL knowledge to assist in the bid process via the company's data services capabilities. As an example, these services may include:

- Historical data cleaning and validation
- Bid cost modeling
- Evaluate non-monetary components or quantify the non-financial side of bid (QQ)





Bid\$ense enables shippers to develop a strategic transportation sourcing plan that:



Automate the onerous RFP process to streamline transportation spend



Evaluate carriers on performance metrics, rather than price alone



Save an average of \$150,000 per \$1 million in freight spend



Build relationships with carriers tailored to specific business

Whether customers are looking to streamline LTL bidding by automating the RFP process or create an entirely new, centralized bidding system, Bid\$ense has the analytical horsepower to get the job done.

### Why SMC<sup>3</sup>?

Bid\$ense leverages SMC<sup>3</sup>'s lifetime of transportation purchasing knowledge, allowing customers to incorporate pricing, claims ratios, on-time performance and transit times into their bidding analysis. With its range of solutions that integrate seamlessly into current business systems, SMC<sup>3</sup> supports customers' needs as they grow, whether they're dealing with 10 shipments or 10,000 shipments per day. Shippers and 3PLs use SMC<sup>3</sup>'s peerless rating solutions to optimize their transportation spend, saving time and money on their freight shipments throughout North America.

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