



Building Pricing Confidence and Market-Ready Agility with SMC³'s Cost Intelligence System

How Ward Transport & Logistics leveraged its cost-data infrastructure to sharpen its competitive edge and adapt to a changing LTL market



Overview

Ward Transport & Logistics (Ward), known for its legacy as a leading regional LTL carrier and logistics partner, future-proofed its costing infrastructure with SMC³'s Cost Intelligence System (CIS®), building on a strong internal foundation of cost data to support greater flexibility, visibility and scalability.

By evolving the platform behind its costing methodology, Ward is now better positioned to confidently evaluate opportunities, respond more quickly to market changes and proactively expand its network to support new lanes and customer demand.

“CIS has provided a more accurate, flexible and easier-to-use platform for pricing decision-making—giving us the agility to meet the needs of both our internal teams and our customers.”

— Bill Ward Jr., CEO



The Challenge

Driven by decades of operational discipline and a continued commitment to outstanding service, Ward Transport & Logistics has established itself as a respected LTL carrier known for consistency, precision and customer service.

That legacy is reinforced by what Ward calls “Ship the Ward Way,” a philosophy reflected in its approach to managing the business and serving customers.

For nearly 30 years, Ward relied on its standalone, internally developed costing system. Although Ward’s model provided a strong, accurate activity-based foundation for understanding costs, the platform’s role became increasingly difficult to scale and keep pace with evolving business needs.

As Ward expanded its network, including new terminals, to pursue strategic growth opportunities, the demands placed on the proprietary system grew as well.

System challenges included:

- **Increasing effort**
Supporting and adapting the system meant increasing IT resources, updates and “fixes.”
- **External analysis**
Certain analyses required external evaluation outside of the platform.
- **Slower modeling**
Modeling new opportunities was delayed, constrained and time-intensive.
- **Limited flexibility**
Expanding operations required greater flexibility in how cost data could be applied and analyzed.



Ward needed a solution that could extend its proven methodology while providing the analytical framework necessary to evaluate opportunities, model potential outcomes and support future growth.

The Solution

To support this next phase of growth, Ward adopted SMC³'s Cost Intelligence System—extending its proven costing data methodology into an activity-based costing enterprise solution.

Implementing CIS, Ward was able to extend its existing cost discipline into a more flexible, transparent, scalable solution, preserving what worked while enabling more advanced, detailed analysis and decisions.

In selecting CIS, Ward chose SMC³ as a trusted partner bringing deep industry knowledge and experience along with instant credibility through a proven, widely adopted technology solution.

Extending the Ward Way with SMC³'s Cost Intelligence System



INDIVIDUALIZED ACTIVITY-BASED COSTING SYSTEM

Get customer, lane and shipment level cost data and robust insights foundational to pricing decisions.



FLEXIBLE COST ALLOCATION METHODS

Apply cost data across multiple dimensions to reflect how the business operates.



NETWORK & FREIGHT SIMULATION

Evaluate opportunities prospectively, simulate changes and optimize with confidence.



REDUCED INTERNAL MAINTENANCE

Minimize IT burden and stay focused on core business practices.



INDUSTRY-TRUSTED SOLUTION

Built on decades of industry leadership, trusted by leading carriers nationwide.



CIS gives Ward the insight and agility needed to evaluate opportunities, plan for growth and stay ahead in a rapidly changing LTL landscape.

The Impact:

Transforming Cost Insight into Confident Business Decisions

With SMC³'s CIS, Ward strengthened its ability to assess costs and make daily decisions with greater efficiency, scalability and confidence across dynamic market conditions.



Faster, More Agile Decision-Making

With modeling built directly into the solution, Ward has reduced reliance on manual analysis and enhanced the speed, consistency and efficiency of decision-making. What once required separate, time-intensive analysis is now incorporated into day-to-day business processes, enabling faster, accurate responses to market changes and improving organizational productivity.



Improved Growth Planning and Network Analysis

Ward can now more easily and efficiently analyze cost allocation and profitability across its network.

"We now have a more complete and accessible view of cost and profitability across our network."
— Bill Ward Jr., CEO

CIS enables Ward to deeply analyze key decisions such as opening new service centers, adjusting coverage areas and refining network strategy — before committing operational resources.

This capability equips Ward to make more informed decisions earlier in the process, helping Ward evaluate growth opportunities earlier and with greater confidence.



Stronger Organizational Confidence and Alignment

Cost insights are now more transparent and accessible across the organization, improving alignment between pricing, leadership and commercial teams, including:

- Broader understanding of cost and profitability across the business
- Increased alignment between pricing, operations and leadership
- More consistent application of cost insights in decision making

"CIS gives us the ability to analyze potential changes before we make them, which is critical for a growing carrier in today's market..."

— Charles Purvis, VP - Pricing

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The more ingrained CIS becomes in our day-to-day decision-making—at the customer, lane, service center and company level—the more irreplaceable it becomes to our business.

— Charles Purvis, VP – Pricing

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The Bottom Line

Ward didn't replace its approach—it extended “The Ward Way” with a robust foundation designed for growth.

As Ward continues to innovate, the organization is not just reacting to the market—it is positioning ahead of it.

By working with SMC³ and implementing CIS, Ward has:

- ✓ Strengthened pricing decisions
- ✓ Improved network visibility
- ✓ Enabled proactive decision-making
- ✓ Positioned itself for future growth

“The deeper understanding we now have of our costs will be critical as we navigate changing market conditions and position ourselves for future growth.”

— David Meyer, EVP

Explore what's possible with CIS at smc3.com.

Ward's investment in modern cost infrastructure—and its partnership with SMC³ enables:



More consistent pricing



Greater transparency



Smarter network strategies