

End-to-end transportation management system customizes customer connections



GENCO Supply Chain Solutions

Transportation Logistics Division

Location

Green Bay, Wisconsin

Industry

Supply Chain Management

Revenue

\$811 million estimated in sales in 2007

Business challenge

Utilize transportation management technology that supports the company's third-party logistics business

Solution

Sterling Transportation Management™ System

Benefits

- Streamlines electronic connections with customers and carriers
- Provides visibility and control
- Is highly customizable
- Provides scalability to meet the needs of any size customer
- Handles more freight with fewer people
- Improves customer service

Customer background

GENCO Transportation Logistics is a division of GENCO Supply Chain Solutions (www.genco.com), North America's largest U.S.-based logistics provider and the recognized leader in reverse logistics. As one of the Global Top 50 logistics providers, GENCO Supply Chain Solutions manages approximately 125 operations and over 37 million square feet of warehouse space throughout North America, for a diverse range of retail, manufacturing, and government customers. The company provides contract logistics, transportation logistics, parcel negotiation and audits, reverse logistics, damage research, product liquidation, pharmaceutical services, government solutions, and technology solutions.

Business challenge

Before implementing Sterling Transportation Management System, GENCO used its own proprietary system. However, according to Jaris Briski, Vice President, GENCO Supply Chain Solutions, the company felt it needed a proven Tier 1 solution offering streamlined connections with customers, as well as greater shipment visibility and control.

Solution

GENCO began using Sterling Transportation Management System in 2004. The system provides a completely integrated, end-to-end solution, enabling GENCO to view, plan, execute, settle, and analyze all inbound and outbound transportation, as well as collaborate with customers.

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Jaris Briski
Vice President,
GENCO Supply Chain Solutions

“It’s important for our customers to know we have a Tier I transportation management system in place that allows us to meet their individual needs,” Briski explained. “It’s a reliable, streamlined system that gives us visibility and control.”

Sterling Transportation Management System is an on demand solution that offers critical capabilities, including optimization of orders and shipment, online tendering to a community of carriers, access to capacity, shipment tracking and tracing, supply chain event management, and electronic freight payment processing. Embedded within its visibility feature are alerts and performance metrics to ensure cross-company shipment visibility, as well as consistent performance measurements.

Key benefits

GENCO cites three main benefits of Sterling Transportation Management System:

- A feature-rich system, which means GENCO customers are confident that world-class technology is supporting their planning and operations
- Customized connections with customers and carriers, which makes connecting with them easy and straightforward
- A broad range of capabilities, allowing GENCO to meet the needs of individual customers

Briski said Sterling Transportation Management System makes it very easy to sell GENCO’s solution offerings. “The single biggest aspect is controlled visibility. Our customers want to know they can have control over the process, as well as visibility of key performance indicators. With Sterling Transportation Management System, we can manage their freight on their behalf, but they don’t feel like they’ve lost control of visibility.”

GENCO uses Sterling Transportation Management System to handle shipping volumes for large and small companies. “With the on demand system from Sterling Commerce, we can handle a large volume of transactions,” Briski said. “This allows us to provide value to our customers, regardless of their size. We’re able to assign the right carrier to the right shipper at the right cost, which improves customer service. In addition, we’re able to handle more freight with fewer people because the process is automated.”

About Sterling Commerce

Sterling Commerce, an AT&T Inc. (NYSE:T) company, helps companies optimize and transform their Business Collaboration Network quickly, easily and securely so they can accelerate revenues, reduce costs and protect their enterprise. Sterling Commerce provides more than 30,000 customers worldwide with applications and integration solutions to connect, communicate and collaborate with their customers, partners and suppliers. Learn more at www.sterlingcommerce.com.

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