

## CASE STUDY

# REDWOOD KEEPS DATA FLOWING FOR LTL CUSTOMER

### BACKGROUND

Flow Control Group (FCG) is a leading solutions provider focused on technically oriented products and services for the flow control, fluid handling and process and industrial automation sectors with locations throughout North America. As a critical intermediary between suppliers and customers, FCG's distribution and technical services serve an essential function in the movement of mission critical components to a diverse array of end markets and applications.

### THE CHALLENGE

FCG is unique in that it is made up of over 70 different companies with over 150 locations in the United States and Canada. With such a wide footprint, and over half of its sites coordinating LTL rollouts, FCG needed a trusted partner to help keep product moving out the door and costs in line.

In April 2021, FCG became an equity partner with KKR, an American global investment company managing multiple alternative asset classes. At this time, FCG was evaluating LTL providers, and the KKR procurement team introduced them to Redwood Logistics.

"Redwood's knowledgeable team immediately stood out to us. We weren't just looking for the lowest cost provider, but the best people to work with," said Dwayne DeHaven, VP, Corporate Operations at Flow Control Group.

### THE SOLUTION

Redwood Logistics, one of the fastest-growing supply chain and logistics companies in North America, met with FCG to identify the individual areas it could support. After reviewing FCG's LTL needs and data, Redwood demonstrated the bottom-line savings available, as well as its automated solutions designed to provide increased visibility and reporting.



#### MARKET

- Industrial
- Chemical Processing
- Food & Beverage
- Energy

#### KEY TOOLS & SOLUTION

- LTL Procurement
- MercuryGate TMS Portal
- Multi Modal Brokerage
- Cargo Claims

#### ADDITIONAL BENEFITS

- Nearly 20% in annual savings
- Increased visibility, reporting, and automated processes
- Carrier Contract Management



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“At Redwood, we pride ourselves on providing our customers with clarity and visibility of their entire transportation data, all in one place. This creates a streamlined and more effective supply chain capable of meeting increased customer demand by making LTL capacity easier and cheaper to book,” said Christina Ryan, Executive Vice President, Managed Services at Redwood. “Clients like FCG who have really complex systems in place can immediately benefit and recognize savings across their transportation spend with our flexible freight management solutions.”

From carrier bidding to freight cost recovery, Redwood's flexible freight management helps customers uncover hidden savings and modernize supply chains from start to finish. Redwood also provides custom LTL solutions, allowing customers to choose the resources, technology, and processes that best fit their needs.

“Redwood's team worked calmly and professionally with ours, making sure we all understood the new LTL system and fixed problems on the spot,” added DeHaven. “There was no ‘we'll get back to you in two weeks.’ They had solutions at the ready for a smooth and effective implementation process.”

## THE RESULTS

- **Over 20% in LTL savings.** After implementing Redwood's flexible freight management solutions, FCG is now seeing a 21% savings in LTL post implementation. “Redwood attended every meeting, addressing what was working, what wasn't and any question we had, ultimately helping us achieve optimal savings,” said DeHaven.
- **LTL Execution Platform.** Prior to engaging with Redwood, FCG locations had multiple approaches to rating, BL creation, and tracking. None of which aggregated the data for organizational visibility and continuous improvement. Redwood provided a single platform providing the transportation management horsepower to support FCG's multiple operating companies while providing a single point of truth for the organization.
- **Immediate implementation.** Redwood worked with FCG to implement the new LTL system, ensuring FCG wouldn't experience any road blocks. “In my previous roles, I've gone through the LTL implementation process before and if you don't do it right, it can shut your business down overnight,” added DeHaven. “After all, this isn't just moving office supplies – it's our lifeline. Redwood's smooth implementation made sure that didn't happen.”



### FROM OUR PARTNER

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