



CASE STUDY

FRESH SAVINGS WITH PLATFORM INTEGRATION

BACKGROUND

RWI Logistics is a third party logistics provider that is part of the Castellini group of companies, one of the largest distributor of fresh fruit and vegetables, fresh-cut produce, and floral products in the country.

THE CHALLENGE

In order to better service a rapidly expanding customer base and gain a competitive edge in the market, RWI Logistics required a robust and flexible integration platform that could adapt to rapidly changing business needs. The platform needed to support emerging technologies as well as legacy software. The ideal solution required automated connections with customers and carriers to drive increased customer retention, reduced workload and cost to serve. This project not only supported the needs of existing business challenges, but it was also a vehicle to enable scale for future growth.

In the previous state, all systems integrated with the transportation management system (TMS) were supported through multiple channels across multiple vendors. RWI's internal skill level for support and troubleshooting varied greatly and the ability to improve or expand functionality was very limited without a digital transformation strategy.

THE RESULTS

RWI ultimately chose to partner with Redwood Supply Chain Solutions, a Platform Services division of Redwood Logistics, and TMS implementation and integration expert. Redwood delivered supply chain engineering, next-generation systems integration, complex business process orchestration, big data movement and storage as well as data analytics. RedwoodConnect is now instrumental in RWI's ability to quickly manage and scale new customer onboardings and automate multiple business processes.



MARKET

- Food Shipping

REDWOOD SOLUTIONS

- Supply Chain Engineering
- TMS Integration
- RedwoodConnect

BUSINESS RESULTS

- Resource shift from manual operations tasks to value-added positions that contributed to revenue generating activity
- Improved systems and data connectivity to enable rapid customer on-boarding and volume growth at lower operational cost structure
- Reduction in IT network server space, maintenance contract changes and network admin support
- 10% Reduction/savings in operational overhead cost

INTEGRATION EFFORTS THAT USED TO TAKE MONTHS NOW TAKE DAYS OR WEEKS,

which leads to accelerated customer onboardings and quicker recognized revenues.

RedwoodConnect allows for automated integrations and supply chain visibility through dashboard reporting, which enables RWI personnel to be proactive rather than reactive to any potential file failures resulting from incorrect customer data

THE BENEFITS

This engagement delivered an important foundation for executing customer business and it allowed Redwood to achieve RWI's growth strategy by unlocking system efficiencies in order to minimize the labor needed to execute and support daily operations.

Additional benefits of RedwoodConnect:

- Customer-specific integrations allow for custom business logic to be applied, thus reducing manual touch points and increasing customer retention.
- Quickly deliver new updates and maintain ever-changing business integration requirements.
- API-led architecture enables nimble connectivity and powerful data-in-motion strategies to send any data, any format, any protocol.
- Connect everything with easier onboarding and faster time-to-revenue / return-on-investment.
- Standardized business operation and automation becomes possible.
- Quick scalability and enhanced data visibility reduces impact on IT resources.



FROM OUR PARTNER

“Redwood Supply Chain Solutions has played an integral role in our technology advancements which helped modernize our business, drive cost out of our operations through technology efficiencies, and enabled expansion of our service capabilities.”

- David Noone
Executive Vice President &
General Manager