coolfire core

SMOOTHING THE BUMPS IN THE ROAD

DENVER-BASED LOGISTICS PROVIDER GOES FULL SPEED WITH COLLABORATION TECHNOLOGY

Acme
DISTRIBUTION

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Coolfire's collaboration solution for communicating with carriers on the road is making everybody's lives easier. For the first time we have full, real-time visibility and updates from all our carriers on the move.

Erica Martinez
Assistant Transportation Office Manager
Acme Distribution

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SITUATION

Acme Distribution, a Denver-based leader in providing logistics and dynamic supply management for nearly 75 years, offers diverse and well-tailored services for customers in need of transportation, warehousing, and fulfillment solutions. They provide full logistics support to over 400 clients in 18 different industries.

When it comes to managing the supply chain, Acme Distribution operates under the philosophy of providing exemplary service and value to customers. With several hundred employees and an executive team possessing over 100+ years of combined knowledge in logistics and supply chain, customers have come to expect a reliable and quality-driven service.

In a letter to the organization, Jeff Goldfogel, President and CEO of Acme Distribution, summed up the company's commitment to its customers and community:

> *Since 1947, Acme has been recognized as not only a prominent innovator in the world of logistics, but also as a highly respected business and community leader in Colorado and the Rocky Mountain West. Our proud history and strong values have served our company, our associates, and our customers very well.*

For national freight and transportation jobs, Acme Distribution acts as a third-party logistics (3PL) freight broker for the entire continental United States. They also have their own fleet of approximately 30 trucks dedicated for local use in the Denver Metro area market.

CHALLENGES

As a company striving to improve its services and technology when it comes to delivering best-in-class and A+ quality logistics support, Acme Distribution frequently takes inventory of workstream challenges impacting execution.

With the incredible strides having been made with apps and Software as a Service (SaaS) technology platforms, they wanted to find an appropriate end-to-end solution to completely smooth over some pain points or bumps in the road they had been experiencing. These included:

- Lack of functionality to get live, real-time updates from third-party carriers anywhere on the road in the United States

- Inability to provide real-time updates to customers on every aspect of delivery

- Absence of notifications for potential late delivery of loads

- Delayed or inaccessible uploads and viewability of critical transportation documents such as bill of lading and proof of delivery (POD)

The current process for addressing these challenges—tracking shipments at multiple carrier sites—was becoming too cumbersome and not time sensitive enough to provide the consistent quality of service Acme Distribution wished deliver. Moreover, it had become an impediment to scaling the business.

The Coolfire team configured its platform in such a way, Acme Distribution was able to communicate and get updates from any of its third-party carrier drivers on the road. The solution provided a fully centralized dashboard giving visibility to all the loads of its outside carriers in real-time.

SOLUTION

Acme Distribution did some research on potential communication and collaboration platforms for a logistics provider of its size. Ultimately, they reached out and made the decision to engage Coolfire. Coolfire's Core platform enables distributed and fast-moving teams a way to organize workflow and communications in real-time.

The Coolfire team conducted a thorough discovery of the "as is" situation and came up with a plan to use its platform to design the ultimate "to be" situation for Acme Distribution based on the challenges and the need for best-in-class service.

The Coolfire team configured its platform in such a way, Acme Distribution was able fully centralized their multi-carrier operations into a single dashboard. This consolidated view gave them real-time visibility to all the loads of its outside carriers.

Accordingly, with this visibility into third-party carriers coming from one central platform, Acme Distribution was now able to effectively track every aspect of the delivery and provide real-time updates to its own customers in an expeditious manner without the cumbersome procedure of going to various carrier sites multiple times each day. Coolfire's streamlined approach saved an estimated 10 minutes on each carrier inquiry, across hundreds of loads each year.

Along with the deployment of the Coolfire solution, Acme Distribution was able to get more timely updates from third-party carriers about any potential late loads. This information could then be easily communicated down the line to customers waiting for updates on the status of delivery.

"The entire deployment from engagement to pilot took approximately three months. We chose to do a beta test with four of our largest tobacco accounts and carriers. It was so rewarding to see all of this come together successfully in the pilot."

Erica Martinez
Assistant Transportation Office Manager, Acme Distribution

Moreover, the Coolfire platform made it easy to upload critical shipping documents such as the bill of lading given by the carrier to the party consigning goods. It also made it just as simple to upload the final proof of delivery documents (POD) into the digital space as well—making all of these documents accessible and viewable in real-time as needed.

Erica Martinez, the Assistant Transportation Office Manager at Acme Distribution, said "The entire deployment from engagement to pilot took approximately three months. We chose to do a beta test with four of our largest accounts and carriers. It was so rewarding to see all of this come together successfully in the pilot. She further added, "We are now planning to expand into some of our other industry verticals because it was so easy to onboard new customers—it takes less than a minute."

THE FUTURE

The road ahead for Acme Distribution has several important milestones in the works with Coolfire. There are plans to expand the platform to cover other verticals. They are also looking into getting their own internal fleet of trucks on the platform. Right now, the system was initially deployed to track third-party carriers for their logistics brokering business.

Another critical milestone is to integrate the Coolfire platform with another legacy business system used regularly by Acme Distribution—A1 Tracker Logistics. This system is predominately used for tracking orders, freight, and their associated costs. Acme Distribution's IT department is working on this integration and it is expected to be completed soon.

Lastly, Acme Distribution is evaluating the Coolfire platform to help manage other aspects of their business, including warehousing and fulfillment.

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Erica Martinez
Assistant Transportation Office Manager, Acme Distribution

ABOUT

Coolfire provides core and enterprise level solutions making it easier for teams on the move to stay connected to the critical information they need to effectively do their jobs. We help people, teams, and businesses get their work done better, faster, and easier.

Our technology is literally battlefield tested. With our roots in the military, Coolfire is used in everyday military operations where we empower people through our collaboration and communication technology in some of the most challenging environments.

Today, we help teams across multiple industries complete their own unique missions successfully.

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