BACKGROUND
The heavy equipment and components used in oil and gas drilling and production operations are challenging — and expensive — to transport. Headquartered in Texas, this company’s transportation network has to support more than 500 locations across six continents. It must routinely deliver large equipment to remote sites and harsh environments.

THE CHALLENGE
Known for its advanced product systems — which are hard-working, heavy-duty and typically very large in size — this oil and gas leader must deliver them rapidly and cost-effectively to customer locations such as offshore drilling sites. The company was challenged to optimize its global transportation planning and execution processes for these oversized systems using outdated tools and manual analysis.

THE SOLUTION
To help this customer match its product innovation with logistics innovation, Redwood replaced its manual processes in shipping and invoicing with a streamlined digital transportation management system, Oracle OTM, built for its unique challenges. The new platform relies on process optimization and automation to load and manipulate all orders — including various materials and units of measure — across its worldwide business. The system streamlines transportation planning, pricing and freight settlement via best practices and customized workflows. Oracle OTM connects directly with the

MARKET
• Industrial Manufacturing

KEY TOOLS & SOLUTION
• Oracle TMS
• Systems Integration

ADDITIONAL BENEFITS
• Global rollout completed in just 15 weeks
• Optimized decisions, leading to cost and service improvements
• Increased process speed and efficiency via automation

“Timely logistics execution utilizing the most cost-efficient solution to meet delivery expectations is crucial to any supply chain. Redwood understood our business needs and installed a new transportation management platform that addresses them. In just 15 weeks, the new system was implemented across our USA operations and we immediately began to realize cost benefits through appropriate carrier selection coupled with a sharp increase in automated carrier invoice review and approval.”

-Global Director of Logistics
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In less than 45 days Redwood further implemented the go-forward beta plan that fully managed this key beta supplier and all merchandising order volumes for 12 months. This solution included multi-modal automated rating APIs for proper cost to service selection, order/shipment consolidation and route optimization, supplier daily load planning & carrier management, a central point of contact for all communications, FP&A as the central clearinghouse and debtor to all freight bills associated with the program and monthly financial and service reporting to meet the demands of their key business metrics – All managed by a central, dedicated internal team of experienced, Operations Command & Control Hierarchy.

**THE RESULTS**

Following a four-week planning period, the new transportation management platform was rolled out across the customer’s global operations in just 15 weeks. The system is helping to streamline global transportation planning and execution, as well as freight management, across all transportation modes including highway, air, ocean and rail routes. Process automation has increased speed and efficiency across the company’s logistics organization. The new transportation management platform also enables transportation planners to make better, fact-based decisions that lead to cost and customer service improvements. The company is benefiting from improved on-time delivery rates, upfront scheduling efficiencies and more intelligent loading strategies.