



Customer Case Study

Transforming Logistics: How Beaver Street Fisheries Achieves Full Visibility and Automation with Shipwell's TMS

Key Results

100%

ocean shipment visibility,
up from 40%

3,064 hours

in efficiency improvements

\$270,000+

in cost avoidance

"The decision to move to Shipwell was a turning point for us. From real-time visibility to completely automated settlements, Shipwell's modern architecture and responsive support have been instrumental. We're excited to explore even more capabilities, like AI and IoT integration, as we continue to optimize our logistics operations."

SCOTT LANE

VP of Supply Chain,
Beaver Street Fisheries

ABOUT BEAVER STREET FISHERIES

Beaver Street Fisheries is a leading importer, exporter, manufacturer, and distributor of quality frozen seafood and meat products from the US and around the world. With headquarters in Jacksonville, Florida, a vertically integrated supply chain, and the advantage of both on-site and off-shore processing capabilities, Beaver Street Fisheries offers a wide variety of products, competitive pricing, and can satisfy the diverse needs of wholesale, retail, institutional and foodservice operators.

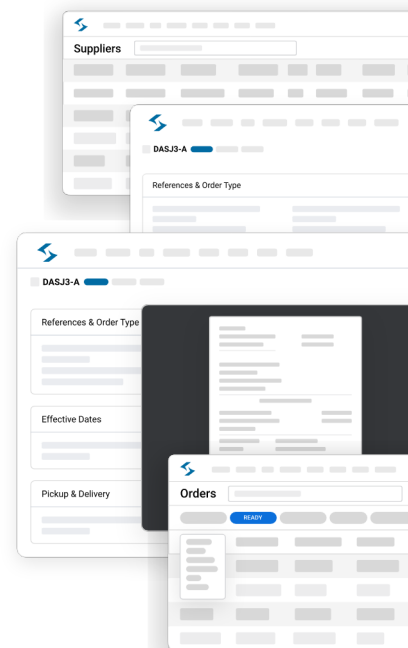
CHALLENGES

As Beaver Street Fisheries (BSF) prepared to transition from their previous transportation management system (TMS), they faced several significant hurdles. Because their previous TMS was being phased out, the limitations and frustrations of dealing with unresponsive support were slowing down operations. BSF needed a more modern, powerful solution that could align with their efficiency goals and provide seamless customer support.

WHY SHIPWELL?

In their search for a new solution, BSF prioritized ease of use and robust functionality. Shipwell's TMS and robust support function offered exactly what they needed.

- **User-Friendly Interface:** The intuitive design meant BSF could quickly onboard teams without extensive training.
- **Carrier Rating & Prorating:** This functionality was essential for efficient order consolidation, helping BSF streamline shipments and cut costs.
- **API Integration:** Shipwell's modern API architecture stood out for its simplicity, comprehensive documentation, and effortless integration with BSF's ERP, NetSuite. This powerful, well-structured API was a deciding factor in their choice.
- **Exceptional US-Based Customer Support:** BSF was impressed by Shipwell's dedicated, highly responsive support team. A dedicated support representative provided personalized guidance, ensuring smooth implementation and ongoing success.





KEY RESULTS & OUTCOMES

After implementing Shipwell's TMS, Beaver Street Fisheries saw immediate improvements in both visibility and automation across their logistics operations:

- **ERP Integration for Seamless Operations:** With Shipwell's robust API integration, BSF seamlessly connects the TMS to their NetSuite ERP, enabling a smooth flow of information across platforms. This integration eliminates manual data entry and reduces processing time, allowing teams to focus on strategic initiatives rather than repetitive tasks. Automated updates between Shipwell and NetSuite provide BSF with real-time insights and enhanced visibility, driving more efficient and accurate operations across the board.
- **Enhanced Carrier RFP Process:** Shipwell's 'RFP Automation' enables BSF to request, manage, and award procurement events directly in the platform, eliminating manual spreadsheets and reducing the need for emails, phone calls, and texts. This streamlines communication and brings efficiencies to their procurement process.
- **Ocean Visibility:** BSF activated Shipwell's 'Ocean Visibility' module, allowing them to track vessels in real-time and automatically update data back into NetSuite. This solution provides BSF with complete, 100% visibility of their containers, compared to only 40% previously. The real-time maps and data integration enables BSF to deliver accurate shipment information to customers, improving customer satisfaction and transparency.
- **Automated Settlements:** The 'Settlements' feature automates BSF's carrier invoice processing, saving them numerous hours daily. Fully integrated into NetSuite, this feature replaces a labor-intensive process with a streamlined, automated workflow.
- **Superior Support:** Shipwell's dedicated support structure has also been a game-changer for BSF, far surpassing their previous provider's outsourced helpdesk. With Shipwell, BSF receives in-house support that resolves issues promptly, along with a named customer success manager who provides 1:1 guidance and personalized support.

"Shipwell's executive involvement truly sets them apart. Their CEO regularly engages in check-in calls, directly addressing our feedback and building a close partnership with BSF. This level of attentiveness has been invaluable and reinforces our confidence in Shipwell's commitment to our success."

SCOTT LANE

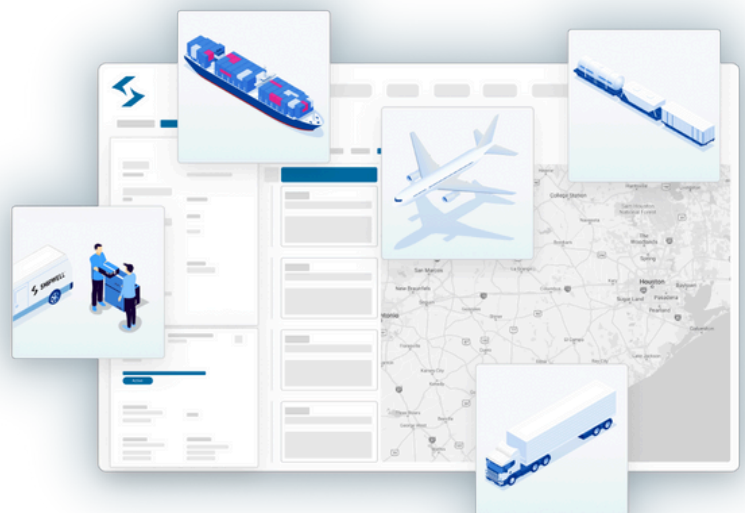
VP of Supply Chain, Beaver Street Fisheries

LOOKING FORWARD

BSF is eager to further optimize their logistics through Shipwell's advanced capabilities:

- **AI Capabilities:** They are exploring AI tools within the platform to further enhance decision-making and predictive analytics.
- **Drayage Visibility:** BSF aims to connect inbound and outbound logistics, creating a seamless flow of goods across their network.
- **IoT Integration:** BSF is considering implementing IoT technologies for real-time, end-to-end tracking.

Through ongoing collaboration with Shipwell, BSF is well-positioned to tackle future logistics challenges, drive innovation in the frozen foods sector, and set new benchmarks for efficiency and visibility in their supply chain.



Ready to drive similar results for your business?

Talk to one of our TMS experts today or learn more at shipwell.com

Get a Demo