



Ryder Atlanta LoadProof Rollout – Case Study

1. Introduction

LoadProof (<https://loadproof.com/features>) is a Centralized Cloud based Enterprise Photo Documentation System for Supply Chain. LoadProof is built on the premise that photos and videos are vital documentation that serve as powerful proof of important operations that are performed in the supply chain within and across organizations when fulfilling customer orders as well while meeting the contractual obligations that the organizations have committed to operate by as they transfer merchandise across different parties that partake in the Supply Chain functions and operations. And these photo and video data should not be stored in someone's smartphone or inbox or in their computer, instead should be stored in a centralized Enterprise system, where the data can be pushed into superfast, stored securely, accessible to all the stakeholders in an organization as well as facilitates superfast retrieval and sharing. LoadProof is an Enterprise System of record for photo and video documentation and is as important as an ERP (Enterprise Resource Planning System) which is an enterprise system of record for critical documents such as Purchase Orders, Sales Orders, Contracts between parties etc. that have tremendous legal ramifications, also as important as a WMS (Warehouse Management System) that hold indispensable information such as shipment and fulfillment data of orders. Like how Instagram, Facebook, Snapchat etc. have evolved into social media platforms/systRyder that enable an individual to showcase how pretty they look or how pretty their clothes are or how pretty the cosmetic that they wear, LoadProof is another Enterprise system that holds similar photos, but for a different reason, not so much for show off, but to serve as proof even in the court of law in the event there is a dispute between organizations while they perform many facets of the functions and operations within a Supply Chain.

Ryder is one of the largest transportation companies in the US and manages transportation and supply chain functions for over 50,000 customers, managing over 9,000 drivers around the country with about 272,000 vehicles on operation. Due to the extensive reach and logistics complexity Ryder manages every day, the company faced with a situation where taking pictures with a digital camera and finding per package and per customer became was really challenging and difficult to respond with the agility and quality their customers deserve. For this reason and since Ryder invests in cutting-edge technology to provide to its customers the ultimate digital platform for real time transparency and collaboration on all goods moving around the country. However, it was missing a comprehensive, cutting edge and easy to implement technology to provide even more transparency to their customers which was an effective process that was missing in the company's operation.

2. Ryder – Company Background

Ryder was founded in 1933 and has more than 85 years of logistics experience in the market. One of the main principles of the company is sustainability, which states the investment to make business safer, more efficient and environmentally responsible to clients. In the early 1960's was the year that the company established their brand, by listing their stocks at New York Stock Exchange. In 1994, the company opened offices in Mexico, Argentina and Brazil, becoming an international operation. In 2006, Ryder





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celebrated 35 years in UK and in 2009 Ryder becomes certified as a Third-Party Logistics Provider (3PL) in the Customs-Trade Partnership Against Terrorism (C-TPAT) for logistics operations in the U.S., Canada, and Mexico.

Logistics Solutions offered includes Supply Chain: transportation logistics, e-commerce fulfillment, last mile delivery, warehousing & distribution

1. Warehousing & distribution: site management, network design and implementation, equipment, visibility tools. Cross-docking and dedicated or multi-client facilities
2. eCommerce Fulfillment: with technology API and ERP integration, Ryder provides real-time visibility of inventory, as well as logistic service of itRyder
3. Last Mile Delivery: transportation logistics to companies that uses technology platform that provides self-scheduling order delivery, real-time visibility and notifications to ensure on-time delivery.

3. Ryder Supply Chain Macro Picture

Ryder operates in Canada, United Kingdom and United States. In US, the company move across 800 locations providing truck maintenance, truck rental and on-demand maintenance, over 5,000 pre-owned trucks, tractors and trailers with multi-point fuel with oil companies partnerships in order to guarantee fueling locations and price forecast.





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4. Ryder Supply Chain – Micro Picture

The objectives to accomplish in this project are as follows:

1. To have an organized process of sending pictures to customers, in a way that was trackable and easy to find.
2. To implement a controlled export load, wherever they are so that when customer calls, it was possible to find the information
3. Ryder should be able to provide good quality pictures for the itRyder loads to their customers
4. It is extremely important to provide information to their customers, so that they are not blamed for shipping damages

5. What is the problem?

Ryder main goal is to deliver goods fast and keep businesses on the go. By using many trucks nationwide and in UK and Canada, the company holds responsibility on the last mile and good arrival of shipments. Ryder guarantees 2-day person delivery and real-time tracking status update of merchandises they are handling which demands full information on package loads, timing of shipment, location in transit and final destination. The customer is offered to see all the status online with Ryder's automation platform.

Ryder offers regularly and preventive truck maintenance with rigorous tank maintenance at every location so that the end customer is fully certain that shipments are going to arrive fully and in good condition. All this scenario, however, was not counting with an automated pictures and merchandise situation on the go, as the logistics processes. Ryder's staff was taking pictures with a digital camera, totally manual, making teams to lose time to upload in a folder and provide the real time information for the customers. At this point, it was not happening at all. In order to find pictures, the correct one, among several others taken in the camera, has become a real nightmare, which could compromise the quality of transportation the company announces to do. Even though they had real time information of the shipment, the company in fact did not really know what happened with the packages while in transit, making them to spend from USD 100 to a USD 2,000 in freight claims a month, due to lack of visibility. Ryder Atlants had this problem, where they were losing a lot of dollars due to damage claims.

6. What is the Solution?

LoadProof was brought to the company thru one of their managers, who came from another transportation company and brought the idea to improve the process. He introduced the platform to management who implemented LoadProof in one of their sites.

The transition from a manual process to a full digitized picture consolidation was seamless. The team found the software so easy to use that they did not require any type of onboarding, training and guidance to start using LoadProof right away.

Nowadays, Ryder really offer real time visibility of all shipments. Download of pictures become an easy step to do out of the logistics of each item and the same way, easy to find specific picture to show the customer and to know the status while moving from one point to another and they could know the "who to blame" in case of any damage.





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More site plants will be included for LoadProof implementation, once management was suggesting to other sites due to the easy to use and friendly platform to continue helping their shipment process.

7. What are the capabilities that Ryder obtained with LoadProof?

Ryder was able to include this platform in their shipment process with a Centralized Enterprise Class Photo Documentation System for the entire site, and more:

7.1 Super-Fast Photo Capture

After downloading LoadProof app from the app store, Ryder users could take photos using their mobile phones in a few seconds and then upload those photos to the cloud, tagging them with appropriate contextual data elements. While uploading photos, Ryder can add notes, making them able to do the following:

1. User who captured the photos
2. Date when the photo is captured
3. Time when the photos are captured
4. GPS coordinates the location where the photos are taken
5. Device that was used to capture the pictures
6. Android OS version that was running in the device that was used when photo was taken

The photos are captured in multiple resolutions based on the plan, the different resolutions that are available are: Low Resolution, Medium Resolution and High Resolution.



7.2 Super-Fast Photo Retrieval

So now the photos are uploaded to the LoadProof cloud, users can easily log on to the LoadProof cloud through the browser and look up photos from wherever they need to. Users can logon to the cloud the browser by providing their credentials, which includes a user id and password. Then they can input one or more of the contextual data that had tagged each photo with and then perform a super-fast search. Now users can retrieve the photos they need, drill down further and look at the photos individually, zoom in, zoom out, save them locally if they need to (not recommended often) and examine any notes that was entered and look at the date stamp, time stamp, GPS coordinates etc. if there is a need to validate any of these data set for each photo.

7.3 Super-Fast Photo Sharing





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After retrieving Photos users can share the Photos with anybody else, usually customers, vendors, partners, carriers, cross dock facilities, insurance companies, claims processors, Retailers, consolidation facilities etc. in multiple ways as listed below,

1. By generating one PDF document for the entire load
2. By sending the entire load to a customer by inputting an email address
3. By setting up a customer as a user within LoadProof
4. By generating a LoadProof URL for each Photo and then sharing that URL in an email
5. By generating multiple LoadProof URLs for all Photos and then sharing those URLs in an email

8.What are the Benefits?

The customer is very happy with the solution and when asked about what they do not like in the platform, they answered: “There is nothing I do not like in LoadProof. Everything is super easy and is helping a lot”.

1. Now they have a way to provide pictures of the exports, freight information and what was going out.
2. It is possible to find photos, once it was challenging when was being done with digital camera.
3. It is possible to show customer when the product left their warehouse was entirely good.
4. Ryder is saving freight claims among all kinds of until 2,000 USD a month.
5. They could not prove what was being loaded correctl. Now there is a tracking number in the photo so that it is possible to retrieve quickly in the system
6. The company knows they have a picture for every item.
7. There was an Improvement of relationship with the client, once it was possible to talk to the local employee and see immediately what was going on in case of any issue.
8. It was a seamless transition from a digital camera to LoadProof and it is easy adapting process
9. Easy to use and user friendly

8.1 Enterprise Supply Chain Network Architecture





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1. Ryder has corporate level users set up that have visibility to look at Photos across all the sites
 - a. These users could be Photo taker users or Photo viewer users or both
 - b. These users could also be Admin users or Non admin users
2. Ryder also has Network level users that have visibility to look at the Photos at the Supply Chain Network level
 - a. These users could be Photo taker users or Photo viewer users or both
 - b. These users could also be Admin users or Non admin users
3. Ryder has site level users that have visibility to look at the Photos at the site level
 - a. These users could be Photo taker users or Photo viewer users or both
 - b. These users could also be Admin users or Non admin users

8.2 Integrations with other Systems

1. LoadProof supports integration with other systems.
2. LoadProof is already integrated with Mercury Gate, My Ez Claims System. My Ez Claims is a Freight Claims Processing system that helps shippers process their Freight claims with multiple carriers faster and easier.
3. Loadproof can be integrated by setting up a field to look up from any other system using a hyperlink so that LoadProof data can be pulled into a browser directly by clicking a link in the external system.

9 What are the Benefits?

The results were fantastic, and Jameson Durrah mentions in her testimonial, that she is super happy. Not only the system was super easy to turn on, now they are push back on the claims and are saving a lot of dollars, where in the claims were unjustified. Life is so much better. The organization and retrieval of photos has been lot easier and has been fantastic to manage. Life is so much easier anybody can log into LoadProof, search the photos and retrieve the photos and share them with anybody and everybody. Loadproof is a great little system that works really well.

9.1 Measurable Hard Benefits

1. Now there is one centralized place to get the Photos from, retrieval of Photos is super easy, Ryder personnel retrieve the Photos in seconds instead of spending hours and hours looking for those Photos. All the time related to this activity is saved now.
2. With the centralized sharing of Photos is super easy, all Ryder personnel have to do is put in the email address and push a button, the person on the other end gets the Photo within minutes and there are no more back and forth conversations wasting time. All the time related to this activity is saved now.





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3. Our operators are doing a much better job, when everyone knows the quality of the work we are doing is documented. This directly results in improved customer satisfaction rating, in our customer satisfaction surveys we can see the improved customer satisfaction ratings and hence the relationship with the customer has improved significantly.
4. Before customers will call us and say, hey there was a damage to the product they received, we wouldn't have anything to show that we did our job right, so all we can tell is hey you know what, we will replace that part for free. But now with LoadProof, we can show the Photos and say, hey we did everything perfectly and look at the condition of the product when it left our facility, so it is not our fault, it is not fair for us to replace this free. All the free replacements we have been doing have reduced now
5. With Freight Claims now by providing Photos we get our freight claims processed faster and also less number of freight claims are rejected.
6. Also now less loads are rejected, before when a load gets rejected, our only option is to pull the load back, which means our transportation cost doubled, fix the issues and we have to ship the product once again. Now with Photos we are able to prove that we did our job right, it is much easier to have that conversation in a rejected load scenario and also we can push back on the customer as we have proof.

9.2 Intangible Soft Benefits

1. Everybody in the distribution center feels good about the centralized Photo documentation system, there is no more uneasy feeling in the stomach when a customer reports a damage and submits a damage claim. Nobody is losing sleep over damage claims and rejected loads
2. The visibility to the steps we do to ensure the product is shipped in excellent condition to all parties, customers, carriers, internal stake holders such as the Salespeople, Customer Support people, Support Technicians etc. makes us feel much better, if there is any complaint, we can immediately pull the Photos and show them. The visibility has enhanced transparency, so the trust with our partners have improved significantly, our reputation in the industry has improved as well.
3. Ability to set up multiple facilities and multiple personnel at the facility level and at the corporate level is very helpful also. It has eliminated unnecessary calls quite a bit, nobody has to wait for the other person to respond

Listed below are the different functional areas

10 What are the Cost Savings?

The savings are summarized below under different sections as appropriate.

9.1 Savings due to implementing a Centralized Enterprise Class Documentation System for Photos & Videos

# of Hours saver per facility per week	25
# of Facilities	1
Hourly rate of employees that manage these Photos	\$20
Total Savings in a year per facility	$25 \times \$20 \times 54 = \$27,000$
Total Savings across 3 facilities per Year	$\$27,000 \times 1 = \$27,000$
Total Savings per Year within the entire Supply Chain Network	\$27,000





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9.2 Savings due to less Rejected Loads and Reduced Damage claim submitted by customers

Average # of Shipments in a month	400
# of Facilities in supply chain network	1
Average value of a shipment	\$10,000
Average value of all shipments in one facility in one year	$\$10,000 \times 400 \times 12 = \$48,000,000$
Average \$ lost (0.5% damages) due to rejected and damages claims submitted by customers in one year in one site	\$240,000
Average value of all shipments in one year within the Supply Chain Network across 7 sites	$\$48,000,000 \times 1 = \$48,000,000$
Average \$ lost due to rejected and damages claims submitted by customers (0.5% of Total)	\$240,000
With LoadProof that dollars lost is reduced to 20%, hence the savings are 80%	\$240,000

The dollars lost due to rejected loads and damage claims submitted by customers results in \$240,000.
With LoadProof, that is reduced by 80%. Hence the savings are 80%, which is \$192,000

Industry Numbers: The damage claims vary around 2% as per Industry standards.

9.3 Savings due to Faster Processing of Freight Claims

Average # of shipments in one facility in one year => 400 shipments per month x 12 months	4800
# of Facilities	1
Average # of shipments within the supply chain network in one year across 1 site	4800
Hourly rate of employees that manage these Photos	\$20
Estimated # of shipments (1% of total shipments) that results in Freight claims within the supply chain network	48
Hours saved with faster processing of freight claims within supply chain network (12 hours saved per freight claim)	$48 \times 12 = 576$
Total dollars saved = 576 X \$ 20/hour	\$11,520
Total Savings/Year within entire Supply Chain Network due to faster Freight Claims Process	\$11,520

The total savings with faster processing of Freight claims results in \$51,840

Industry Numbers: Average number of Freight claims issued for Outbound shipments is approximately 1% of the number of shipments. NovEx Supply Chain is around 1% which results in a savings of \$51,840 with faster processing of Freight claims

9.4 Total Savings per Year

Savings due to Centralized Photo Documentation System	\$27,000
Savings due to reduced rejected and damages claims submitted by customers	\$192,000
Savings per Year due to faster processing of freight claims	\$11,520





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Total Savings

\$230,520

Ryder end users which includes multiopel supervisors mentioned that they have saved \$100K+ within months of implementing LoadProof. Please watch the testimonial video to learn more. Even though we applied industry standards and computed the cost savings, which look like a small number, however this facility had some special challenges which resulted in a lot of dollars lost. LoadProof helped with cutting those loses.

Ryder is also looking to roll this out in multiple facilities. Ryder recently had a demo with the LoadProof team and is loking to solve the Retailer chargeback problem for one of their OEM Appliance manufacturer.



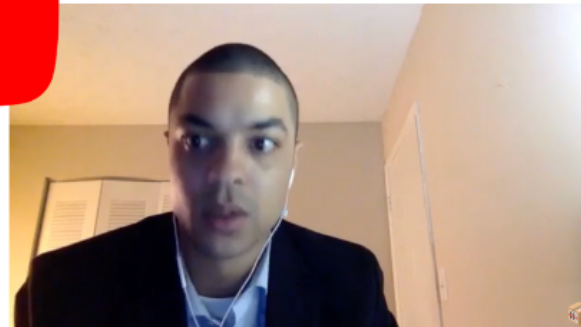
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11 User Testimonial

[Click this to watch the full Testimonial video.](#)



LoadProof Testimonial - Jameson Durrah, Ryder



11. Insights

1. If you are shipping high value products, when the damage occurs, the loss is too much and somebody has to pay for that loss, it is usually the warehouse because the receiver only knows the warehouse that shipped the product, and the receiver does not have any visibility to the other Supply Chain partners that touched the product during transit. So all they can do and do is point fingers at the warehouse and say the warehouse messed this up. So that is where the warehouse personnel need to have photo proof in order to prove that they did their job right. LoadProof helps with proving the point that the warehouse indeed shipped the product in perfect condition. When this proof is made available from the warehouse side, RYDER does not have to incur the cost, also RYDER does not have to replace the itRyder for free.
2. If you are shipping to construction sites, when the product does not get delivered on time, or if the product is delivered with damages, now the supplier is held responsible for the delay. Also in a construction project there are so many other suppliers that are impacted, now because of this delay due to one supplier, all the other suppliers' timeline is changed, hence you incur a penalty for any delay or damages. So now in the same way, the receiver does not have any visibility to the other Supply Chain partners that touched the product during transit. So all they can do and do is point fingers at the warehouse and say the warehouse messed this up. So that is where the warehouse personnel need to have photo proof in order to prove that they did their job right. LoadProof helps with proving the point that the warehouse indeed shipped the product in perfect condition. When this proof is made available from the warehouse side, RYDER does not have to incur the cost, also RYDER does not have to replace the itRyder for free.
3. If you are shipping fragile products when the damage occurs, the damage could be a simple dent or even scratches or a small corner of the product is broken, now the products need to be returned all the way back to the warehouse and now the warehouse team gets the blame as well. So now in the same way, the receiver does not have any visibility to the other Supply Chain partners that touched the product during transit. So all they can do and do is point fingers at the warehouse and say the warehouse messed this up. So that is where the warehouse personnel need to have photo proof in order to prove that they did their job right. LoadProof helps with proving the point that the warehouse indeed shipped the product in perfect condition. When this proof is made available from the warehouse side, RYDER does not have to incur the cost, also RYDER does not have to replace the itRyder for free.