

1. Introduction

LoadProof (<https://loadproof.com/features>) is a Centralized Cloud based Enterprise Photo Documentation System for Supply Chain. It is built on the premise that photos and videos are vital documentation serving as compelling proof of important operations performed in the supply chain within and across organizations. These operations may be related to fulfilling customer orders, meeting contractual obligations, or while transferring merchandise across different parties partaking in the Supply Chain functions and operations.

Photo and video data are too important to be left stored in someone's smartphone, inbox or computer. They should be carefully collected and saved in a professional Centralized Enterprise system, where data can be pushed into super-fast, stored securely, and be accessible to all stakeholders, while facilitating super-fast and secure retrieval and sharing.

LoadProof is as important for your organization as an ERP (Enterprise Resource Planning) 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, or a WMS (Warehouse Management System), that holds indispensable information related to orders shipment/fulfillment data.

Just like Instagram, Facebook, Snapchat etc. have evolved into platforms that enable individuals to showcase how pretty they or their clothes are, LoadProof is a similar Enterprise system that holds photos, but for a different reason, not so much for show off, but to serve as proof, even in the court of law when there is a dispute between organizations while they perform many facets of their functions and operations, as well as for increased visibility within the Supply Chain.

2. Saddle Creek – Company Background

Saddle Creek is an asset-based third-party logistics provider based in Lakeland, Florida, specializing in designing and delivering omnichannel logistics solutions for manufacturers, retailers and ecommerce companies. They focus on solution-based and data-driven approach, using the most advanced operational methods and sophisticated technologies.

It was founded in 1966 when David Lyons acquired a single 12,000 sq ft warehouse in Lakeland, Florida. Today, Saddle Creek has grown to be an integrated logistics services provider with 31m sq. ft. of warehouse space, a fleet of trucks, and a full suite of services offered to customers nationwide. They boast with a nationwide network of strategic locations, with millions of square feet in warehouse space, a private fleet, a full set of



brokerage services and extensive relationships with all major parcel providers.

They are proud of their company culture, marked by integrity, strong performance expectations, a high level of accountability and the commitment to do what is right for clients and their customers, well represented by their motto that describes our philosophy for doing business – *Whatever it Takes!*

3. Saddle Creek Logistics Supply Chain Macro Picture

Saddle Creek offers a complete solution of warehousing and transportation that serves B2B and B2C businesses and needs to keep a high level of automation to collect data for its customers and respond fast to any issue that might arise. Among their services are:

1. Omnichannel Fulfillment
2. Warehousing
3. Transportation

One of the groups of services include Parcel Shipping, which helps customers not to commit to one single carrier and optimize costs, allowing its customers to take advantage of best rates with carriers. They are committed to providing every client with *Whatever it Takes!* to get the job done. They have built customized supply chain solutions for thousands of clients. Their main objective is to provide the best shipping service and works on behalf of a brand, a manufacturer, and OEM and retailer. The chart below shows how complex Saddle Creek’s client community is:



1. **Omnichannel Services:** customers who sells and distributes goods to customers via multiple locations from a single inventory
2. **Manufacturers/Distributors:** customers who need a single source and a diverse network of warehouses nationwide, transportation options with integrated order management systems.
3. **Ecommerce Retailers:** web-based platform companies that need to manage a high number of SKU’s. For these customers, Saddle Creek offers visibility and shopping cart integration to manage deliveries and inventories and handle seasonal fluctuations.
4. **Traditional Retailers:** clients that sell products through physical store fronts and need quick movement of products and meet various retail requirements.
5. **Direct Sellers and Multi Level Marketers:** businesses that sell their products through consultants or distributor networks. For this segment, Saddle Trick also offers value added solutions, such as: labeling, custom packing slips, re-kitting for welcome kits and reverse logistics.

6. **Subscription Companies:** the new era of digitized companies who sell those products through signature and need order fulfillment efficient enough for rapid growth. For this segment of customers, Saddle Trick also offers customized services including tailored boxing solutions to help its clients to keep subscribing long term.

4. Saddle Creek Logistics Supply Chain - Micro Picture

Saddle Creek Logistics operates nation-wide, with more than 20 locations across 13 states. Each of their locations offers a full range of third-party logistics services such as warehousing, omnichannel fulfillment, packaging and more.

Locations

1. **Dedicated Customer Facilities:**
 - a. *Alabama:* Bessemer and Birmingham
 - b. *Illinois:* Edwardsville
 - c. *Ohio:* Cleveland, Columbus, Marion
 - d. *Indiana:* Jeffersonville
 - e. *Pennsylvania:* Pittston
 - f. *Florida:* Auburndale, Jacksonville-Gran Bay, Leesburg, Polk City
 - g. *Mississippi:* Corinth-County Road, Corinth-Tecumseh, Hattiesburg
 - h. *Tennessee:* Clinton, Memphis
 - i. *Georgia:* Atlanta-Fulton Pkwy, Newnan, Villa Rica
 - j. *Texas:* New Caney
 - k. *New Jersey:* Florence-John Galt
 - l. *Virginia:* Chester, Richmond
2. **Warehousing and logistic solutions:**
 - a. **Illinois:** Joliet
 - b. **California:** Buena Park, Modesto, Ontario, Ontario-Philadelphia, San Diego,
 - c. **Georgia:** Atlanta, Macon
 - d. **Pennsylvania:** Myerstown
 - e. **Florida:** Lakeland
 - f. **North Carolina:** Charlotte
 - g. **Texas:** Dallas Campus
3. **And other facilities in Texas and North Carolina.**



5. What is the Problem?

Saddle Creek serves lots of different types of companies with warehousing, shipment and logistics, including packaging services. Their supply chain team needs to be fast and meticulous in order to avoid any mistake on the loads so that the correct product arrives to the correct end customer.

One such example is the Omnichannel customer, who sells and distributes goods to end customers through multiple channels with one single inventory. That means, all shipments get out from one warehouse and go to several locations. This customer needs to have real time visibility of the inventory, integrate its online cart with the warehouse for fast shipping in order to have competitive service and good customer experience. Saddle Creek needs to provide real time information as well as guarantee that the product arrives in a good shape. They are accountable for the whole brand experience, since the moment of the purchase and receipt of the product. Any damage, delay or packet loss might compromise the whole operation.

When a customer claims damage on a shipment and asks for a proof of condition, Saddle Creek cannot provide one as the team doesn't have a photo-documentation process in place.

That's why Saddle Creek had to find a solution that would help them prove quality of their shipments to various types of clients. More specifically:

1. They needed to start auditing the quality of services to keep the speed of shipments
2. When customers asked about specific load information, they needed to provide them, with proper proof of condition
3. Ensure that the supply chain staff could process claims demands in a more automated process, instead of the current manual one
4. They had to find a solution for collaboration and shipment tracking

All of these requirements would be met with the introduction of a digital photo-documentation system.

6. What is the Solution?

Saddle Creek heard about the LoadProof solution through one of their customers, who realized that the company had no photo evidence of their warehouse operations implemented at the time. Once the solution was implemented, they immediately started saving – their first resolved claim was USD 1,900, the exact ROI to the system they just got.

With the LoadProof solution, Saddle Creek had to pay only a small monthly fee to get rid of chargebacks and freight claims for good, as well as to improve its transportation compliance and quality for the end customer. The system is easy to learn, and the company could implement it right away once it did not require any training to start using the system.

Due to the LoadProof friendly platform, Saddle Creek Logistics personnel was able to implement the software-based program in the company as a whole, improving the quality and accountability for their customers. They have been using LoadProof for the following scenarios, taking full advantage of LoadProof:

6.1 Outbound Shipping

LoadProof is used to prove that the outbound loads are shipped in pristine condition with appropriate Load bars, air pillows, if needed, after thoroughly palletizing, stretch wrapping, loading and proper sealing of the trailer doors.

6.2 Inbound Receipts

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LoadProof is also used to document Inbound receipts in certain scenarios to demonstrate that the receiving process is performed in a thorough manner, following the standard operating procedures involved.

6.3 Trailer Inspection

In certain scenarios while shipping certain products such as Food or products that are FDA compliant, it is extremely important to make sure the trailer is cleaned thoroughly before loading and shipping. Photos come in handy to document such scenarios and demonstrate that the trailer was indeed clean and tidy. Also, sometimes trailers themselves somehow get damaged and the damage has to be covered by somebody. This gets even worse in scenarios where trailers are left overnight at the facilities for loading, and carriers come the next day to pick those up. Photos are useful to document such damaged trailers upon arrival instead of waiting for the carrier to complain about.

6.4 Super-fast photo capture

Saddle Creek now have a modern, fast and easy-to-use photo documenting system that helps them deliver the correct merchandise to customers and ensure good customer experience. With contextual data elements available in the system when uploading photos, Saddle Creek team can include notes, tag photos and add ordering numbers, so that it is easy and fast to localize, and more:

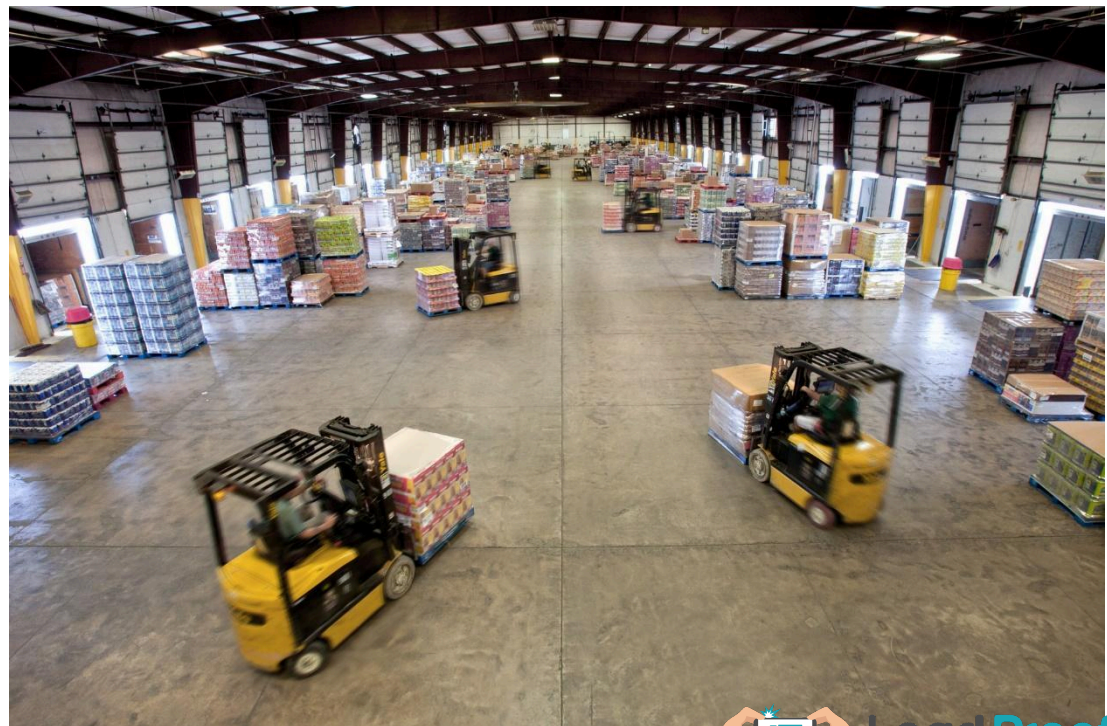
1. Use capture photos directly from a mobile phone
2. Data and time when the photos were captured
3. GPS coordination which indicates the location where the photos are captured

6.5 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' logon to the cloud the browser by providing their credentials, which includes a user ID and password. Then users can input one or more of the contextual data that had tagged the Photos 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.

6.6 Super-fast photo sharing

After retrieving photos, users can share them 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:

8. By generating one PDF document for the entire load
9. By sending the entire load to a customer by inputting an email address
10. By setting up a customer as a user within LoadProof
11. By generating a LoadProof URL for each Photo and then sharing that URL in an email
12. By generating multiple LoadProof URLs for all Photos and then sharing those URLs in an email

7. What are the capabilities that Saddle Creek gained with LoadProof?

LoadProof is a Centralized Enterprise Class Photo Documentation Solution for the entire Saddle Creek Logistics Supply Chain Network.

7.1 Super-Fast Photo Capture

After downloading the LoadProof app from the app store, Saddle Creek Logistics users could take photos using their mobile devices within just a few seconds and then upload these photos to a Cloud, by tagging them with the appropriate contextual data elements. While uploading the photos, the personnel could add notes, are tag the photos with the following data:

1. User that captured the photos
2. Date of photo capturing
3. Time of photo capturing
4. GPS coordinates of the location where photos WERE captured
5. Device used to capture the photos
6. Android OS version that was running on the device used to capture photos

The photos could be captured in multiple resolutions based on the plan - Low, Medium or High Resolution.

Saddle Creek uses high resolution to capture photos of documents such as Packing Slip, Bill of Lading and Load Verification sheet.

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7.4 Integrations with other Systems

LoadProof supports integration with other systems. 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. 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.

8. What are the Benefits?

The system is very easy to use, says Ernesto Ayala from Saddle Creek in his feedback. Not only is retrieving data much easier, but the consistency in completing their internal checks improved as well. They could give the right kind of attention to more important parts of their operations now.

By having a picture proof process installed with LoadProof, Saddle Creek could focus on what they do best: ship products to its various kinds of customers to several locations and guarantee their experience with the end customer, as well as guarantee that the shipments

are doing correctly – most importantly to charge who needs to be charged when any damage happens. Additionally:

1. The company could improve its relationship with the customers, once they could have full control of what was being shipped.
2. The whole team could have a collaborative platform to see any type of loads per day, per customer, per order number, increasing the agility of an answer to their customers.
3. They did not have to stop the operation to do any training with their staff to make usage of the platform, once it is friendly and simple.
4. Instead of calling Saddle Creek supply chain, the customer goes first in the system to check the situation of their shipments.
5. No cost with doubled returns, once with evidence, there were proofs where a possible damage occurred.

8.1 Measurable Hard Benefits



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1. Now that there is one centralized place to get the photos from, and retrieval of photos is super easy, Saddle Creek Logistics personnel can retrieve photos in a matter of seconds instead of spending hours on end looking for them. All the time related to this activity is saved now.
2. Saddle Creek Logistics operators are doing a much better job, now that everyone knows the quality of the work they are doing is being documented. This directly results in improved customer satisfaction rating: customer satisfaction surveys show improvement on customer satisfaction ratings and hence the relationship with the customer has significantly improved.
3. With the centralized sharing of photos made super easy, all SDL personnel have to do is put in the email address and push a button, and the person on the other end gets the photo within minutes. There are no more back and forth conversations wasting time. All the time related to this activity is saved now.

8.2 Intangible Soft Benefits

1. Everybody at Saddle Creek Logistics feels good about the centralized Photo documentation system. Nobody is losing sleep over damage claims, accountability or quality issues.
2. The visibility gained in all the steps of the process to ensure production and shipping are going flawlessly is excellent. Processes are simplified across all teams, making the operations perform better. If there is any complaint, we can immediately pull the photos. 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.

9. 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 saved per week	25
# of Facilities	1
Hourly rate of employees that manage these Photos	\$30
Total Savings in a year per facility	25 X \$30 X 54 = \$40,500
Total Savings per Year within the entire Supply Chain Network	\$40,500

9.2 Savings due to Reduced Retail Chargebacks submitted by customers

Average # of Shipments in a month	300
# of Facilities in supply chain network	1
Average value of a shipment/Load – Entire truck	\$600,000
Average value of all shipments in one facility in one year	\$600,000 x 300 x 12 = \$216,000,000
Average \$ lost (0.5% damages) due to retail chargebacks	\$1,080,000
Average value of all shipments in one year within the Supply Chain Network across 1 site	\$1,080,000 x 1 = \$1,080,000
Average \$ lost due to rejected and damages claims submitted by customers (0.5% of Total)	\$1,080,000

With LoadProof that dollars lost is reduced to 20%, hence the savings are 80%	\$864,200
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The dollars lost due to retail chargebacks claims submitted by customer’s results in \$1,080,500.
 With Enterprise Photo Documentation System, that is reduced by 80%. Hence the savings are 80%.

Industry Numbers: The damage claims vary around 2% as per Industry standards. For conservative estimates 0.5% is considered, which results in savings of \$864,200

9.3 Savings due to Faster Processing of Freight Claims

Average # of shipments in one facility in one year => 300 shipments per month x 12 months	3600
# of Facilities	1
Average # of shipments within the supply chain network in one year across 1 site	3600
Hourly rate of employees that manage these pictures	\$40
Estimated # of shipments (1% of total shipments) that results in Freight claims within the supply chain network	36
Hours saved with faster processing of freight claims within supply chain network (12 hours saved per freight claim)	36 x 12 = 432
Total dollars saved = 432 X \$ 40/hour	\$17,280
Total Savings/Year within entire Supply Chain Network due to faster Freight Claims Process	\$17,280

The total savings with faster processing of Freight claims results in \$17,280

Industry Numbers: Average number of Freight claims issued for outbound shipments is approximately 1% of the number of shipment and 1% results in a savings of \$17,280 with faster processing of Freight claims

9.4 Quality Audit after Inbound Receipts – Direct Hard Savings

Average # of Shipments in a month	300
# of Facilities in supply chain network	1
Total # of shipments in one month across the 7 sites	300 X 1 = 300
Total # of shipments in 1 year across 7 sites	300 X 12 = 3600
Average # of issues identified in Quality Audits = 2% of total shipments	0.02 X 3600 = 72
Total hours spent in resolving those issues identified in quality audits – 10 hours per unit	72X 10 = 720 hours
Total \$ spent in the labor in resolving the issues identified in quality audits @ \$40 / hour	720 X \$40 = \$28,800
As the Quality issues are documented using pictures vendors understand the problems better and resolve them quickly resulting in reduced time spent on clarifying quality issues. This time of spending 10 hours per unit is reduced to 2 hours per unit, so the 8 hours are saved per unit.	
Total Hours spent in resolving the issues identified in Quality audits using LoadProof	72 X 2 = 144
Total \$ spent for in the labor in resolving the issues identified in quality audits @ \$40/hour	144 X \$40 = \$5760
Savings = \$28,800 - \$5760	\$23,040

9.5 Total Savings per Year

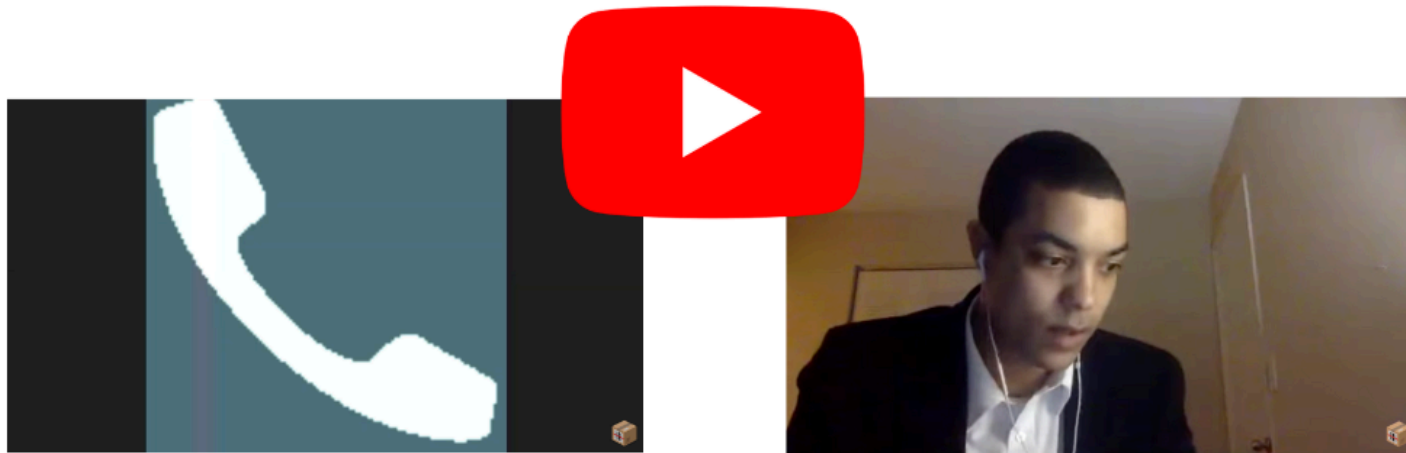
Savings due to Centralized Picture Documentation System	\$40,500
Savings due to reduced retail chargebacks from customers	\$864,200
Savings per Year due to faster processing of freight claims	\$17,280
Savings due to reduced labor spent in quality audit	\$23,040
Total Savings	\$945,020

10. User Testimonial

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



LoadProof Testimonial - Ernesto Ayala, Saddle Creek Logistics



11. Insights

1. If you are a manufacturer and managing large operations, that include production plants and shipping facilities, digitizing your processes will save you both a lot of dollars and a lot of time and headaches. Having photos taken at every step of these processes, even though it might seem like an extra step at first, is actually a huge time-saver. The reason for this is that photos documented by LoadProof contain numerous metadata, such as user who took the photo, date stamp, time stamp, GPS stamp, etc. As such, these photos are stored in an organized manner in a safe Cloud. Hence, when you really need the photo

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as a proof, you can find it in a matter of minutes, instead of hours. The frustration poorly organized documentation brings will be gone forever with the proper photo-documentation in place.

2. Another unexpected benefit has been that, when warehouse operators in your facility realize that the quality of work they do is being documented, they do a better job, their quality of work improves and that results in better overall output.
3. When the warehouse operators realize that they are doing a great job and know that their work is being documented with photo proof, the overall operator morale improves, also the operators trust the systems, the operations, the leadership team, and the overall management, resulting in better trusting, truly collaborating culture and work environment.
4. Thanks to the custom categories feature, LoadProof can document any process you need – for safety or quality purposes. For example, if it happens that the quality of raw materials at your plant is sub-standard, you can easily document everything, with the corresponding metadata, and immediately share with your vendors to correct any faults.