



Track Loader Parts LoadProof Rollout – Case study

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 or Snapchat 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.

Recently Track Loader Parts implemented LoadProof in their headquarters Lithonia, Georgia, US locations. This document describes the benefits that were accrued and the associated cost savings.





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2. Track Loader Parts – Company Background

Track Loader Parts are known to be the largest ASV parts dealer in the world and are suppliers of products that include undercarriage, engine, body parts, rubber tracks, and other things. Their headquarters are situated at Lithonia, Georgia, USA wherefrom, for over 40 years, they have been serving the compact building industry. Track Loader Parts offers OEM and aftermarket parts at competitive prices to their customers. They stock 2,000 rubber tracks for all brands of compact track loaders and mini-excavators and are known to deliver their parts with highest quality at their customers' doorstep.

3.Track Loader Parts Supply Chain – Macro Picture

Known to be a parts distributor, they are strongly focused on delivering quality to their customers. They have an experienced team knowledgeable in providing parts to customers and making sure it is exactly what they need.

Track Loader Parts Product line:

1. DuroForce Tracks and Undercarriage: Manufactures replacement rubber tracks, sprockets, idler wheels, bogey wheels and rubber wheels for ASV.
2. Attachments: Buckets, brooms, augers, Track Loader Parts offer quality attachments.
3. Asv: Manufactures all OEM PosiTrack and Skid Steer Loader parts, DuroForce rubber tracks and aftermarket rubber and aluminium wheels and free manuals for the machine.
4. Caterpillar: Manufactures have all the caterpillar undercarriage parts for the CAT MTL machines.
5. Terex: Manufactures has all the Terex PosiTrack and Skid Steer Loader Parts.
6. Takeuchi: Manufactures has all the Takeuchi Skid Steer Loader Parts, including solid Tires and Tire Sealant.



4. Track Loader Parts Supply Chain Micro Picture



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Track Loader Parts has a supply chain process to support the complex process of production and delivery of compact machinery parts. In regards to supply chain management, they still relied on manual processes. That mostly meant that employees would use their own smartphones or a digital camera with memory card to document the condition of shipments. They downloaded photos on a daily level in a server drive, the access to which was only possible from the office. This was not working out very well for Track Loader Parts.

5. What is the Problem?

Track Loader Parts personnel captured photos even before LoadProof, but they did not have a streamlined system to store the photos and retrieve the photos superfast. There was a speed, organization and accountability issue among other things: with more than 100 shipments a day, a huge number of photos were taken on a digital camera, that would be daily transferred onto a network drive. They wouldn't name them because that simply took too much time, so every day they would create a new file folder for that day.

If customer service team members wanted to check upon a customer complaint, they had to go to the office and wait for the drive to boot up. Then they would start from the first photo for that day. But, since the photos were not locally saved, they had to wait for the photo to load, sometimes several seconds per photo. In order to locate the load photo, they first had to locate the related packing slip, and then they would know the following three photos were related to that slip, because none of the photos was named. Additionally, when the employees leave, they would take photos with them, and hence the photos would be lost. They couldn't locate responsibility for shipping the wrong part or the wrong quantity. In the attempt to improve the efficiency within their supply chain, they came across LoadProof.





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6. What is the Solution?

The Operations Manager Dan Wintemute reached out to LoadProof via email to resolve the issues of efficiency and accountability they were facing. Once the LoadProof solution was implemented in their warehouse, the personnel started capturing photos of all the loads being shipped and the packing list of products before transit. These photos were then stored and uploaded to the LoadProof cloud and made available to any team member, when need them. When they got freight or damage claims they would go back to the photos and just show them as proof of condition. Searching for photos was also made incomparably easier because photos were saved with related contextual data such as trailer number, GPS Coordinates, PO number, etc. With this vast meta data stored along with the photos they could prove that the product left their facility in good condition, without spending a lot of time. On top of that, they knew exactly who took the photo and when, so accountability increased among the team, too.

7. What are the capabilities that Track Loader Parts Supply Chain obtained with LoadProof?

LoadProof is a Centralized Enterprise Class Photo Documentation System for the entire Track Loader Parts Supply Chain Network.

7.1 Super-fast Photo Capture

After downloading the LoadProof app from the app store, Track Loader Parts Supply Chain users can take Photos using their mobile devices in a few seconds and then upload those Photos to the cloud tagging the Photos with appropriate contextual data elements. While uploading Photos Track Loader Parts Supply Chain personnel can add notes, are also able to tag the Photos with the following:

1. User that captured the photos
2. Data when the photos are captured
3. Time when the photos are captured
4. GPS coordinates of the location where the photos are captured
5. Device that was used to capture the photos
6. Android OS version that was running in the device that was used to capture photos.

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. Track Loader Parts Supply Chain uses high resolution Photos for to capture Photos of documents such as Packing Slip, Bill of Lading and Load Verification sheet.

7.2 Super-fast Photo Retrieval

Now that 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 browser by providing their credentials, which includes a user id and password. Then users are able to 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 also examine any notes that was entered and also 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.



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7.3 Super-fast Photo Sharing

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.

7.4 Supply Chain Network Architecture

1. Track Loader Parts 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. Track Loader Parts 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. Track Loader parts 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

7.5 Integrations with other systems

1. LoadProof supports integration with other systems.
2. LoadProof is already integrated with Mercury Gate, MyEzClaims System.
MyEzClaims 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.

8. What are the benefits?

LoadProof is definitely a time saver for us, Dan Wintemute says in his testimonials. The photo program was kind of a perfect match for what they had been looking for some years – a program that would take a photo and name that photo at the same time.

Now they are saving a lot of time that was spent looking for photos, saving up to 25 hours per week on the time that is spent on organizing and retrieving photos when a retailer comes back for damage and freight claims.

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Not having that labour involved was very liberating. There was also evident customer service improvement, as well as quality control improvement. They could also improve on the accountability for their work. Before LoadProof, they didn't know which of the warehouse associates shipped a wrong part or wrong quantity. Now they simply go to that photo, and immediately know who took the photo. LoadProof is a super accessible tool, that has allowed for flexibility in our work, says Dan.

8.1 Measurable Hard Benefits

1. Now there is one centralized place to get the Photos from, retrieval of Photos is super easy. Track Loader Parts 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 Track Loader Parts 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.
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. We are setting up our both internal and external customers as users within LoadProof, basically it is a self-service model, which helps tremendously because now, instead of they calling me, they can look and download the Photos whenever they need, life is so much better, everything related to the Photos is super easy. All the time related to this activity is saved now.
5. Before customers will call us and say, hey there was 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
6. With Freight Claims now by providing Photos we get our freight claims processed faster and also a smaller number of freight claims are rejected.





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- 7. 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.

8.2 Intangible Soft Benefits

- 1. Now there is one centralized place to get the photos from, retrieval of photos is super easy, their 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. Everybody in the distribution centre feels good about the centralized picture documentation system. There is no more uneasy feeling in the stomach when a retail customer reports damage and submits a damage claim. Nobody is losing sleep over damage claims and rejected loads.
- 3. The visibility to the steps they take 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 them feel much Better, if there is any complaint, and they can immediately pull the photos and show them. The visibility has enhanced transparency, so the trust with their partners has improved significantly, their reputation in the industrial products supply has improved as well.
- 4. Inbound Quality Process – They have also started to take photos in their inbound loads for Quality Audits, with photos now we are able to push back on the vendors, and also, they understand the issues faster and better as photos are worth thousand words, these results in getting the quality issues addressed faster and better.
- 5. 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 inspect loads.
- 6. It made everyone in their supply chain to be accountable for whatever actions they do. This resulted in better discipline and work culture in their supply chain as a whole.

9. What are 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 facilities per week	25
# of facilities	1
Hourly rate of employees that manage these photos	\$20
Total Savings in a year per facility	25 X \$20 X 54 = 27,000
Total Savings across 3 per facility per year	\$27,000 X 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 the 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	\$24,000,000
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)	\$24,000,000
With LoadProof the Savings are	\$240,000

9.3 Savings due to faster processing of Freight Claims

Average # of the 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 the total shipments) that results in Freight Claims within 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 = 567 X \$20/hour	\$11,520
Total Savings/Year within Supply Chain Network due to faster Freight Claims process	\$11,520

9.4 Total Savings per Year

Savings due to Centralized Photo Documentation System	\$27,000
Savings due to reduced rejected and damages claims by customers	\$240,000
Savings per year due to faster processing of freight claims	\$11,520
Total Savings	\$278,520



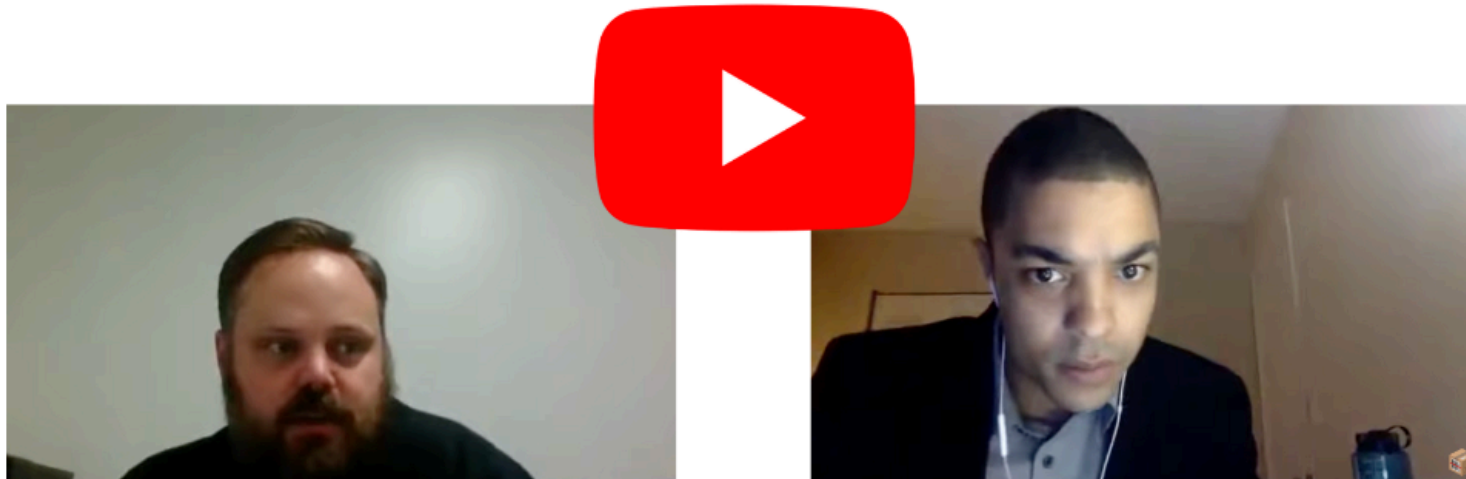
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10. User Testimonials

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



LoadProof Testimonial - Dan Wintemute, Track Loader Parts



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, EMS does not have to incur the cost, also EMS does not have to replace the items 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, EMS does not have to incur the cost, also EMS does not have to replace the items 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, EMS does not have to incur the cost, also EMS does not have to replace the items for free.