CASE STUDY / TRIPLE T TRANSPORT

How Triple T Transport Uses Real-time Supply Chain Visibility to Build a Culture of Innovation

Triple T Transport is a broker and third-party logistics provider based outside of Columbus, Ohio. Triple T is in the upper half of Armstrong & Associates' Top 100 list of Domestic Transportation Management and Brokerage firms, and is trusted by hundreds of customers to provide transportation support for time-sensitive or temperature-sensitive shipments. Providing superior service and cost-effective transport solutions are two of Triple T's top priorities.

Triple T's unique position at the intersection of multiple sectors of the logistics industry allows it to serve as both early adopter and subject matter expert for the latest tools and technologies that are driving meaningful business value for stakeholders.

"I think the industry demands that we be in place to be that bridge for our shipper customers," says John Mahle, Senior Sales Executive at Triple T Transportation, and the host of Triple T's Stay In Your Lane podcast. For many of Triple T's large customers, this has increasingly meant leveraging real-time visibility to achieve their business objectives.

A Higher Level of Service

Triple T first began using leading supply chain visibility provider FourKites in 2017, in response to growing demand for visibility among its customer base. Having real-time supply chain visibility allows Triple T to keep its eyes on the long tail of the industry's carriers that are not part of large, technologically enabled operations.

"The majority of our larger shippers are on FourKites already, or are heading toward FourKites," says Mahle. **"Many large shippers don't want to manage a huge pool of carriers or brokers that are all doing a small amount of business. They want to manage the people that are bringing them value, and focus on where we can do more together from a growth perspective."**

That visibility, ultimately, gives shipper customers the metrics to see which carriers are performing well and which are underperforming.

"I think the reality is that it's a necessary cost of doing good business."

Streamlining Communications

One of the most obvious benefits of visibility, Mahle notes, is that it eliminates excess communication across the entire logistics ecosystem.

"You want to be able to talk to everybody that you need to talk to right when you need them. And you need the information right when you need it. With FourKites, we have the ability to eliminate a lot of the excess communication."

One of the places where this consistently shines through is food safety.

"We're contending with food safety at all times," Mahle says, explaining the importance of having a full chain of custody over the shipment — and full visibility into that custody at all times.

"With FourKites, we're protecting the cold chain with comprehensive visibility and instantaneous communication with stakeholders in a way that was never possible before," he says.

"With FourKites, we're proactively providing a higher level of service. Whereas before, we would all have to rely on chasing from behind when there was a delay or a communications problem, now we know about issues in advance and can be proactive in our response. **If we have a shipment that's going to be held up by an accident, for instance, we know that before any delays actually occur, and we and our customers are set up for success."**

JOHN MAHLE
SENIOR SALES EXECUTIVE
TRIPLE T TRANSPORT

Driving Value Upstream

For shippers, much of the value of FourKites lies in eliminating manual processes, reducing costs, achieving better control over data, and gaining access to machine learning-driven insights that can only be generated when large numbers of companies all utilize a single platform.

Because Triple T has helped so many different operations drive value with real-time visibility, the team has developed a nuanced understanding of how the technology works, what challenges a new user will face, and how it can be adapted to different organizations.

"Our goal as a company is to bring every ounce of value possible to our shipper," Mahle says. **"For the big shippers, real-time visibility is a no-brainer. And for the smaller companies we do business with, we know the growing pains that they'll encounter, and we look to provide value by helping them proactively address those challenges."**

As different shippers face a variety of challenges, the value of having robust visibility capabilities can take multiple forms. Even something as seemingly straightforward as automatically handing off shipment data from one system to another can save hours of manual labor each week. When it comes to more complex tasks, like tracking down missing shipments or communicating across departments, the improvements to efficiency become immense.

"Until someone sees and understands the value in the visibility platform, they might think it's something that they don't need, when really it's exactly what they need," Mahle says.
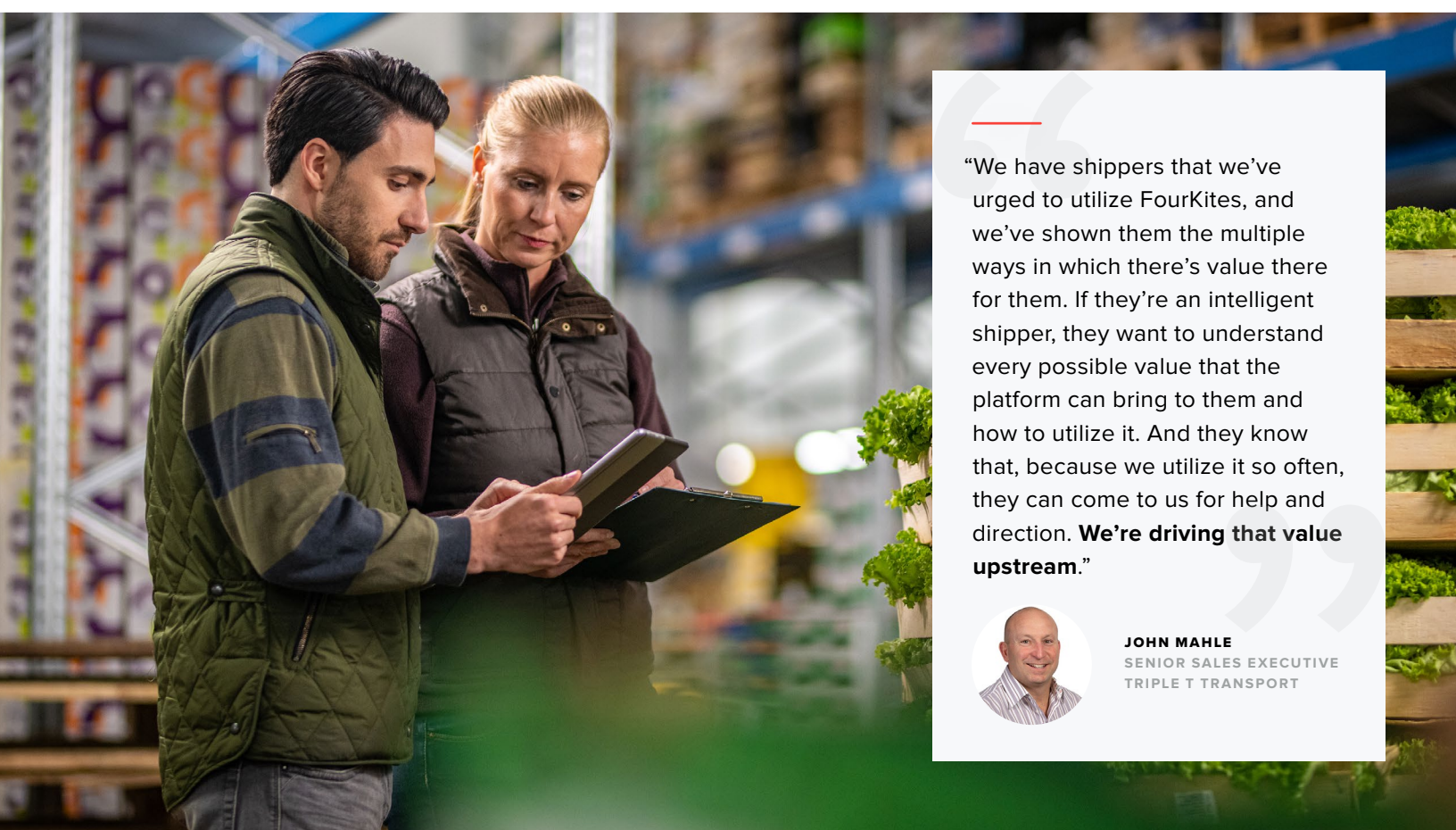
"We have shippers that we've urged to utilize FourKites, and we've shown them the multiple ways in which there's value there for them. If they're an intelligent shipper, they want to understand every possible value that the platform can bring to them and how to utilize it. And they know that, because we utilize it so often, they can come to us for help and direction. **We're driving that value upstream**."

JOHN MAHLE
SENIOR SALES EXECUTIVE
TRIPLE T TRANSPORT

Building a Culture of Innovation

Because Triple T is 100% employee-owned, the organization is driven at all levels to develop a culture of innovation, and to promote that culture amongst its customer base, as well.

"The commitment to protecting what we build, and the relationships we develop, is at a higher level because we're not just employees," Mahle says. **"We have skin in the game."**

To those in the supply chain and transportation industry who have not yet adopted visibility technology, Mahle's directive is clear: **"The sooner the better."**

"Visibility can only be positive," he notes. **"I would say to a competitor, 'Why wouldn't you want every competitive advantage that you can have?' You're driving efficiency, you're saving people time, you're reducing deductions, you're eliminating black holes. Anytime you can provide real-time tracking across the network, there's a huge value there, for all of us."**

About Triple T Transport

Triple T Transport, Inc. is an Ohio-based broker and third-party logistics provider specializing in providing personalized transportation services to the food, beverage and produce industry. Triple T provides brokering services for a wide range of national over-the-road freight, including produce, dry goods, refrigerated goods, frozen foods, food packaging, and more. Learn more about Triple T by visiting **https://triplettransport.com**.

About FourKites

Leading supply chain visibility platform FourKites® extends visibility beyond transportation into yards, warehouses, stores and beyond. Tracking more than 3 million shipments daily across road, rail, ocean, air, parcel and last mile, and reaching over 200 countries and territories, FourKites combines real-time data and powerful machine learning to help companies digitize their end-to-end supply chains. More than 1,200 of the world's most recognized brands — including 9 of the top-10 CPG and 18 of the top-20 food and beverage companies — trust FourKites to transform their business and create more agile, efficient and sustainable supply chains. To learn more, visit **https://www.fourkites.com.**

FourKites, Inc.
300 S Riverside Plaza Suite 850, Chicago, IL 60606
1.888.466.6958 | **hello@FourKites.com** | **www.fourkites.com**