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T E C H N O L O G Y

Transtream's API Enables Banyan to Add Parcel to its TMS Carrier Portfolio

With supply chains shifting from B2B to D2C, Banyan Technology needed to expand their TMS carrier portfolio to include parcel carriers, enabling their customers to manage smaller, more frequent shipments. They chose Transtream as a conduit to connect to hundreds of parcel carrier services.

Banyan Technology's TMS platform provides supply chain managers with a one stop shop to rate, ship and track LTL shipments, with full visibility to transportation spend. The explosion in eCommerce volumes, accelerated further by COVID, has resulted in Banyan's customers having to manage higher parcel volumes.

Although carrier connectivity expertise is a core strength, Banyan soon realized parcel carrier connectivity and production level processing requires a different skill set. The selected Transtream, a cloud-based parcel management system with an API that gave them immediate access to hundreds of parcel carrier services.

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COMPANY OVERVIEW

Banyan Technology has established itself as an innovative leader in freight TMS solutions, with connections to carriers accounting for over 95% of all LTL shipments in North America. They help their customers save money, while improving supply chain efficiency, visibility and customer service.

CRITICAL ISSUES

- Rapid growth of eCommerce drove parcel management demand, creating a gap in Banyan's TMS offering.

- Non-standard parcel data sets, high speed processing, and carrier certifications require expensive development resources.

- Parcel shipping requires IoT integration to scales, printers and scanners not typically available in cloud-based, freight TMS systems.

Banyan was able to immediately make a wide range of global, national and regional parcel carrier services available within their solution using Transtream's API. Their customers could also use Transtream apps to automate warehouse and mail center shipping, as well as returns.

Transtream's Optimization Service Simplifies Complex Carrier Service Selections

The days of customers committing themselves to a single carrier for all transportation needs is over. But this makes carrier service selections more complex. Transtream automates this process by applying complex instructions to each order, filtering through carrier services based on desired ETA, product attributes, consignee delivery preference, carrier service area and limitations, DIM factors, and container sizes for capacity and conveyability.

KEY BENEFITS:

- One platform supports LTL and Parcel
- Reduced labor, training time
- Reduced shipping costs
- Improved worldwide visibility and reporting
- Reduce IT costs with no-code config

Since 2004, Transtream multi-carrier shipping solutions have helped thousands of medium to large size 3PLs, retailers, distributors, manufacturers, and mail centers automate processing of 1 billion shipments annually. With the highest certification rating by all major carriers, including a FedEx Platinum designation, Transtream cloud platform enables businesses to save money while greatly improving their customers' delivery experience.

Transtream's Parcel Carrier Network Connects Banyan's LTL Network within One Platform

For many years, parcel shipments were processed on one or more carrier-provided shipping systems located at the end of each warehouse conveyor line. Freight shipments were processed in a back office. This created information silos left for transportation managers to untangle. But as parcel carriers such as FedEx and UPS entered the LTL market and the growth of eCommerce incentivized freight carriers to offer more last mile solutions, the need for visibility across parcel and LTL modes has become more important.

Banyan customers wanted a single platform to process both LTL parcel shipments. They also wanted the ability to process drop shipments: print labels as if shipped from a drop ship origin, consolidate them on a pallet, track them within an LTL container, and then inject them into a parcel carrier network.

Banyan looked at the development effort needed to enable parcel processing. At first glance it looked rather easy because most North American parcel carriers offered APIs in the same way LTL carriers do. But soon they realized that the lack of standards in the parcel industry made normalizing data sets very challenging. Other challenges included the need for sub-second parcel shipment processing speeds, integration with scales and material handling equipment and the high bar major carriers set for certification. They decided that integrating with Transtream would be their fastest route to market.

Banyan Uses Transtream's No-code Configuration Tools to Accelerate Time to Benefit at a Reduced Cost

Accessible by any PC, Mac or mobile browser, Banyan uses Transtream "no-code" configuration tools designed to reduce manual data entry, modify facility or region-specific workflows and provide decision support to take the guesswork out of shipping processes.

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