



Vine Line Logistics Leverages Turvo's Collaborative TMS to Fast-Track Growth

Overview

Vine Line Logistics is a growing, full-service, third-party logistics (3PL) provider based in Grand Rapids, Michigan. The company was founded in 2008 primarily to service the inbound transportation needs of food-service distributors, and has since expanded into raw materials, consumer products, and other markets.

As the company matured, their future growth potential was limited due to the restrictive capabilities of their aging and costly on-premise transportation management software (TMS). The time had come to upgrade, so they began searching for a modern solution that would deliver greater revenue through efficiency, automation, collaboration, and visibility.

The Need to Differentiate in a Digital Economy

SOLUTION REQUIREMENTS

- ✓ Create a flexible, collaborative portal for customers, carriers, and staff.
- ✓ Offload TMS software and hardware maintenance support and costs using a scalable SaaS, cloud-based solution.
- ✓ Upgrade the user interface to appeal to modern digital users internally and externally.
- ✓ Simplify and expand solution integration capabilities, particularly in tracking loads over driver applications.
- ✓ Streamline onboarding of electronic data interchange (EDI) customers.
- ✓ Reduce training requirements with a more intuitive solution.
- ✓ Generate larger revenue opportunities with customers.



Remarkable Results: 45% Revenue Growth

THE ROI

-  Live in 8 Weeks
-  117% increase to organization size and scale
-  45% net revenue growth
-  30% more loads
-  4X increase in contract value with largest customer
-  97% increase to carrier network
-  Seamless integrations across the tech stack

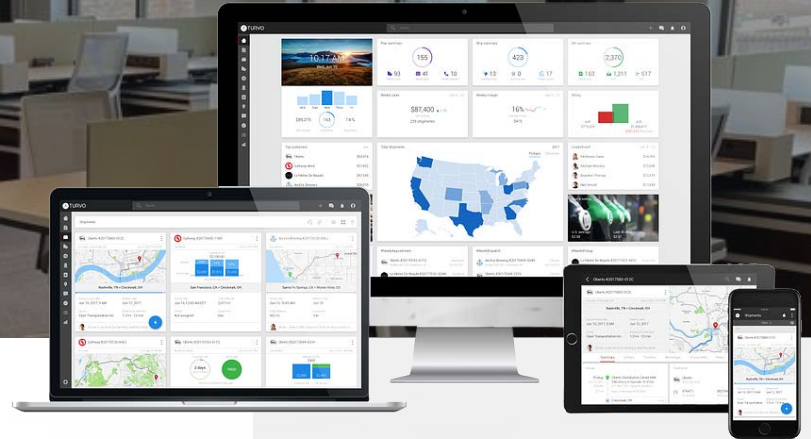


"Turvo TMS and its collaboration and integration capabilities are a major reason we have been able to achieve high volumes with our customers. It has proven to be efficient in sending and accepting orders, transmitting status updates, tracking, and invoicing. Our monthly volume has nearly doubled in just one year."



STEVE LYONS
President
Vine Line Logistics

How to Do More with Less.



The Business Challenge

Vine Line outgrew its existing TMS. It was time to begin its digital transformation to get automation that would speed manual processes and create more revenue from their small workforce and valued customers.

Apart from Turvo, two other vendors were considered. One emphasized customer relationship management (CRM) at the expense of TMS functionality; the other was not robust enough to support Vine Line's growth ambitions. Turvo was selected on the strength of its flexible pricing model, slick UI, and the breadth of the product. It was also the only solution that could bring Vine Line's carriers, shipper-customers, partners, and staff onto one unified platform for real-time collaboration and expedited services.

Turvo Demonstrates a Better Way to Grow

THE TURVO SOLUTION

Working closely with Vine Line and its business partners, Turvo's team addressed the company's functional and operating concerns, including:

- ✓ The rapid replacement of expensive in-house servers and maintenance with less costly, scalable, cloud-based infrastructure and modern TMS.
- ✓ Integration with their prior sister company's ERP system, ProducePro.
- ✓ The transfer of Vine Line's carrier network from the legacy TMS to Turvo.
- ✓ Added less-than-truckload order and shipment consolidation not available in legacy TMS.
- ✓ Simplified EDI connections for smoother, faster processing of orders for both low and high volume customers.
- ✓ Consolidated driver communication devices to Turvo's Driver App for load tracking on a single screen.
- ✓ Accelerated user acceptance and training.

"Before we signed with Turvo, we did a lot of research. In replacing our existing TMS, we knew we wanted to transition to the cloud so we could eliminate our on-site server and also the need for our employees, when remote, to have to log-in via a desktop application. Between the slick web-based user interface and the mobile application, Turvo was the clear winner amongst options in the current market."

STEVE LYONS

President
Vine Line Logistics





The Turvo Solution.

The Future Is Bright

Vine Line positions its business as the industry's "Shipper to Receiver Solution" and invests heavily in its employees, carriers, and customers. With Turvo TMS at the heart of Vine Line's supply chain operations, the company is poised for further expansion. Vine Line now has the tools to offer a more extensive array of transportation services to shipper-customers struggling with spreadsheets and warehouse management systems that lack historical data and offer no analytics or tracking. Regular releases of Turvo features and functionality shape strategic plans and set everyone up for success.

Vine Line President Steve Lyons credits the company's significant expansion to Turvo and puts Turvo TMS and their partnership at the center of future growth.

Turvo Highlights

- ✓ Seamlessly connect people and systems across the supply chain.
- ✓ Cloud-based software and mobile applications.
- ✓ One end-to-end, unified platform.
- ✓ Collaboration and digital transformation.
- ✓ Tangible ROI for shippers, LSPs, brokers, and carriers.

