



The 66-year-old footwear giant has increased transporter participation, faster vehicle placement, and reduced freight costs with the help of SuperProcure.

## Key Challenges

- Time-consuming & manual spot vehicle process led to delay in vehicle sourcing & limited transporter participation
- Lack of audit trail to validate spot freight cost to higher management
- Manual negotiations & limited participation led to higher freight costs.



## What SuperProcure Did





By using SuperProcure's Reverse Auction feature, we can reach multiple transporters at once, which allows for more transporter participation & faster vehicle placement.



100% Audit compliance added transparency to the process.



A pool of multiple transporters enabled us to expand into new lanes & reduced freight costs by 3-4%

## Results





## **Customer Testimony**



Pijush Mukherjee

Assistant Manager
Warehouse & Logistics
Ajanta

With SuperProcure we have successfully strengthened our logistics. We have expanded into new lanes and now we can source vehicles at the right cost with just a click of a button. With multiple transporters participating we have saved 3 - 4% on our freight cost.