

CASE STUDY

# Epes Transport Boosts Profits

Through Data-Powered Decision-Making  
with Manhattan Associates' Profit Analyzer

Carrier Management






Epes Transport, a carrier headquartered in Greensboro, North Carolina, faced significant decision-making challenges due to inaccurate costing and a lack of detailed profitability metrics. In an industry as dynamic and competitive as transportation, Epes Transport recognized the need for data-driven insights to improve operational efficiency and boost profitability.

## The Challenge

Epes Transport's previous tools lacked the comprehensive and precise data needed to accurately assess the profitability of their operations and make informed decisions about which freight to accept, decline or modify. Their previous tools did not provide access to critical data like load-specific costs, profitability at a per-mile or per-hour level, and other intricate details that directly impacted their bottom line. Epes decided to restructure its prior uniform costing approach, where every mile and hour had the same cost, in order to gain the precision needed to optimize profitability in today's dynamic market.



**To address these challenges and revamp their profitability metrics, Epes Transport turned to Manhattan Associates' Profit Analyzer solution. The company embarked on a speedy two-month implementation in December 2021.**



“Profit Analyzer has brought a level of precision to our operational decision-making that we simply didn’t have before. It has improved those decisions down to the shipment level.”

– Brian Moser, VP of Data Analytics at Epes Transport



# The Transformation

The implementation marked a pivotal moment in Epes Transport's journey. With the help of Profit Analyzer, the company radically transformed their costing methodologies with extremely accurate costing structures. Costs were allocated based on precise data, including tractor and trailer costs by the time each unit was under a load, trailer detention time, specific driver costs, tolls and customer-specific costs.

“This new data has been a game-changer. We didn't have access to this level of information before, and now we can trust the information provided by the tool, allowing us to make better informed decisions.”

– Brian Moser, VP of Data Analytics at Epes Transport





## The Measurable Gains

Within just two months of implementing the solution, Epes Transport projected an annualized swing in profitability of up to \$200,000 by optimizing their freight selection alone, from one three-lane bid award opportunity. The introduction of accurate costing allowed the company to trust the information provided by the tool, enabling more informed decisions. Armed with this new detailed breakdown of costs, such as driver types, pay schedules, tolls and other load-specific expenses, Epes Transport is now able to make more informed decisions on each load's profitability. This shift from estimations to data-driven insights significantly enhanced their ability to differentiate between profitable and unprofitable loads, make strategic choices on which freight to accept or decline, and proactively forecast the financial impact of pricing adjustments or operational changes.

Beyond the measurable financial gains, Epes Transport experienced additional benefits. They introduced metrics like System, Lane, Origin and Customer Variance, further enhancing their decision-making capabilities and comparisons of freight. The implementation of Profit Analyzer also streamlined their bid response processes, providing a searchable history of bids and facilitating rate adjustments for increased profitability and competitiveness.



The incorporation of precise and actionable data, facilitated by the implementation of Manhattan Associates' Bid Response, has played a pivotal role in transforming Epes Transport's approach to bid responses. Armed with dependable data, the company now engages in rate negotiations with confidence, strategically navigating even the most complex bid scenarios. This data-driven approach has enabled Epes Transport to make informed decisions that prioritize profitability.

Epes Transport's partnership with Manhattan Associates marked a transformative journey towards data-driven profitability and decision-making. By leveraging Manhattan's solution, they not only improved their financial performance but also enhanced their operational practices. As they look ahead, they are committed to further optimizing their use of Profit Analyzer to continually drive improvements and maintain their competitive edge.

“Discovering the bid tool felt like stumbling upon a hidden treasure chest. I couldn't help but wonder, where has this been all my life?”

– Jonathan Poteet, Director of Pricing at Epes Transport



