



## SMC<sup>3</sup> and eShipping: A true API partnership

For Chad Earwood, CEO of eShipping, the day-to-day management of LTL shipments via EDI processes was taking up too much time and too many resources. eShipping needed a communication technology that gave them real-time shipment information and freed up staff from waiting for EDI shipment data updates, constantly checking to make sure everything was in the right place at the right time.

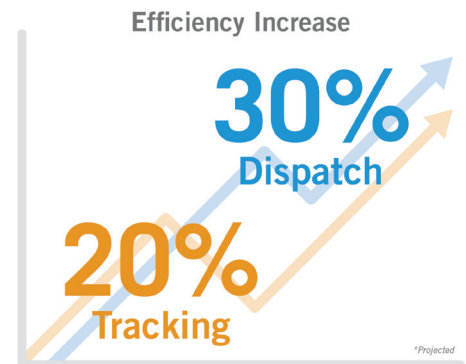
“We were looking to find better ways to communicate in real-time with our customers and reduce manual tasks,” he said. Direct-to-carrier API communication tools, which are able to provide nearly immediate data covering a range of shipping needs, seemed to be the obvious choice.

But when eShipping looked out over a field crowded with new companies promising the greatest technology, and after investigating a number of providers, the company decided to pursue the SMC<sup>3</sup> Platform for transactional LTL API connectivity.

### Reducing manual processes

To make sure the SMC<sup>3</sup> Platform was a good fit, eShipping first ran the numbers, hoping to free up hours that had been historically associated with tasks like dispatch, tracking and routing. With a full integration to SMC<sup>3</sup>'s tracking API, they projected a 20-percent reduction in the hours usually spent on such tasks. Using the dispatch API, hours could be reduced by 30 percent.

In addition to integrating to SMC<sup>3</sup>'s dispatch and status APIs, as well as planning for future integrations of document and pre-pro tools, eShipping uses the high-horsepower, analytical APIs RateWare XL and CarrierConnect XL. Using a tool like RateWare XL allows eShipping to both quickly obtain LTL rates — the solution



returns simple requests in milliseconds, but can also rate 60,000 shipments in a minute — and even audit LTL pricing. This business all arose from eShipping's need for a solution that improves upon EDI communications.

“We would like to get out of that piece of managing and even using EDI as much as possible. Through the platform, SMC<sup>3</sup> manages that for us,” said Earwood.

“I want to consume data that's



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accurate in a timely manner,” he continued. “However that comes to me is fine, but I don’t want to manage it. I want to spend my time and resources on talent, not data management.”

### Assisting the entire supply chain

eShipping sees SMC<sup>3</sup> as a trustworthy company that has stood the test of time in a competitive technology field due to its unwavering emphasis on creating products and solutions that aid shippers, carriers, third-party logistics providers and other supply chain stakeholders. Customers are also drawn to SMC<sup>3</sup> because of its dedication to crafting innovative solutions for the modern supply chain. From a development perspective, eShipping found that integrating to SMC<sup>3</sup> was a painless process.

“Our developers felt that the SMC<sup>3</sup> technology stack was extremely solid and easy to work with,” he said.

“During the SMC<sup>3</sup> Platform onboarding process, we benefited from very open lines of communication that’s consistent and timely,” he continued. “It’s been a true partnership. I feel like we’re building it together.”

### Contact SMC<sup>3</sup>

The SMC<sup>3</sup> Platform is the underlying LTL fuel for transportation management systems and the single integration point for all carrier rate, transit and service information. Designed to optimize the complete LTL shipment lifecycle, the SMC<sup>3</sup> Platform combines the blazing speed and dependability of the industrial-strength Analytical APIs RateWare XL and CarrierConnect XL with carrier-integrated Execution and Visibility LTL APIs. To learn more about the SMC<sup>3</sup> Platform, contact your sales representative or email [sales@smc3.com](mailto:sales@smc3.com).



### About eShipping

eShipping provides transportation management services and technology to manufacturers, distributors and wholesalers on a global scale. Solutions covering the range of transportation modes are delivered via a proprietary transportation management software. eShipping is part of the Engaged Companies..