Bee-Line Delivery Service

Bee-Line streamlines their growing freight transportation and logistics services with the all-in-one Prophesy Dispatch for Brokers solution.

Bee-Line Delivery Service

Founded in 1964 by Gordon McMillan, Bee-Line is a growing non-asset and asset based logistics and freight transportation services company headquartered in Houston, Texas. Originally, Bee-Line provided small package courier services to the Houston area. At its founding, the company consisted of only five employees and less than 50 owner-operator cargo vans. Today, Bee-Line remains a family-run business which employs 50 staff members and runs a brokerage operation as well as a trucking operation consisting of a fleet of 150 owner-operators.

Bee-Line provides high-performance, full truckload and intermodal freight transportation; logistics, warehousing and supply chain management services. Bee-Line operates from two terminal locations in Houston and San Antonio providing services throughout the United States and Canada. For full details on Bee-Line, visit www.beelineit.com

In the Spring of 2011, Bee-Line searched for a brokerage solution to replace a proprietary system that was not conducive to the company's growing needs. Bee-Line Logistics (freight brokerage division of Bee-Line) was in need of a powerful freight brokerage solution with the ability to store carrier data and generate rate confirmations among other important items.

Enter Prophesy Dispatch

After researching a number of brokerage dispatch solutions including Prophesy Dispatch Brokerage and more than five competitor products, the Bee-Line Logistics Team decided to move ahead. Intrigued by the Prophesy solution, Patrick McMillan, Bee-Line President, and Matt McMillan, Vice President, requested a live demonstration of Prophesy Dispatch Brokerage with integration to Quickbooks® Accounting from Prophesy National Sales Manager, Kevin Pasternack.

Matt McMillan explained, "Kevin gave a great demonstration of the solution. He answered all of our questions in detail the first time, which made the process of making a decision on the system pretty quick. We could see that it would be able to meet all of our operational needs while creating a streamlined process for us at an affordable cost." It took no time for the McMillans to decide on purchasing Prophesy Dispatch in December of 2011.

Training, Implementation and Customer Service

After purchasing Prophesy Dispatch, Matt McMillan attended training with Miriam Vella, Prophesy Transportation Solutions Director of Professional Services, over the phone and Internet. They worked together to implement the system and proprietary Bee-Line Logistics data. The Company's implementation and training experience was very successful. Matt illustrated, "Through taking time with Prophesy to discuss an implementation strategy, as well as comprehensive and user-friendly training, we were able to create our own in-house training manual. This was instrumental in the initial implementation of the system and continues to be a huge help in training new users of the software."

Matt had good things to say about the Prophesy team as a whole when asked about his thoughts on customer service and development, "Everyone we have dealt with is extremely helpful. If an answer is not known when asked, it is not long at all before we hear back from the Prophesy team. Being a piece of software, we understand that there are little quirks that can pop up, but Prophesy has really done the due-diligence to make sure the end user sees those few and far between. We appreciate that."

Bee-Line Today

Bee-Line started with an 11 user version of Prophesy Dispatch Brokerage version with integration to QuickBooks® as well as Prophesy's Mileage &

Prophesy Dispatch for Brokers

BENEFITS

- Streamlines housing of carrier data
- Ease of assigning carriers to loads
- SaferWatch Integration

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Routing module, Document Imaging and Load Posting modules. Bee-Line has seen strong results as a product of the Prophesy solutions. They describe the results as "night and day". They are especially happy because they are able to house all of their company data in one streamlined solution. Matt illustrated, "Now that all of our information is housed in one solution, the dispatching process is much more streamlined. We experienced enhancements in many areas including lane charge history searches that make spot rating more accurate, booking loads, generating customer and carrier confirmations, assigning and researching carriers, billing and settlements."

Additionally, in September of 2012, Bee-Line Logistics added the SaferWatch™ module to their Prophesy DispatchSeries software, and began to see additional impressive results in both time savings and compliance right away.

Matt explained, "Prior to getting the SaferWatch™ integration, we spent an enormous amount of time sorting through paperwork and printing out carrier data from the Safety and Fitness Electronic Records System (Safersys.org) site then scanning and filing them with our carrier records to make sure that we were covered from a due diligence standpoint. Our carrier relations manager was spending their entire time setting up and monitoring carriers rather than focusing on what they should be, ensuring our carriers are satisfied with the service we provide and making sure the relations process is running smoothly."

"This tool really helps us to protect ourselves from a negligent hiring standpoint. We know who we've contracted and are confident that they are 100% set when we are using them. We'll never hire an unsatisfactory rated or conditionally rated carrier; the Prophesy and SaferWatch™ integration protects us against that by utilizing our defined settings..."

- Matt McMillan

He went on to say, "This tool really helps us to protect ourselves from a negligent hiring standpoint. We know who we've contracted and are confident that they are 100% set when we are using them. We'll never hire an unsatisfactory rated or conditionally rated carrier; the Prophesy and SaferWatch™ integration protects us against that by utilizing

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our defined settings. Besides, when you use a particular carrier every day, or several times a week… it's tough to get a dispatcher to go out to the internet and double check carrier ratings and CSA BASICS scores every time. With the integration, that's all done automatically right within the system. It makes things pretty foolproof in our eyes."

Visit us online to read more about Bee-Line's success with SaferWatch™ at http://www.accellos.com/casestudies/bee-line-delivery-service/

The Future
Looking to the future, Bee-Line anticipates continued growth of all company divisions, including trucking, brokerage, warehousing/distribution, and supply chain management.

ABOUT ACCELLOS
Accellos is a global provider of software solutions specifically designed for the unique needs of logistics service providers and small and midsized businesses (SMB). Over 3,000 companies trust Accellos to be the technology backbone of their global supply chains. Accellos provides solutions for warehouse management systems (WMS), third party logistics (3PL), fleet management, transportation management systems (TMS), trading partner integration (EDI), automated barcode data collection, parcel shipping, transportation optimization and supply chain business intelligence. Accellos solutions are built on the AccellosOne platform, a modern technology platform featuring a user-friendly interface and simplified technical administration.

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