

CASE STUDY // DOUGLAS DYNAMICS

# Transforming Equipment Shipping Through Collaboration

How WWEX Group helped Douglas Dynamics upgrade their equipment logistics.



## Douglas Dynamics Overview

Douglas Dynamics is North America's premier manufacturer and upfitter of commercial work truck attachments and equipment. For more than 75 years, snow, ice and inclement weather have been no match for Douglas Dynamics' commitment to delivering superior quality products and services. The company's solutions support the economic and physical wellbeing of millions of North Americans every year.

Douglas Dynamics doesn't just take incredible care of their customers — their stellar service commitment extends to their workforce as well. The company has been named a Top Workplace in Southeast Wisconsin for 15 years running by the Milwaukee Journal Sentinel.

Douglas Dynamics demands third-party logistics (3PL) support of the highest caliber. For more than five years, they've trusted the WWEX Group family of brands with their shipping logistics.

"We so appreciate the collaboration we've had with WWEX Group since day one," says Brian Walton, Logistics Manager at Douglas Dynamics. "They have the same continuous improvement mindset that our business does."



### INDUSTRY

Commercial work truck attachments and equipment manufacturing

### SHIPPING SOLUTIONS

Truckload (TL), less-than-truckload (LTL)

### 2024 ANNUAL SHIPMENTS

14,902

### CUSTOMER SINCE

2020



## Douglas Dynamics' Shipping Challenges



### Insights Into Their Shipping Data

Douglas Dynamics felt that they could improve visibility into their shipping processes and didn't have sufficient data to make informed business shipping decisions.



### Advanced Transportation Management Technology

Douglas Dynamics needed a new technology option to keep their heavy daily shipment volume organized and scheduled.



### Optimizing Freight Carrier Management

The company wanted to ensure it obtained the best possible freight shipping rates to sufficiently manage their carrier portfolio.



## Solving Shipping Complexities is Our Specialty

WWEX Group offers businesses of every size industry-leading logistics support across all major modes of transportation. Reliable and scalable capacity, round-the-clock expert service and technology-driven agility are all part of the WWEX Group customer experience.

With a handpicked network of 75+ best-in-class less-than-truckload carriers and over 45,000 active truckload carriers, the WWEX Group family of brands is able to grow and scale with its partners, along with providing innovative and outside-the-box solutions for their unique shipping needs.

With WWEX Group, Douglas Dynamics has a 3PL provider whose commitment to quality, service and relentless innovation matches their own. We've addressed Douglas Dynamics' core shipping challenges in new and creative ways, ensuring that the company can meet and exceed its lofty service expectations for itself and its customers.



### CHALLENGE 1

## Insights Into Their Shipping Data



### SHIPPER CHALLENGE

Douglas Dynamics was making major business decisions without the benefit of detailed shipping data, costing them time and money.



### WWEX GROUP SOLUTION

WWEX Group analyzed Douglas Dynamics' data and integrated their systems with custom-built, interactive data visualization software and dashboards. This integration provided Douglas Dynamics with greater visibility into their shipping operational costs, trends, carrier performance, billing discrepancies and potential areas for improvement, allowing them to drill into their freight spend with unprecedented detail.

Thanks to WWEX Group, we now have the ability to slice and dice our data. We understand what the costs are to us in specific scenarios and can plan accordingly, enabling us to make informed business shipping decisions for our customers.



Brian Walton  
Logistics Manager at Douglas Dynamics

CHALLENGE 2

## Advanced Transportation Management Technology



### SHIPPER CHALLENGE

Douglas Dynamics was looking to add a transportation management system (TMS) to organize their shipping, track its progress and provide their customers with the single invoice they were requesting.



### WWEX GROUP SOLUTION

WWEX Group integrated their proprietary TMS into Douglas Dynamics' existing ERP processes, creating a unified platform that automated their outbound shipping. This allowed the operations team to consolidate hundreds of daily orders, generate quotes and produce all shipping documentation with just a few clicks. The sophisticated tracking and consolidated invoicing provided complete control and peace of mind over every aspect of their shipping operations.

Just about every 3PL has a TMS. But WWEX Group's provides everything we need and is always improving. For the past five years, their technology and resources have helped drive our future logistics and supply chain operations in this challenging transportation market.



Brian Walton  
Logistics Manager at Douglas Dynamics

CHALLENGE 3

## Optimizing Freight Carrier Management



### SHIPPER CHALLENGE

Douglas Dynamics needed assistance to optimize carrier selection, management and pricing, and help selecting the best freight shipping mode to use.



### WWEX GROUP SOLUTION

WWEX Group provided training, guidance and best practices for freight shipping, along with comprehensive carrier mix optimization and custom-negotiated pricing. Leveraging our strong carrier relationships and buying power, Douglas Dynamics achieved significant cost reductions that they couldn't obtain by dealing with carriers directly.

WWEX Group is truly a one-stop shipping shop. We know we can go to them for all our transportation solutions.



Brian Walton  
Logistics Manager at Douglas Dynamics



## Working Together to Improve Every Day

In WWEX Group, Douglas Dynamics finally found a 3PL provider with a congruent culture of collaboration and continuous improvement. As the company continues to grow and reach more customers across North America, WWEX Group will be right by its side providing creative and customized shipping solutions.

WWEX Group and Douglas Dynamics share similar goals. It's literally like we're all part of the same company because we're always trying to make everything better for all parties involved.



Brian Walton  
Logistics Manager at Douglas Dynamics



## Team Up with the Right Shipping Partner

The WWEX Group family of brands is an industry-leading 3PL that helps shippers of every size find the most effective and efficient solutions for their unique shipping challenges. Our peerless combination of logistics expertise, carrier relationships, innovative technology, unbeatable rates and personalized service makes us the perfect shipping partner for your business. With our proven record of innovation and collaboration, WWEX Group is ready to supercharge your shipping operations.



**Reach out for a complimentary, customized consultation today!**