



HQ Location: Lehi, Utah
Category: Manufacturing



Case Study

The Organization

The **BlenderBottle Company** is a privately-held manufacturer of premium and innovative products that help simplify everyday life—including the BlenderBottle Classic, the industry's original portable mixer.

It ships products to a network of distribution centers for “big box” retailers such as Walmart and Target. The company's enterprise resource planning (ERP) system integrates with Banyan Technology's Live Connections platform to better enable its team to rate freight and select shipments across its carrier base.

“Our team really enjoys Banyan's solution because we have a lot of different direct carrier contracts and agreements, and it would be overly cumbersome for us to jump into each of their websites to retrieve a rate,” says Clay Cooper, BlenderBottle's global transportation manager. “Banyan aggregates them for us and allows us to price shop with our carriers in real time using our discounts.”

The Results

A month since leveraging Intelligent Pricing™ through Banyan's connectivity platform, BlenderBottle has already saved significantly on freight through Live Lane Specials™.

“That's pretty significant,” Cooper says. “We're seeing Live Lane Special™ opportunities pop up a lot more frequently than we originally anticipated; it's really easy to use and really exceeded our expectations.”

“...we're able to negotiate with the carriers we trust.”

Leveraging Intelligent Pricing™

With Banyan's introduction of Intelligent Pricing™, the industry's first true dynamic pricing tool, BlenderBottle's carriers can now instantly offer pricing incentives on top of the company's contracted discounts on negotiated rates through its API-powered system.

These Live Lane Specials™—defined by geography, shipment attributes and even customer behaviors—are automated to appear within BlenderBottle's system workflow as staff are making live routing decisions.

“It's fun, kind of like using Travelocity,” Cooper says of shopping Live Lane Specials™. “There's satisfaction for our employees with getting a live rate cheaper than it typically would have been, and from an organizational standpoint, it's a reliable solution as we're able to negotiate with the carriers we trust.”

World-Class Innovation. Powerful Connectivity. Unrivaled Results.

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