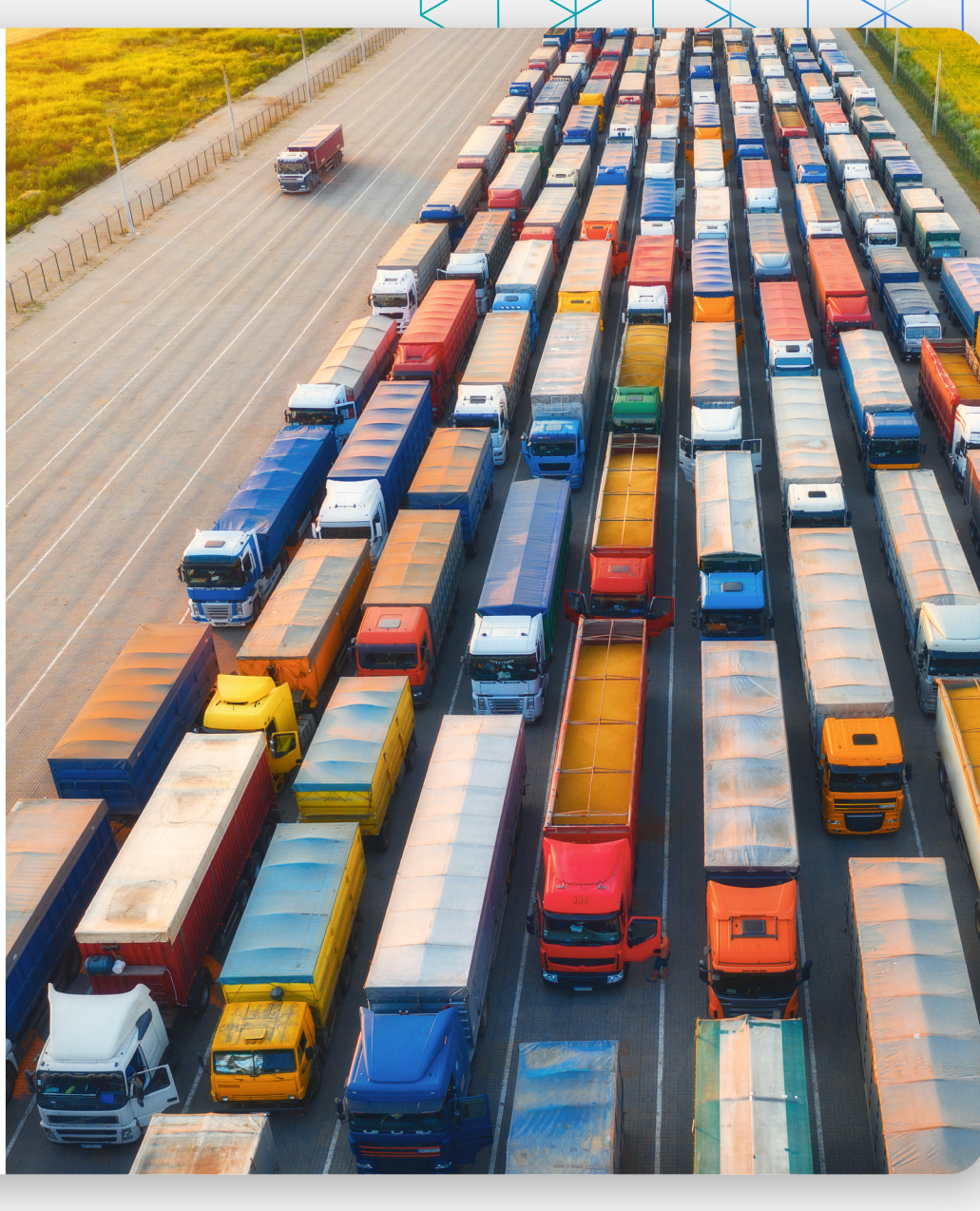


Are Your RFPs Actually Working for You?

Redwood can help modernize your procurement processes, including RFPs, for the modern world of logistics.



In creating RFPs to secure freight capacity, shippers face these challenges:



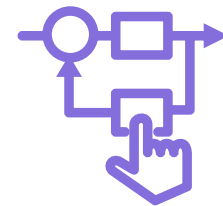
Market swings and rate volatility



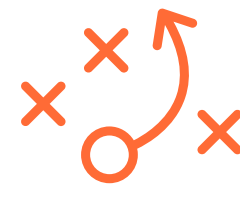
Balancing cost and service requirement



Ensuring route guide compliance



Dynamic planning for disruptions



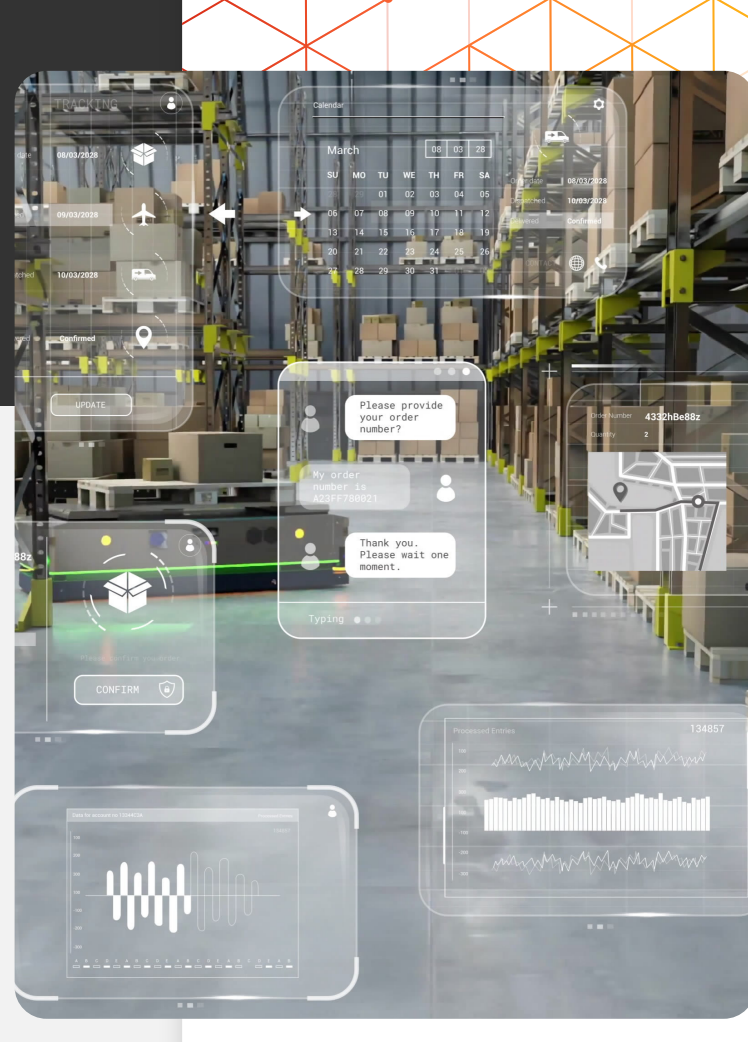
Reliable capacity in secondary markets

Why Traditional RFPs Fall Short

As a full-service 4PL with two decades of freight brokerage experience, Redwood has witnessed firsthand the dramatic evolution of procurement. The days of predictable supply and demand, and long-term carrier partnerships, are over. In today's fast-paced, volatile landscape, freight capacity is a constantly moving target due to supply and demand shifts. There's no one-size-fits-all freight solution—instead, shippers must apply distinct strategies for each unique part of their network. Shippers who apply traditional RFP approaches to identify capacity in this modern environment are missing out on opportunities for cost savings, service improvements, and enhanced visibility.

Redwood can help optimize your RFPs with reliable and optimal carrier selection, and reliable capacity at competitive rates to make sure you're truly serving your best interests.

Level-Up Your RFP Process for Next-Level Results



1

Share your freight footprint.

You can't manage what you can't measure, and neither can your carriers without the right data. That's why every RFP starts with the basics: origins, destinations, shipment volumes, specialized requirements, and equipment needs. The more complete data, the better the bids. Redwood makes it easy to organize and analyze your freight profile, ensuring you're set up to attract the right capacity at the right price.

2

Carriers need your story, along with your spreadsheets.

Every shipper wants high service levels and low costs. But the reality is that every load has trade-offs. Is this shipment time-sensitive and a high priority? Or is cost optimization the main objective? Being transparent about your freight, whether it's service expectations, product handling, or even facility constraints, helps carriers price it accurately and deliver on the service requirements that you need.

As a modern 4PL, Redwood helps you achieve the right results for every load with a more customized RFP process. The result? Carrier compliance will increase, and your customers and share-holders will be satisfied.



3

Factor in carrier performance.

You already know that not all carriers are created equal. But, when you're in a tight spot, it's easy to make the wrong choice and assign an important load to a less-than-reliable carrier. That's why performance data like on-time service, tender acceptance, and responsiveness to communication should be a part of every award consideration.

Today's digital world makes it easy to gather performance data, apply metrics, and develop carrier ratings as you work with suppliers. Redwood offers integrated technology solutions that provide real-time visibility into carrier performance, helping you stay in control, reduce risk, and drive better results from your RFPs.



4

A dynamic market requires a dynamic approach.

You might think of yourself as a contract-heavy shipper. Or mostly spot. Or somewhere in between. But in today's dynamic freight landscape, characterized by sometimes dramatic rates and capacity swings, a static, single-minded approach rarely makes the best sense.

Successful shippers use RFPs to support a flexible, more dynamic freight management process that shifts as the freight market shifts, often on a load-by-load basis. Redwood can analyze your shipping and cost data to help support a flexible freight mix, respond to rate shifts, and align your broader procurement goals.



5

Increase real-time agility and adaptability.

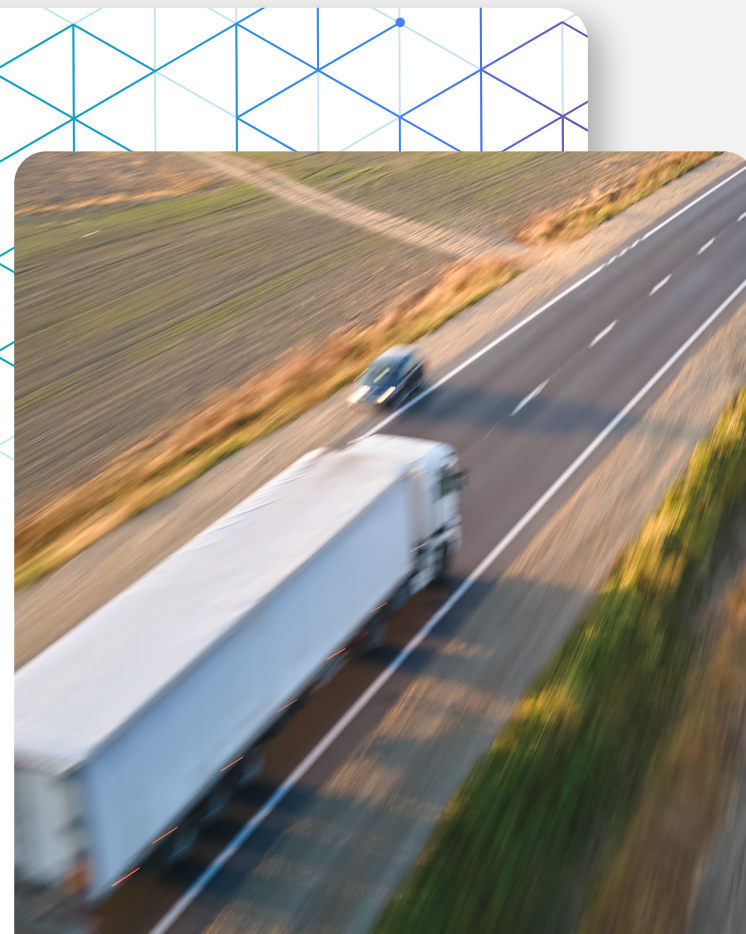
Locking into long-term rates might feel smart until the market shifts. Freight markets shift fast, and rigid quarterly bid cycles can leave you exposed. Redwood helps shippers adopt smarter bid schedules, whether quarterly, seasonally, or dynamic, paired with digital tools that move at the speed of freight. The result? Reduced cost volatility, improved service, and full lane coverage, even while conditions change.



6

Add qualitative insights.

An RFP covers the facts, but rate tables alone don't tell the full story. Every shipper is different. If your freight requires special handling, is time-sensitive, or faces dock or lead time constraints, added context goes a long way. Share whether your operations are steady or seasonal, who your customers are, and what kinds of products you move. Call out key load requirements like drop and hook or port deliveries, and be clear on tech expectations like EDI, API, or real-time tracking. Redwood helps bring it all together so your RFPs are clear, complete, and built for performance.



Upgrade Your RFPs, ASAP!

Given today's fast-paced, volatile freight landscape, the process of procurement has never been more complex. You need to stop relying on a dated RFP process that doesn't really serve your needs—or produce the cost and service results you're looking for. Reach out to Redwood and leverage our decades of procurement experience, our hundreds of customer success stories, and our modern technology toolkit. We'll align with your supply chain strategy to optimize to aid in RFP responses that truly work for you.

CONTACT US