

REDWOOD®

THE REDWOOD LOGISTICS PLAYBOOK

FOR INDUSTRIAL MACHINERY & EQUIPMENT MANUFACTURERS

Mastering Supply Chain Challenges



INTRODUCTION

It's no secret the Industrial Machinery and Equipment industry has been impacted by some of the greatest societal and economic shifts over the last few decades, and there's no doubt that trend will continue. The passing of Covid, the rise of new technologies like AI, and the desire for a more sustainable world, have once again brought new challenges to this important industry.

As we navigate through this decade, Manufacturers face a confluence of challenges driven by economic uncertainties, including fluctuating market demands and unpredictable trade policies, the persistent shortage of skilled labor, and supply chain vulnerabilities. These shifts have necessitated the development of more even resilient supply chain strategies, such as diversification of suppliers and increased investment in automation and digital technologies.

Moreover, the push towards sustainability is accelerating, with companies now under significant pressure to innovate their product lines to meet ambitious net-zero emissions goals. This shift not only demands new manufacturing processes but also the integration of eco-friendly materials and technologies.

THIS PLAYBOOK WILL EXPLORE 9 CRITICAL CAPABILITIES THAT ALL INDUSTRIAL MACHINERY AND EQUIPMENT COMPANIES NEED TO ADDRESS TO COMPETE IN TODAY'S COMPLEX MARKETPLACE.

By embracing the strategies and solutions in this playbook, Manufacturers can not only mitigate the risks presented by the current landscape, but also position themselves for growth and success in an increasingly competitive market.

THE MACRO CHALLENGES FACED BY INDUSTRIAL MACHINERY & EQUIPMENT COMPANIES:

- Navigating complex logistics and transportation challenges for oversized and heavy machinery, parts, and raw materials.
- Ensuring supply chain visibility and optimizing inventory management for machinery components for planned and just-in-time shipments.
- Managing lead times and customization requirements for specialized machinery.
- Maintaining quality control and regulatory compliance in industrial transportation.
- Fostering the myriad of supplier relationships and facilitating effective communication with stakeholders across multiple systems.
- Controlling transportation costs and handling reverse logistics for end-of-life machinery and returns.

WHAT'S IN OUR PLAYBOOK

In this Playbook, we'll explore ten critical capabilities that Industrial Machinery and Equipment Manufacturers must focus on to navigate the complexities of today's supply chain landscape. These include:

1. Less-Than-Truckload Shipping
2. Parcel Spend Management and Rating Services
3. Systems Integration
4. Project Logistics
5. Cross-Border Transportation
6. Transportation Management
7. Warehousing and Distribution
8. Freight Brokerage
9. Integration Platform-as-a-Services (iPaaS)
10. Sustainability and Carbon Emissions Management

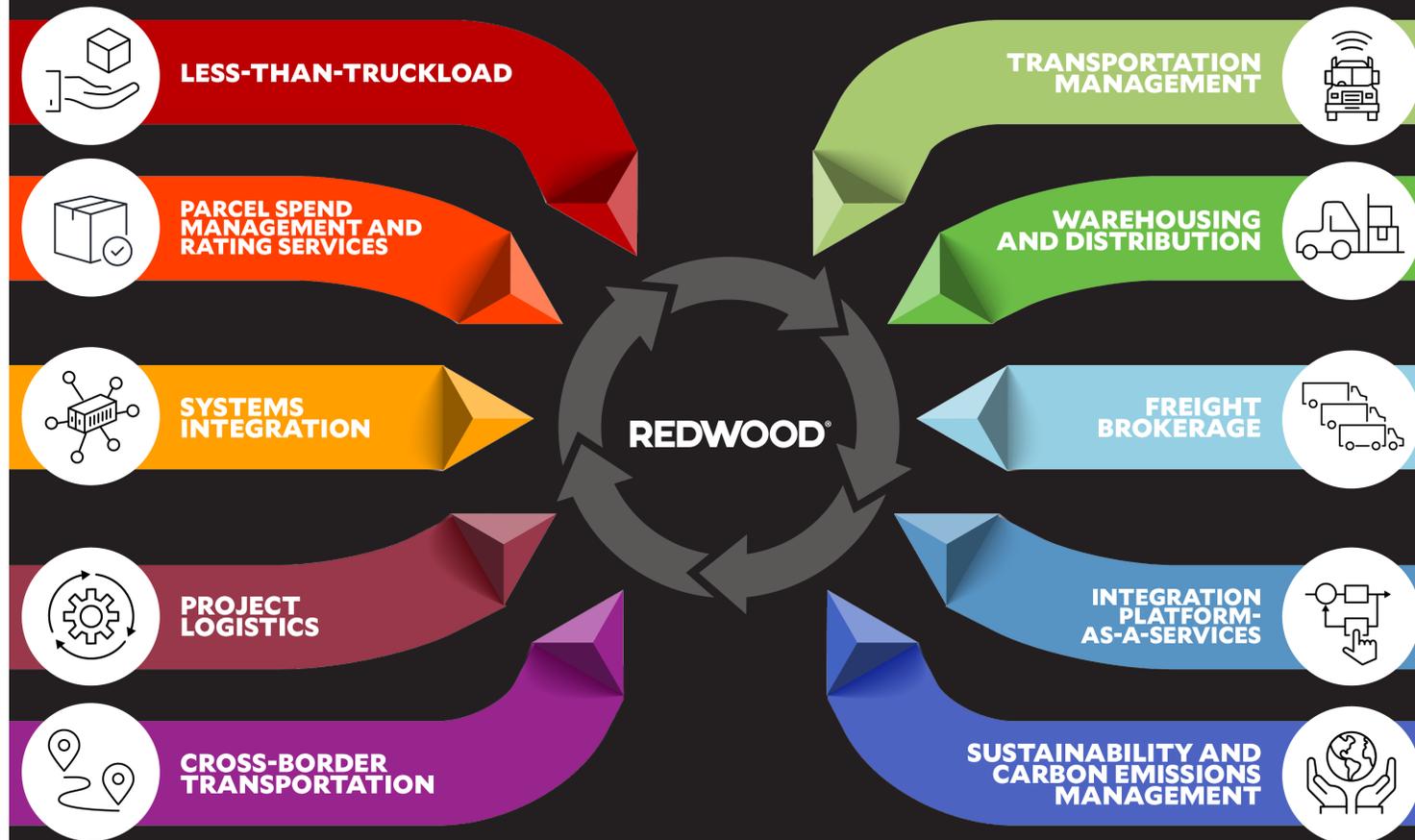
REDWOOD LOGISTICS:

THE MODERN 4PL HELPING INDUSTRIAL MACHINERY & EQUIPMENT MANUFACTURERS THRIVE IN THE CURRENT COMPLEX MARKET.

Redwood Logistics, a leading logistics platform company and Modern 4PL, leverages over two decades of experience in tackling the complex problems that other providers avoid or lack the time to solve. We shine in combining tailored, best-in-class logistics execution services with supply chain technology, allowing Industrial Machinery & Equipment manufacturers to build the ideal physical and digital supply chain solution for their needs.

THE REDWOOD LOGISTICS SUPPLY CHAIN STRATEGY FOR INDUSTRIAL MACHINERY AND EQUIPMENT.

Mastering these 10 critical capabilities can help your organization thrive and stay resilient in an ever-changing supply chain environment.





LESS-THAN-TRUCKLOAD

REDWOOD LOGISTICS SOLUTIONS:

Parcel Cloud and
On-Prem Services

Redwood LTL

LTL Access

LTL Execute

Flexible Freight Management

Carrier Contract Analysis

We helped ASPEQ
save nearly **10%** in
annual LTL spend

1. LESS-THAN-TRUCKLOAD



FACING THE CHALLENGES IN LTL SHIPPING, SUCH AS LACK OF ACCESSORIAL COST TRANSPARENCY, INEFFICIENT PROCESSES, CARRIER SELECTION DIFFICULTIES, AND COMPLEX RATE NEGOTIATIONS.

Industrial Machinery and Equipment Companies are under constant pressure to streamline their operations, reduce costs, and improve efficiency. One of the key areas where these challenges manifest is in the management of Less-Than-Truckload (LTL) shipping. LTL shipping involves the transportation of smaller freight quantities that do not require a full truckload, making it a cost-effective option for many businesses.

However, the complexity of LTL shipping processes, coupled with the lack of transparency and inefficient manual tasks, can lead to significant pain points for manufacturers.

HOW REDWOOD LOGISTICS SOLVES THESE CHALLENGES:

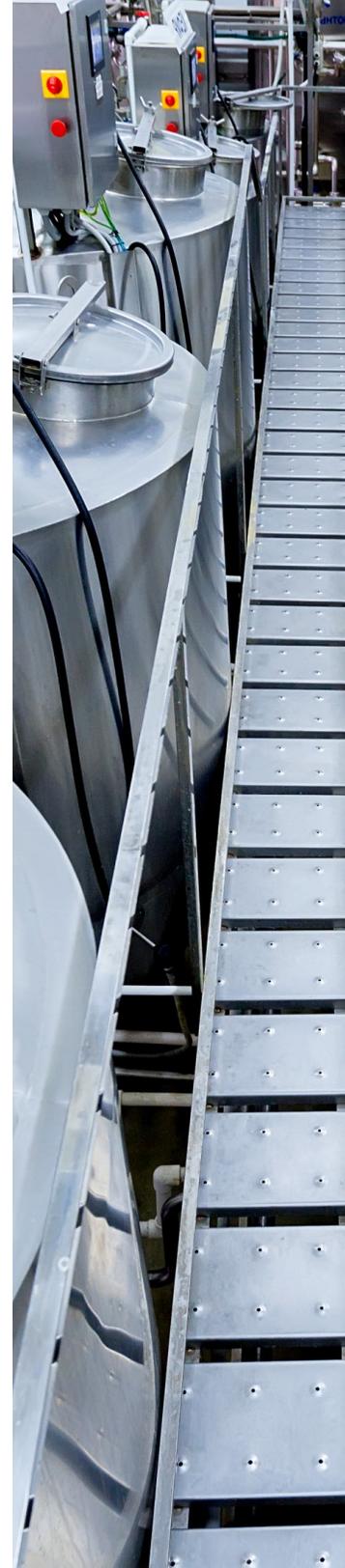
Redwood Logistics recognizes the challenges faced by Industrial Machinery and Equipment Companies in managing LTL shipping and offers a comprehensive solution through Redwood LTL.

By going through a tailored network analysis and procurement process, Redwood LTL aggregates specific quotes from multiple carriers and enables companies to compare rates, gain better control over their shipping costs, and select carriers that make the most sense for them – whether based on cost, speed, proximity to DCs, or other factors. The automated quoting and booking processes, powered by a rating API, streamline operations and reduce manual effort, allowing manufacturers to focus on their core business activities.

Redwood LTL's data-driven approach helps companies make informed decisions by analyzing shipping requirements and suggesting optimal carrier options.

Moreover, Redwood LTL's expertise in carrier rate negotiation and contract management ensures that manufacturers can secure favorable shipping rates and terms, further optimizing their logistics strategies and reducing costs.

For manufacturers struggling with manual and tedious shipment execution, Redwood also offers a hosted TMS that allows you to build and execute shipments without having to make a massive upfront investment in technology and resources. Additionally, Redwood is an authorized reseller of two TMS solutions in the Gartner magic quadrant.



HOW REDWOOD LOGISTICS SOLVES COMMON LTL CHALLENGES:

CATEGORY	CHALLENGE	REDWOOD SOLUTION
ACCESSORIAL COST TRANSPARENCY AND CONTROL	Many industrial manufacturing companies find it challenging to maintain visibility into their LTL shipping expenses, especially when they're unplanned or confusing and result in unanticipated costs.	By offering curated quotes from various carriers based on a shipper's specific network, Redwood LTL empowers companies to evaluate rates, choose the most relevant solutions, and maintain greater control over their shipping expenditures.
TIME-EFFICIENT QUOTING AND BOOKING	The process of obtaining quotes and booking LTL shipments can be lengthy and susceptible to errors when using traditional methods.	Through the implementation of a rating API, Redwood LTL streamlines the quoting and booking processes for shippers with a TMS, allowing companies to obtain instant rate quotes and book shipments more efficiently. This approach minimizes manual input, reduces errors, and expedites the entire quoting-to-booking timeline.
CARRIER SELECTION OPTIMIZATION	Industrial manufacturers frequently require carriers that can accommodate specific shipping needs, such as transit times, service levels, and delivery windows.	Redwood LTL analyzes your specific requirements and recommends carrier options that align with the company's objectives, enabling manufacturers to make well-informed decisions and ensuring timely deliveries.
DATA-DRIVEN DECISION-MAKING	In the industrial manufacturing sector, effective data management and analysis play a vital role in decision-making and investment strategies.	Redwood LTL offers valuable insights into shipping costs, transit times, and carrier performance, facilitating data-driven decision-making. By leveraging this information, companies can optimize their logistics strategies and enhance overall supply chain efficiency.
RATE NEGOTIATION AND CONTRACT MANAGEMENT	Securing favorable LTL shipping rates through negotiations with carriers can be a challenging and intricate process.	Redwood LTL provides support for carrier rate negotiation and contract management, enabling manufacturers to optimize their carrier contracts, minimize shipping costs, and negotiate more advantageous terms based on historical data and performance metrics.



PARCEL SPEND MANAGEMENT AND EXECUTION SERVICES

REDWOOD LOGISTICS SOLUTIONS:

[Parcel Advisory](#)

[Parcel Cloud and On-Prem Services](#)

We helped an
industry leader save
16% on parcel spend



2. PARCEL SPEND MANAGEMENT AND EXECUTION SERVICES



A COMPLEX AND INCREASINGLY EXPENSIVE PARCEL SHIPPING ENVIRONMENT.

Unfortunately, total expenses associated with parcel shipping have continued to increase year-over-year and the trend doesn't look to be slowing any time soon. Plus, the importance and complexity of transit times, service level agreements, carrier contracts, and delivery windows for industrial machinery and parts puts more pressure on already tight margins.

Manufacturing businesses that fail to develop and implement data-driven strategies risk encountering a scenario where the costs of parcel freight become excessively high, potentially reaching a point where it is no longer economically feasible to maintain current shipping practices.

HOW REDWOOD LOGISTICS SOLVES THESE CHALLENGES:

Fortunately, Redwood Logistics can help tackle the challenge of rising parcel shipping costs for Industrial Machinery and Equipment Businesses with tailored solutions driven by advanced data analytics.

By analyzing transit times, service level agreements, and delivery windows, we identify efficiency opportunities and cost-saving measures, helping businesses navigate the complexities of parcel shipping while protecting their bottom line.

Redwood Logistics offers a comprehensive approach to parcel shipping management through our Parcel Spend Management and Execution Services. By negotiating competitive carrier rates and optimizing shipment routes, we help businesses reduce expenses and maintain economic feasibility.

HOW REDWOOD LOGISTICS SOLVES COMMON PARCEL MEDIATION CHALLENGES:

CATEGORY	CHALLENGE	REDWOOD SOLUTION
HIGH PARCEL VOLUME	High parcel shipping volume leads to escalating costs.	Our parcel advisory services optimize shipping expenses through network and lane audits, preventing overcharges and delivering cost savings.
INVOICE DISCREPANCIES	Billing inaccuracies and errors in carrier invoices are difficult to identify and time-consuming to resolve.	We streamline invoice auditing, identify errors, and initiate disputes, ensuring accurate billing and spend management.
DIFFICULTY IN SHIPPING DATA ANALYSIS	Managing parcel shipments across multiple carriers is challenging and manual.	Redwood Logistics provides advanced analytics and reporting tools to track shipping patterns and optimize efficiency.
CONTRACT COMPLIANCE	Ensuring carrier adherence to negotiated contracts is time-consuming.	We coach you through the carrier negotiation process, verifying contracted rates and service level compliance.
CARRIER PERFORMANCE MONITORING	Evaluating carrier performance is crucial for identifying reliable partners.	Offering tools to monitor on-time delivery rates and performance metrics, we enable informed carrier decisions.

A photograph of a large industrial factory floor. In the foreground, there are several large, complex robotic arms and machinery, likely used for manufacturing or assembly. The background shows a high-ceilinged space with concrete beams and windows, suggesting a spacious and well-lit industrial environment. The overall color palette is dominated by blues, greys, and oranges, with a warm orange glow in the upper right corner.

SYSTEMS INTEGRATION

REDWOOD LOGISTICS SOLUTIONS:

Systems Integration

RedwoodConnect

We helped an industry leader launch their managed services in **90 days**

3. SYSTEMS INTEGRATION



CONNECTING DISPARATE SUPPLY CHAIN SYSTEMS IN ORDER TO DERIVE AGGREGATED DATA AND ACTIONABLE INSIGHTS.

The idea of Systems Integration can feel overwhelming for Industrial Machinery and Equipment companies with data silos and cumbersome processes.

With multiple software applications involved – from inventory management to production control, TMS to WMS – it's easy for things to become tangled. This complexity leads to fragmented data and disjointed workflows, slowing down operations and hindering decision-making.

For Industrial Machinery and Equipment manufacturers, any hiccup in systems integration can derail progress. With tight schedules, complex supply chains, and a focus on quality, even small disruptions can cause major problems.

Missed deadlines, increased costs, and compromised quality are potential consequences, impacting the entire operation. In this fast-paced environment, seamless integration isn't just convenient – it's essential for maintaining competitiveness.

HOW REDWOOD LOGISTICS SOLVES THESE CHALLENGES:

At Redwood Logistics, we're here to simplify the Systems Integration puzzle for Industrial Manufacturing firms. Our expert 4PL team specializes in crafting tailored solutions to streamline processes and boost efficiency. By working closely with our clients and prioritizing clear communication, we ensure that their unique needs and goals are at the forefront of our integration strategy.

We understand the challenges that come with tight schedules and complex supply chains in the manufacturing industry. That's why we take a hands-on approach to guide our clients through every step of the integration journey. With our expertise and support, businesses can overcome obstacles, reduce costs, and pave the way for future growth and success.



HOW REDWOOD LOGISTICS SOLVES COMMON SYSTEM INTEGRATION CHALLENGES:

CATEGORY	CHALLENGE	REDWOOD SOLUTION
LEGACY SYSTEM COMPATIBILITY	Legacy systems may not be compatible with modern software and technologies.	System Integration services bridge the gap by integrating legacy systems with options for newer applications and platforms.
DISCONNECTED SYSTEMS AND DATA SILOS	Industrial Machinery and Equipment Manufacturing companies grapple with inefficiencies due to fragmented data silos.	Redwood Logistics tackles this by integrating those disparate systems, ensuring seamless data flow and real-time updates across the organization.
INEFFICIENT WORKFLOWS	Inefficient and disjointed workflows lead to bottlenecks and delays.	Our experts streamline workflows by automating tasks and ensuring smooth data and process flow across the organization.
SCALABILITY CHALLENGES	Scalability becomes a challenge as companies grow or diversify operations.	We design scalable architectures that adapt to changing business needs, accommodating increased data volumes and expansions.
REAL-TIME MONITORING AND CONTROL	Industrial manufacturing requires real-time monitoring and control of equipment and processes.	Our Redwood team can implement solutions that connect different platforms to central control systems for real-time data collection and remote management.



PROJECT LOGISTICS

REDWOOD LOGISTICS SOLUTION:
Project Logistics

We helped an industry leader save **12%** on annual transportation cost savings

4. PROJECT LOGISTICS



CREATING SOLUTIONS THAT FIT EVEN THE MOST COMPLEX PROJECTS.

Navigating large-scale and highly complex logistics projects poses a variety of challenges for Industrial Machinery and Equipment companies.

Besides the traditional task of moving heavy equipment and materials, there's a newfound focus on sustainability that comes into play. Companies are now prioritizing eco-friendly practices amid growing environmental awareness, alongside adapting to the increasing use of automation and digitization in logistics. While these advancements offer efficiency gains, mastering them requires significant investment and expertise.

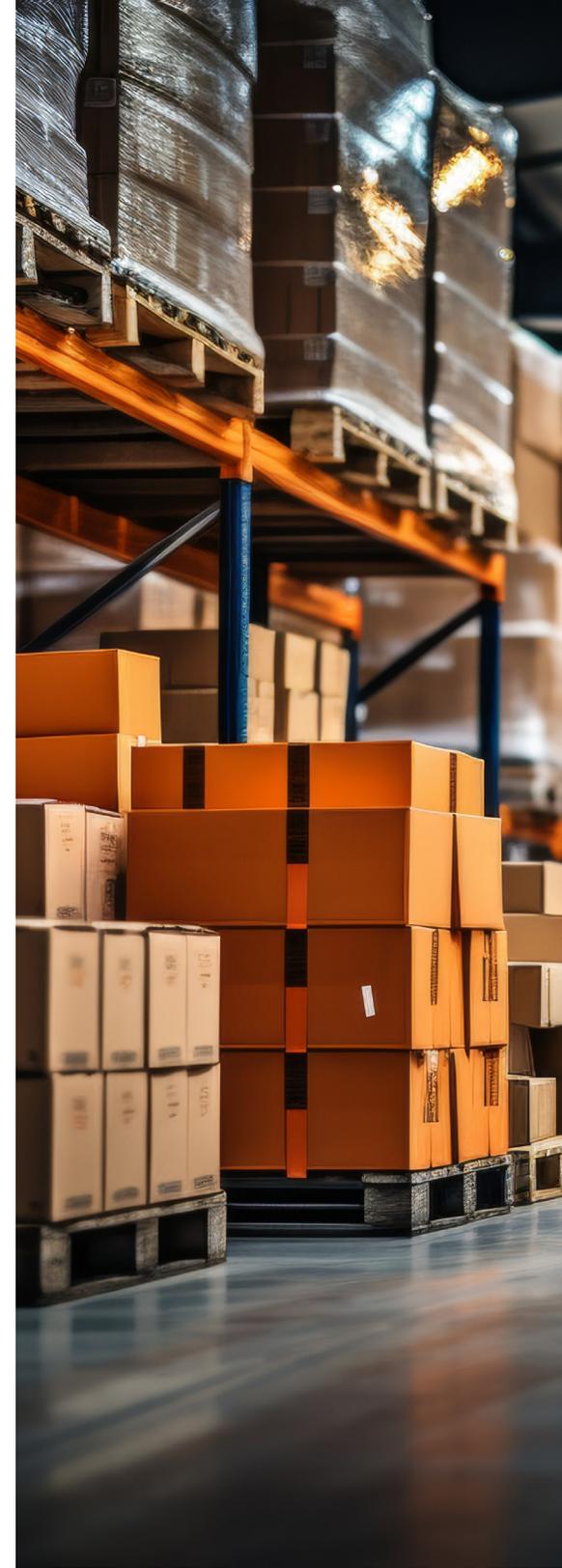
Also, the scarcity of talent in specialized fields adds another layer of complexity, making it tough to find skilled professionals to manage these advanced systems effectively. Moreover, finding the right partner has become increasingly tricky amidst this evolving landscape. Companies must seek partners who not only share their values but also possess the technical expertise to navigate complex supply chains and ensure smooth project execution.

HOW REDWOOD LOGISTICS SOLVES LARGE-SCALE PROJECT CHALLENGES:

Redwood Logistics is your trusted partner in overcoming the challenges of large-scale project logistics for Industrial Manufacturing companies. As a modern 4PL provider, we understand the complexities involved in moving oversized or heavy equipment, materials, and teams to project sites, and we're here to make the process as smooth and sustainable as possible.

With our extensive network, industry expertise, and a broad portfolio of 4PL solutions, we coordinate seamlessly with multiple suppliers, carriers, and subcontractors, ensuring everyone is on the same page and minimizing disruptions along the way. Our advanced technology solutions provide real-time visibility into the supply chain, giving you the power to manage proactively and resolve issues swiftly. This transparency allows you to make informed decisions and keep your projects on track.

Our dedicated team of logistics professionals is with you every step of the way, offering personalized support and guidance from initial planning to final delivery. We're committed to your success and will navigate through challenges with agility and expertise, ensuring your projects are completed efficiently and to your satisfaction.



HOW REDWOOD LOGISTICS SOLVES COMMON PROJECT LOGISTICS CHALLENGES:

CATEGORY	CHALLENGE	REDWOOD SOLUTION
LACK OF VISIBILITY AND CONTROL	Coordinating and managing the logistics of inbound materials, including their transport, customs clearance, and on-site delivery, can be highly complex.	We provide a centralized platform for real-time shipment visibility, automated tracking, and streamlined communication, enabling better control and decision-making.
TIME-CRITICAL DELIVERY	Manufacturing projects often have strict timelines that must be adhered to in order to avoid costly delays	Redwood excels in time-sensitive logistics, ensuring that critical components and materials arrive on-site exactly when needed, minimizing downtime and project delays.
FLUCTUATING WORKFORCE	Seasonal projects often require a temporary increase in labor, and managing a fluctuating workforce can be challenging.	Redwood helps by coordinating labor resources, including hiring and training temporary workers as needed to meet project demands.
INVENTORY MANAGEMENT CHALLENGES	Seasonal projects may require the procurement and storage of large quantities of materials and components in advance. Inaccurate inventory levels, poor demand forecasting, and ineffective inventory placement strategies result in stockouts, overstocking, and increased carrying costs.	Redwood's services include advanced inventory management tools, demand forecasting algorithms, and optimal inventory placement strategies to improve accuracy, reduce costs, and enhance customer service levels.
UNMET COMPLIANCE AND RISK MANAGEMENT NEEDS	Ensuring compliance with regulatory requirements, managing supplier risks, and maintaining quality standards across the inbound supply chain can be complex and resource-intensive.	Assistance is provided with compliance management, supplier risk assessment and mitigation strategies are implemented, and quality control processes are established to minimize risks and maintain high standards.
PRODUCTION SCHEDULING	Balancing production schedules to align with seasonal demand can be tricky.	We can help streamline production scheduling by ensuring that materials are delivered just in time for manufacturing, minimizing warehousing needs and reducing the risk of stockouts or overstock situations.
TRANSPORTATION CHALLENGES	Seasonal projects often coincide with challenging weather conditions, such as winter storms or monsoons, which can disrupt transportation routes and timelines.	Redwood Project Logistics experts have experience navigating these challenges, selecting appropriate transport modes, and implementing contingency plans to mitigate weather-related disruptions.

A worker in a blue uniform and white hard hat is working on a white robotic arm in a factory setting. The worker is wearing blue gloves and safety glasses, and is holding a tool to adjust the arm. The background shows industrial equipment and a control panel with various buttons and lights. The overall scene is brightly lit, emphasizing the precision and technology of the manufacturing environment.

CROSS-BORDER TRANSPORTATION

REDWOOD LOGISTICS SOLUTION:

Cross-Border Solutions

We helped an industry leader save **36%** overall on parcel shipping

5. CROSS-BORDER TRANSPORTATION



INTERNATIONAL SHIPMENTS MEAN INCREASED COMPLEXITY.

Cross-border transportation can pose significant challenges for Industrial Machinery and Equipment companies, adding complexity and inefficiency to their supply chain operations. Firstly, navigating different countries' regulations and customs procedures can be daunting, with compliance being a challenging task. Failure to comply can result in delays, fines, or even confiscation of goods, disrupting production schedules and increasing costs.

Secondly, coordinating with multiple carriers, managing different transportation modes, and dealing with customs efficiently are logistical challenges unique to cross-border transportation. Ensuring timely and secure movement of machinery and equipment requires meticulous planning and coordination.

Any disruptions, like traffic congestion or documentation errors, can lead to costly delays and impact production timelines. Overall, cross-border transportation presents multifaceted challenges, demanding careful management and strategic solutions to ensure smooth operations.

HOW REDWOOD LOGISTICS SOLVES COMMON CROSS-BORDER CHALLENGES:

Redwood Logistics is your trusted partner in overcoming the complexities of cross-border transportation for Industrial Machinery and Equipment companies.

With a strong presence in both Mexico and the United States, Redwood Mexico has the expertise and resources to navigate the complexities of cross-border shipping. Our long-standing relationships with carriers and our dedicated teams on both sides of the border ensure seamless logistics operations.

With our deep expertise and global network, we make navigating regulatory requirements and customs procedures feel like a breeze. Our dedicated team ensures compliance with varying regulations across different countries, ensuring smooth and hassle-free shipments.

Additionally, Redwood harnesses the power of advanced technology and real-time tracking systems to streamline your cross-border logistics operations. By working closely with our extensive network of carriers, we optimize transportation routes and modes to guarantee the timely and secure movement of your machinery and equipment.

Our proactive approach allows us to foresee and address potential disruptions, such as traffic congestion or documentation errors, ensuring that your production schedules stay on track without any unexpected setbacks.



HOW REDWOOD LOGISTICS SOLVES COMMON CROSS-BORDER TRANSPORTATION CHALLENGES:

CATEGORY	CHALLENGE	REDWOOD SOLUTION
NAVIGATING COMPLEX CUSTOMS REGULATIONS	Companies encounter the challenge of navigating intricate customs regulations, import/export requirements, and documentation, often leading to shipment delays and disruptions.	We provide expertise in customs compliance, ensuring shipments meet regulatory standards and proceed smoothly through customs, minimizing delays, and ensuring compliance with all requirements.
MANAGING TARIFFS AND IMPORT DUTIES	Tariffs and import duties can significantly impact cross-border shipment costs, affecting profitability and supply chain efficiency.	Redwood Logistics offers guidance on tariff classifications, trade agreements, and strategies to minimize duty expenses, assisting companies in optimizing supply chain costs and navigating complex international trade regulations effectively.
TRACKING AND MONITORING SHIPMENTS ACROSS INTERNATIONAL BORDERS	Companies encounter difficulties in tracking and monitoring shipments across international borders, facing challenges with multiple carriers and potential delays in transit.	Through providing advanced tracking and visibility solutions, we can deliver real-time updates on shipment status and location. This enhances supply chain transparency, enabling companies to monitor shipments effectively and proactively address any delays or issues that may arise.
DELAYS AT BORDER CROSSINGS	Border delays, stemming from customs inspections, documentation issues, or congestion, can disrupt supply chain operations and impact delivery schedules.	Redwood coordinates border-crossing processes and leverages expedited clearance services to minimize delays. By efficiently managing customs procedures and utilizing expedited clearance options, we ensure smooth border crossings and minimize disruptions to delivery schedules.



TRANSPORTATION MANAGEMENT

REDWOOD LOGISTICS SOLUTION:

Transportation Management

IEWC enhanced their **tracking and visibility** on a lane-by-lane basis through our OTM TMS platform

6. TRANSPORTATION MANAGEMENT



MANAGING TRANSPORTATION HAS GROWN INCREASINGLY COMPLEX AND WILL CONTINUE TO DO SO.

Transportation Management presents a unique set of challenges for businesses operating in an increasingly complex and dynamic supply chain landscape. The rapid advancement of technology including machine learning and AI, coupled with changing consumer demands and global market volatility, has made it more crucial than ever for companies to optimize their transportation processes.

However, several challenges present themselves as companies look to improve their current systems. The integration of legacy systems with modern platforms, the need for real-time visibility and data-driven decision-making, and the pressure to reduce costs while maintaining high service levels have made overall Transportation Management a daunting task.

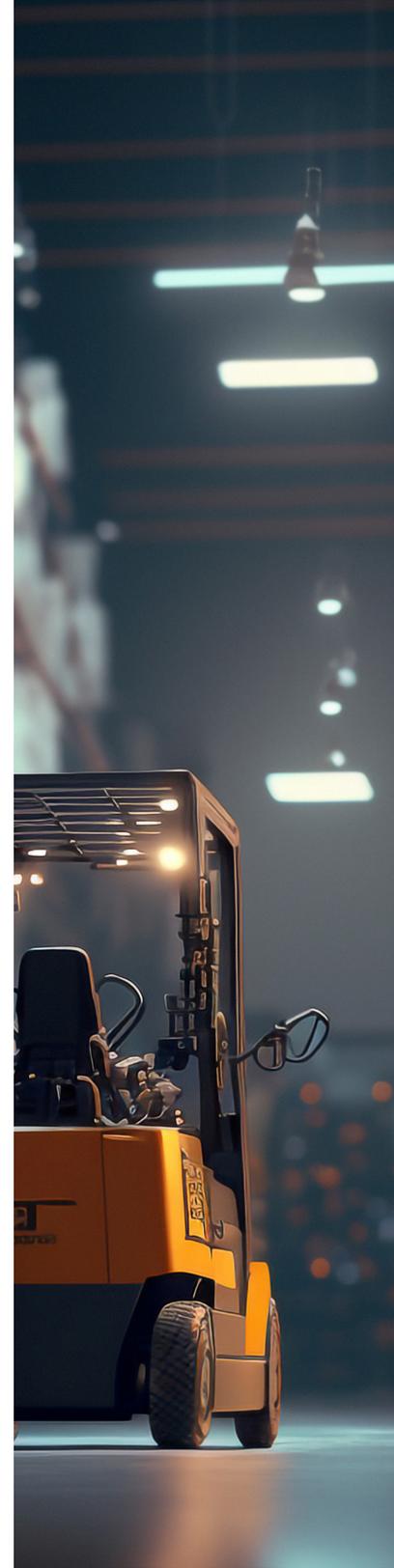
Add to these challenges, the shortage of skilled professionals, the need for seamless collaboration among multiple stakeholders, and the ever-evolving regulatory environment further complicate the process. To overcome these challenges, businesses must partner with experienced logistics providers who can offer customized solutions, cutting-edge technology, and industry expertise to navigate the complexities of modern Transportation Management.

HOW REDWOOD LOGISTICS SOLVES TRANSPORTATION MANAGEMENT CHALLENGES:

Redwood Logistics offers a comprehensive and innovative solution for transportation management that addresses the complex challenges faced by businesses.

Redwood Logistics boasts a team of seasoned professionals with deep knowledge of the Industrial Machinery and Equipment industry, allowing us to provide solutions tailored to each client's specific needs. We offer a range of services, including carrier management, freight audit and payment, and strategic consulting, ensuring that businesses can focus on their core competencies while leaving the complexities of Transportation Management to the experts.

What truly makes us even more special is our commitment to building long-term partnerships with our clients. We work closely with each business to understand their unique challenges and goals, and continuously adapt their solutions to meet the evolving needs of the market. With a focus on innovation, reliability, and exceptional customer service, Redwood Logistics has established itself as a leader in Transportation Management for the Industrial Manufacturing industry, helping these businesses navigate the challenges of 2024 and beyond.



HOW REDWOOD LOGISTICS SOLVES COMMON TRANSPORTATION MANAGEMENT CHALLENGES:

CATEGORY	CHALLENGE	REDWOOD SOLUTION
FLUCTUATING WORKLOAD	Manufacturing companies often face fluctuations in their project workload. During peak periods or for specific projects, the demand for skilled labor may exceed the available workforce.	Redwood Managed Transportation services offer flexible staffing solutions, allowing companies to scale their workforce up or down as needed, minimizing the impact of workforce shortages during peak times.
HIGH SHIPPING COSTS	Manufacturers face high shipping costs and inefficient transportation routes, leading to increased expenses.	We optimize shipping routes, consolidate shipments, and select cost-effective carriers, resulting in reduced transportation costs.
INEFFICIENT ROUTE PLANNING	Inefficient route planning causes delays and increases fuel consumption, impacting delivery schedules and costs.	Redwood utilizes route optimization software to plan the most efficient delivery routes, improving on-time delivery performance and reducing fuel consumption.
DIFFICULTY IN TRACKING SHIPMENTS	Manufacturers struggle with tracking shipments and ensuring timely delivery, leading to supply chain disruptions and customer dissatisfaction.	By providing advanced tracking and visibility tools that monitor shipment status and location in real time, we can enhance supply chain transparency and ensure timely delivery.
CHALLENGES IN SELECTING RELIABLE CARRIERS	Selecting reliable carriers and managing carrier relationships pose challenges for manufacturers, affecting shipping reliability and costs.	We maintain carrier networks, negotiate contracts, and assess carrier performance to ensure access to reliable and cost-effective shipping options, thereby enhancing shipping reliability and controlling costs.
SKILL SHORTAGES AND PROJECT TIMELINES	Industrial manufacturing projects may require specific skills that are not available in-house, and meeting project deadlines is crucial.	We can provide access to skilled professionals with expertise in areas such as engineering, project management, or specialized machinery, filling skill gaps and ensuring projects are executed effectively.



WAREHOUSE AND DISTRIBUTION

REDWOOD LOGISTICS SOLUTION:

Warehouse and Distribution Management

We helped WernerCo
increase their revenue
by **\$2M+**

7. WAREHOUSE AND DISTRIBUTION



FINDING EFFICIENT AND LOCAL STORAGE AND DISTRIBUTION OPTIONS IN TODAY'S MARKET HAS BECOME INCREASINGLY DIFFICULT.

Storing industrial machinery and equipment can be a taxing problem. When you add the compounding cost of doing so, it only becomes a bigger problem. With the intricate nature of manufacturing products, including oversized or heavy equipment, managing storage space and logistics efficiently becomes crucial. Manufacturers encounter hurdles in optimizing warehouse layouts to accommodate large machinery while ensuring easy access for retrieval and shipment. Additionally, the need for specialized handling equipment adds complexity, requiring friendly solutions to streamline operations and enhance efficiency.

Not only that, but industrial machinery and equipment often requires specialized handling during transportation, adding layers of complexity to the distribution process. Manufacturers grapple with coordinating shipments to various destinations, ensuring timely delivery while minimizing transportation costs. The global nature of the industry means dealing with international shipping regulations and customs procedures, which can further hinder smooth distribution operations and result in delays and added expenses.

HOW REDWOOD LOGISTICS SOLVES WAREHOUSING AND DISTRIBUTION CHALLENGES:

Redwood offers a suite of custom solutions specifically centered around the warehouse and distribution challenges for industrial machinery and equipment manufacturers. Let us store, pick and pack, fulfill orders, and ship for you, hassle-free.

With expertise and collaboration, we can optimize your warehouse layouts for flexible operations, ensuring efficient storage and retrieval of oversized or heavy equipment in top-notch facilities. Through innovative strategies, we enhance space utilization, streamlining operations for increased productivity and cost-effectiveness while providing maximum visibility.

In distribution, we combine services and technology to simplify your transportation options by coordinating shipments to various destinations, ensuring timely delivery with our extensive carrier network. We navigate international shipping regulations seamlessly, making cross-border transactions smooth and hassle-free.

With tailored solutions and advanced tracking tools, including dedicated and public warehousing, manufacturers can trust Redwood Logistics for efficient supply chain management and proactive decision-making, knowing they have a dedicated partner for their success.



HOW REDWOOD LOGISTICS SOLVES COMMON WAREHOUSE AND DISTRIBUTION CHALLENGES:

CATEGORY	CHALLENGE	REDWOOD SOLUTION
INACCURATE INVENTORY RECORDS	Manufacturers face challenges with inaccurate inventory records, resulting in stockouts or overstocking.	Our WMS implements robust inventory management systems that track inventory in real time, ensuring better control, visibility, and accuracy.
LIMITED STORAGE SPACE	During periods of increased production, manufacturers experience limitations in storage space.	Redwood provides additional storage space on-demand, enabling manufacturers to scale up storage capacity without the need for warehouse expansion.
INEFFICIENT ORDER FULFILLMENT	Inefficient order fulfillment processes result in prolonged lead times and diminished customer satisfaction.	We will optimize order processing, picking, packing, and shipping to ensure swift and accurate order fulfillment, enhancing customer satisfaction levels.
COMPLEXITY IN COORDINATING TRANSPORTATION AND DISTRIBUTION	Coordinating transportation and distribution, especially for multi-location or international shipping, poses challenges for manufacturers.	By streamlining the entire distribution process, encompassing carrier selection, route optimization, customs clearance, and documentation, we can simplify transportation and distribution tasks for manufacturers.
INCREASING COSTS BY DECREASING CAPEX	Maintaining and operating warehouses and distribution centers can be expensive.	Outsourcing to Redwood's Warehousing and Distribution team can result in cost savings by eliminating the need for capital investments in warehouse infrastructure, reducing labor costs, and optimizing transportation expenses.



FREIGHT BROKERAGE

REDWOOD LOGISTICS SOLUTION:
Freight Brokerage

We helped an industry leader save **42.5%** on accessorial spend

8. FREIGHT BROKERAGE



RELIABLE CAPACITY AND HIGH-QUALITY DELIVERIES WITH REDWOOD LOGISTICS.

One of the most significant challenges in the transportation industry is the highly volatile and constantly evolving freight market. The lingering effects of the global pandemic, coupled with ongoing capacity constraints in the truckload market, have created a complex and unpredictable environment for shippers.

Manufacturers often face challenges finding the right carriers and brokers among a sea of options, leading to delays and frustrations in securing transportation services. Negotiating rates and ensuring timely deliveries of specialized equipment can add another layer of complexity, making the process daunting at times.

Moreover, the lack of transparency and visibility in freight brokerage operations can further compound these challenges. Without clear insights into shipment status, carrier performance, and transportation costs, manufacturers may feel like they're operating in the dark.

This lack of real-time tracking and data-driven insights can make it difficult to stay on top of shipments and could potentially lead to disruptions along the supply chain. Despite these obstacles, finding the right partners and embracing innovative solutions can help streamline freight brokerage processes and ensure smoother operations for manufacturers.

HOW REDWOOD LOGISTICS SOLVES THESE CHALLENGES:

Redwood offers tailored solutions to address the challenges of freight brokerage in industrial machinery and equipment. With its extensive network and industry expertise, Redwood simplifies the process of finding reliable multimodal carriers and brokers. By employing advanced matching algorithms, Redwood connects manufacturers with the right transportation providers, saving time and enhancing efficiency.

Redwood prioritizes transparency and visibility, providing real-time insights into freight brokerage operations through intuitive digital platforms and advanced tracking systems. This transparency enables informed decision-making, mitigates risks, and fosters better collaboration between stakeholders, while Redwood's customer-centric approach ensures personalized support from initial consultation to ongoing optimization. With Redwood, manufacturers navigate freight brokerage complexities confidently, achieving greater efficiency in supply chain operations.



HOW REDWOOD LOGISTICS SOLVES COMMON FREIGHT BROKERAGE CHALLENGES:

CATEGORY	CHALLENGE	REDWOOD SOLUTION
DIFFICULTY IN FINDING SUITABLE CARRIERS	Manufacturers struggle to secure carriers and capacity, especially during peak seasons, leading to delays and operational challenges.	Redwood leverages its extensive network of carriers and employs quick matching algorithms to connect shippers with carriers that meet their specific requirements, ensuring timely and reliable transportation even during peak seasons.
HIGH SHIPPING COSTS	Manufacturers face high shipping costs while striving to maintain service quality standards.	We utilize our market knowledge and negotiation skills to secure competitive freight rates without compromising service quality, thus lowering transportation expenses for manufacturers.
INEFFICIENT ROUTE PLANNING	Inefficient route planning results in longer transit times and increased fuel consumption, impacting overall efficiency and costs.	Redwood Logistics employs route optimization software and real-time tracking to plan the most efficient transportation routes, minimizing transit times and reducing fuel consumption, thereby improving efficiency and lowering operational costs for manufacturers.
COMPLEX SHIPPING DOCUMENTATION AND COMPLIANCE	Manufacturers grapple with complex shipping documentation and regulatory compliance requirements, leading to delays and potential penalties.	By providing assistance in navigating documentation complexities, ensuring accuracy and compliance with relevant regulations, we can streamline the shipping process and mitigate the risk of delays and penalties for manufacturers.
LACK OF VISIBILITY AND TRACKING	Shippers require real-time visibility into the status and location of their shipments to monitor progress and proactively address any issues.	Redwood's Brokerage Services offer tracking and visibility tools that provide shippers with up-to-the-minute information on their shipments, enhancing supply chain transparency and allowing for timely decision-making.



REDWOODCONNECT IPAAS

REDWOOD LOGISTICS SOLUTION:

[Redwood Connect](#)

We helped IEWC optimize their carrier utilization for reduced overall transportation costs

9. REDWOODCONNECT IPAAAS



YOUR SUPPLY CHAIN STACK IS BECOMING INCREASINGLY MORE COMPLICATED, AND INDUSTRIAL MANUFACTURERS WILL NEED TO KEEP UP WHILE STAYING AHEAD OF THE CURVE.

The landscape of Integration Platform-as-a-Service (iPaaS) solutions has undergone significant change, driven by technological advancements and evolving industry needs. One notable change spurred by the global pandemic is the shift towards cloud-based solutions, offering greater flexibility, scalability, and accessibility compared to traditional on-premises systems.

This transition has enabled industrial machinery and equipment manufacturing companies to leverage iPaaS solutions without the need for extensive infrastructure investments, thereby reducing costs and enhancing agility.

Additionally, recent advancements in artificial intelligence (AI) and machine learning (ML) have begun to reshape the supply chain iPaaS landscape. These technologies are being increasingly integrated into iPaaS solutions to automate repetitive tasks, optimize data mapping and transformation processes, and provide intelligent insights into integration performance.

As a result, industrial machinery manufacturers can benefit from improved efficiency, reduced manual effort, and enhanced decision-making capabilities when implementing an iPaaS solution.

HOW REDWOOD LOGISTICS SOLVES THESE CHALLENGES:

Redwood Logistics enables organizations to seamlessly orchestrate every aspect of their supply chain by effortlessly integrating your logistics platforms, partners, processes, and connections through our proprietary iPaaS called RedwoodConnect™.

Regardless of the protocol, format, or system, our expanding ecosystem of logistics apps and open cloud connectivity connectors empowers you to create a supply chain solution that is uniquely tailored to your business needs.

Our cloud-based, drag-and-drop approach offers flexible and scalable solutions that streamline data exchange, automate workflows, and foster collaboration. With Redwood, seamlessly integrate disparate systems, empowering your team for informed decisions and innovation.

We incorporate cutting-edge AI and ML technologies to optimize workflows, reduce manual effort, and deliver actionable insights. Our proactive support ensures you navigate the iPaaS landscape confidently, driving success and growth.



HOW REDWOOD LOGISTICS SOLVES COMMON CONNECTIVITY CHALLENGES WITH REDWOODCONNECT:

CATEGORY	CHALLENGE	REDWOOD SOLUTION
COMPLEXITY IN INTEGRATING SYSTEMS	Integrating various systems and applications can be challenging due to differences in data formats, protocols, and APIs.	RedwoodConnect simplifies integration by offering pre-built connectors, customizable workflows, and a user-friendly interface, enabling seamless communication between different systems and streamlining data exchange processes.
LACK OF REAL-TIME VISIBILITY	Without real-time visibility, businesses struggle to monitor integration processes and identify issues promptly.	Redwood provides advanced monitoring and tracking tools that offer real-time insights into integration processes, allowing businesses to monitor data flows, detect anomalies, and resolve issues proactively to ensure smooth operations.
DIFFICULTY IN MANAGING INTEGRATION SOLUTIONS	Managing and scaling integration solutions can be complex and resource-intensive, especially as business needs evolve.	RedwoodConnect adapts to changing business requirements. With cloud-based architecture and modular design, businesses can easily scale up or down their integration capabilities as needed.
CHALLENGES IN ENSURING DATA SECURITY AND COMPLIANCE	Data security and compliance are critical concerns when exchanging information across systems and platforms.	Prioritize data security and compliance, implementing robust security measures and adhering to regulatory requirements. Through encryption, access controls, and audit trails, ensure the integrity and confidentiality of data exchanged through the platform.



SUSTAINABILITY

REDWOOD LOGISTICS SOLUTION:

Redwood Hyperion

10. SUSTAINABILITY



THE NEED TO CREATE LASTING CHANGE HAS GROWN, AND SUSTAINABILITY IS TAKING THE FOREFRONT.

The Industrial Machinery and Equipment Manufacturing sector has increasingly been focused on the growing importance of integrating sustainability into its operations.

One significant challenge lies in the need for accurate emissions data throughout the supply chain. This data collection has become increasingly vital as environmental concerns rise, reflecting a global push for greener practices. However, the scattered nature of data collection poses a notable hurdle, making it difficult to assess and address environmental impacts effectively.

Navigating the evolving landscape of environmental regulations and reporting requirements has become increasingly complex. With sustainability taking the spotlight, manufacturers are faced with the daunting task of aligning with strict regulations while striving to enhance their environmental practices.

It's like venturing through a dense forest of regulations, where the path to compliance is obscured by tangled bureaucratic procedures. This challenge is magnified for multinational companies operating across various jurisdictions, each with its environmental standards. As sustainability gains prominence, there's a growing need for smoother processes to ensure compliance and foster environmental progress.

HOW REDWOOD LOGISTICS SOLVES THESE CHALLENGES WITH REDWOOD HYPERION:

Redwood understands the urgency of integrating sustainability into industrial machinery and equipment manufacturing operations. To address the challenge of gathering accurate emissions data across the supply chain, Redwood offers automated solutions such as Redwood Hyperion for data extraction, normalization, and validation. By streamlining these processes, we empower manufacturers to efficiently collect and analyze emissions data, enabling informed decision-making and targeted environmental initiatives.

In addition, Redwood assists manufacturers in navigating the complex landscape of evolving environmental regulations and reporting requirements, providing expert guidance through tools like Redwood Hyperion and Redwood Eco Advisory. Our proactive monitoring and analysis help manufacturers stay ahead of regulatory changes and adopt sustainable practices that align with industry standards.

Additionally, leveraging frameworks like the GLEC framework, we provide automated, detailed emissions calculations through Redwood Hyperion, enabling accurate tracking of emissions across operations and the option of purchasing carbon offsets. With our comprehensive suite of sustainability solutions and dedicated support, Redwood empowers manufacturers to seamlessly integrate sustainability into their operations, driving environmental progress and long-term success.



HOW REDWOOD LOGISTICS SOLVES COMMON SUSTAINABILITY CHALLENGES:

CATEGORY	CHALLENGE	REDWOOD SOLUTION
DIFFICULTY IN GATHERING ACCURATE EMISSIONS DATA	Automatic extraction of data for normalization and validation.	Hyperion is a tool for automatic extraction of emissions data, ensuring accuracy and reliability through normalization and validation processes.
COMPLEXITY IN CALCULATING SCOPE 3 EMISSIONS	Comprehensive emissions tracking and calculation tools.	Redwood offers comprehensive tools for tracking and calculating Scope 3 emissions, allowing for detailed analysis and reporting on indirect activities' environmental impact.
CARBON OFFSETTING	Companies may struggle to find effective and credible methods to offset their carbon emissions, especially when emissions are challenging to eliminate entirely.	Redwood Hyperion's partnership with Cloverly provides customers with a verified carbon offset marketplace for shippers to support a variety of carbon offset projects and reach net-neutral emissions.
CHALLENGES IN MEETING EVOLVING ENVIRONMENTAL REGULATIONS	Assistance in ensuring compliance with regulations and reporting requirements.	We assist in navigating evolving environmental regulations and reporting requirements, ensuring compliance across multiple regions through expert guidance and support.
LACK OF STANDARDIZED EMISSION CALCULATION METHODOLOGIES	Utilization of the GLEC framework to provide automated, detailed load-by-load emissions calculations for accurate tracking.	Redwood leverages the GLEC framework to standardize emission calculation methodologies, providing automated and detailed load-by-load emissions calculations for precise tracking and analysis.

HOW REDWOOD LOGISTICS CAN BE A BUSINESS DIFFERENTIATOR FOR INDUSTRIAL MACHINERY & EQUIPMENT PROVIDERS

REDWOOD LOGISTICS IS UNIQUELY POSITIONED TO SOLVE THE CHALLENGES FACED BY TODAY'S INDUSTRIAL MACHINERY AND EQUIPMENT MANUFACTURING PROVIDERS.

Industrial machinery and equipment companies are battling a multitude of challenges in today's fast-moving and intricately complex business environment. From supply chain disruptions and capacity constraints to the need for real-time visibility and efficient logistics processes, these challenges can significantly impact a company's bottom line and competitive advantage.

Partnering with Redwood Logistics can be a game-changer for industrial machinery and manufacturing providers looking to overcome these obstacles and differentiate themselves in the market.

With Redwood Logistics as your Partner, you can expect to see:

CUSTOMIZABLE AND FLEXIBLE SOLUTIONS:

Redwood's Modern 4PL approach allows industrial machinery and manufacturing providers to tailor their supply chain solutions to their unique needs, leveraging a vast network of partners, tools, and services.

ADVANCED TECHNOLOGY AND SEAMLESS INTEGRATION:

Redwood's state-of-the-art TMS and WMS implementation, integration, and optimization services enable companies to bridge legacy gaps, unify data, streamline workflows, and gain real-time control over their supply chain operations.

DEEP INDUSTRY EXPERTISE:

With extensive experience in manufacturing logistics, procurement, and industry-specific knowledge, Redwood is well-equipped to navigate the complexities of the industrial machinery and equipment sector, ensuring compliance and efficiency.

AN EXTENSIVE CARRIER NETWORK:

Redwood provides access to a wide range of carriers who specialize in industrial shipping, ensuring that your products are transported safely, securely, and on time.

Turn today's challenges into your competitive advantage. Partner with Redwood Logistics today and unlock the full potential of your industrial machinery and manufacturing supply chain. [Contact us now](#) for a free assessment and start your journey towards a more efficient, resilient, and competitive future.

WANT TO KNOW MORE ABOUT REDWOOD LOGISTICS?

Check out our [Industrial Machinery & Equipment Page](#) and the [Gartner Market Guide for 4PLs](#), where Redwood was named a representative vendor.

REDWOOD[®]