



THE CHALLENGE

BlueGrace Logistics, a non-asset based 3PL located in Riverview, Florida, was launched during an economic downturn in a market that included thousands of competitors. To succeed in a crowded industry, BlueGrace needed to differentiate itself through technology.

THE SOLUTION

BlueGrace Logistics took a progressive approach to transportation management from day one. Partnering with MercuryGate, BlueGrace created a one-of-a-kind user experience. It also leveraged MercuryGate's powerful rating engine to lower shipping costs for its customers.

THE RESULTS

With a focus on using technology as a differentiator in the 3PL market, BlueGrace Logistics grew from an \$8 million company in 2009 to a company that topped \$300 million in revenue in 2018. Today, BlueGrace is one of the top 3PLs in the United States with more than 500 employees in 11 locations.



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— Bobby Harris, President & Chief Executive Officer

BLUEGRACE LOGISTICS BUILDS FOUNDATION FOR CONTINUED GROWTH WITH MERCURYGATE TMS

DECADE OF GROWTH BEGAN WITH DAY-ONE DECISION

In the middle of the great recession of the late 2000s, Bobby Harris saw an opportunity to better help companies reduce their shipping costs. He took the leap of faith and started his own business, and BlueGrace Logistics was born in January 2009. The company started with 18 employees working out of a 2,000-square-foot office in Apollo Beach, Florida. It wouldn't take long for the business to start growing.

To spark the growth he wanted to achieve, Harris knew he needed a transportation management system (TMS) that had the capabilities that would enable that growth. He already knew the MercuryGate TMS from a previous business venture and believed it could provide the functionality

and flexibility his new company needed to scale.

"Having the right platform to begin with allowed for us to become one of the top 3PLs on the market today," said Harris. "The growth we are experiencing is a dream, and MercuryGate has allowed us to grow without changing platforms."

More than a decade later, BlueGrace now has over 600 employees across 11 locations in the United States. And, in 2017, BlueGrace was named as one of the Top 100 3PL providers by *Inbound Logistics*. The company manages nearly 3,000 loads per day for its more than 10,000 customers. It's poised to continue on a positive growth trajectory for the foreseeable future with technology as a key driver behind that growth.

CREATING A UNIQUE CUSTOMER EXPERIENCE

From its very early days, BlueGrace has focused on creating a user experience that is tailored to how their customers want to manage their freight. Working with the MercuryGate development team, BlueGrace created its own custom version of the TMS, known as BlueShip, in 2011. BlueShip promotes its interface as a distinctive user experience that "no one in the world can duplicate." It gives them a true competitive differentiator that has helped them build strong customer loyalty.

The goal with BlueShip was to create a very easy-to-use program for BlueGrace customers. In the beginning, the company learned the transportation management process and what their customers' workflow required. They knew

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their customers would need to integrate with Enterprise Resource Planning (ERP) systems and order management systems, which is another benefit of the MercuryGate platform.

QUICKER, MORE ACCURATE RATES WITH THE MERCURYGATE RATING ENGINE

Behind the scenes, the BlueShip TMS leverages the powerful MercuryGate rating engine. The rating engine efficiently searches across carriers, contracts and lanes to return optimal results. And, it's mode independent, making contact set up faster and easier.

Each carrier contract is associated with a rate table that defines the carrier's rate structure. Rate tables are associated in turn with rate files and negotiated lanes that are as fine-tuned or as flexible as needed. For BlueGrace, the rating capability of MercuryGate allows them to do lane rating, contract rating, truckload rating and contracts. The TMS produces the rates they need quickly and accurately.

BLUEGRACE AND MERCURYGATE: A TRUE PARTNERSHIP

BlueGrace is well known for offering superior supply chain management services and best-in-class technology. It takes a progressive approach to transportation management to drive savings and simplicity for their customers. They work with MercuryGate to support their technology and customer service-led strategy. And, with the flexibility and configurability of the MercuryGate platform, BlueGrace knows it has the technology foundation it needs for continued growth.

To learn more, email
sales@mercurygate.com

ABOUT MERCURYGATE MercuryGate provides powerful transportation management solutions proven to be a competitive advantage for today's most successful shippers, 3PLs, freight forwarders, brokers, and carriers. Through the continued release of innovative, results-driven technology and a commitment to making customers successful, MercuryGate delivers exceptional value for TMS users through improved productivity and operational efficiency.



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