



FreightWaves Inc.

Founded: 2017
Industry: Online Media
HQ: Chattanooga, TN
Solutions: Salesforce & OneOffice Duet360™ for Sage Intacct
Partners Since: 2020

"We use Salesforce's Sales, Service, and CPQ stack. Our previous integration between Salesforce and our ERP was basic and not scalable. With Duet360, Account, Contact, and transaction details synchronize bi-directionally in near real-time with our ERP. Having this flexibility has allowed for 15-20% more productivity, conservatively speaking."

Tony Anderson,
Director of Business Systems

Fast Data Access for the Transportation Industry

Chattanooga-based FreightWaves Inc. is the world's leading provider of freight market forecasting, data, news, and analysis. Logistics and supply chain firms depend on FreightWaves for benchmarking, analytics, monitoring and forecasting of pricing, capacity, demand, energy, and carbon intelligence. The company provides the freshest data and market insights through SONAR, a subscription SaaS platform, and through the world's largest streaming media network focused on logistics and supply chain information.

FreightWaves SONAR provides near real-time freight market data and supply chain intelligence to 500+ enterprises. FreightWaves Carbon Intelligence provides supply chain firms with transparency on carbon emissions and solutions to achieve carbon neutrality.

FreightWaves Media operates the FreightWaves, American Shipper and Modern Shipper brands, serving more than 1.5 million unique monthly visitors on its websites. It generates 15 million monthly minutes of streaming TV and 100,000 monthly podcast downloads.

Scalable Solution is Critical Success Factor

FreightWaves' media and sales presence has grown exponentially since its inception in 2017. To support the growing subscribers to SONAR and the company's media services, FreightWaves urgently needed a solution that could scale to meet the company's drastic increase in consumer traffic. "While we were able to process orders, it just wasn't optimized to ensure maximum efficiency while reducing manual data input," says Tony Anderson, Director of Business Systems at FreightWaves. "We grew beyond the capability of our legacy integration product. We needed a fully automated and scalable enterprise solution."

Salesforce has been a key springboard in their success. However, critical to supporting its growth with automated front-to-back office processes, the integration with the ERP was significantly underperforming. "The product in use is great for a small to midsize company" reports Anderson. "Our business now requires a solution with dynamic, near real-time synchronization of data from Salesforce and Salesforce CPQ."

Bidirectional Data Flow Empowers Enterprise Growth

FreightWaves' staff meteorologists and data scientists deliver round-the-clock information critical to tracking supply chain activity and potential disruptions. As more customers became dependent on these services, the company required a solution that would stay ahead of its growth pattern with robust front-to-back office integration. "We sought a partner to grow with," says Anderson. "We specifically selected Endowance because of their proven track record, an incredible product in Duet360, and a world-class support team."

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Manufacturers, freight industry carriers, shippers, and 3PLs all need up-to-date logistics information to manage the associated costs. They take advantage of subject matter experts reporting on the many facets of the market including government policy and its impact on guidelines and regulations. Many users benchmark their data into the FreightWaves system to compare against the current market data. They receive an accurate measurement and comparison of costs and quickly assess if they are overpaying or not charging enough for specific traffic lanes.

Whether configuring clients for use with SONAR, or providing advertising opportunities on FreightWaves.com, Endowance has allowed FreightWaves to streamline its sales process with its OneOffice Duet360™ solution. "We use Salesforce's Sales, Service, and CPQ stack. Our previous integration between Salesforce and our ERP was basic and not scalable. With Duet360, Account, Contact, and transactional details synchronize bi-directionally in near real-time with our ERP. Having this flexibility has allowed for 15-20% more productivity, conservatively speaking."

Endowance's attentive involvement throughout the integration process was an important differentiator. "With many partnerships, they can become part of the problem. Some solution providers look to capitalize while lacking the knowledge or confidence to deliver. Not with Endowance. They have been the rock of this implementation," remarks Anderson. "Pricing was very fair. A lot of companies underprice to win clients over and then hit them with upcharges. Not Endowance."

Top Tier Support as the Future of Intelligence and Efficiency

In the era of instantaneous, worldwide information flow, intelligence providers must operate at maximum efficiency to ensure accurate data forecasting to satisfy consumers. "It just keeps getting better with Endowance. We're finding ways to become more efficient with data we couldn't have done with our previous solution," notes Anderson. "Endowance has provided us with the confidence to scale to any level. When we need support, it's fast, and it's on time. There's a lot of benefit to having good quality people on our side. It's critical to have a reliable partner with a deep understanding of Salesforce."

"Fundamentally," notes Anderson, it comes down to trust. "We know that they can deliver on what we need."