



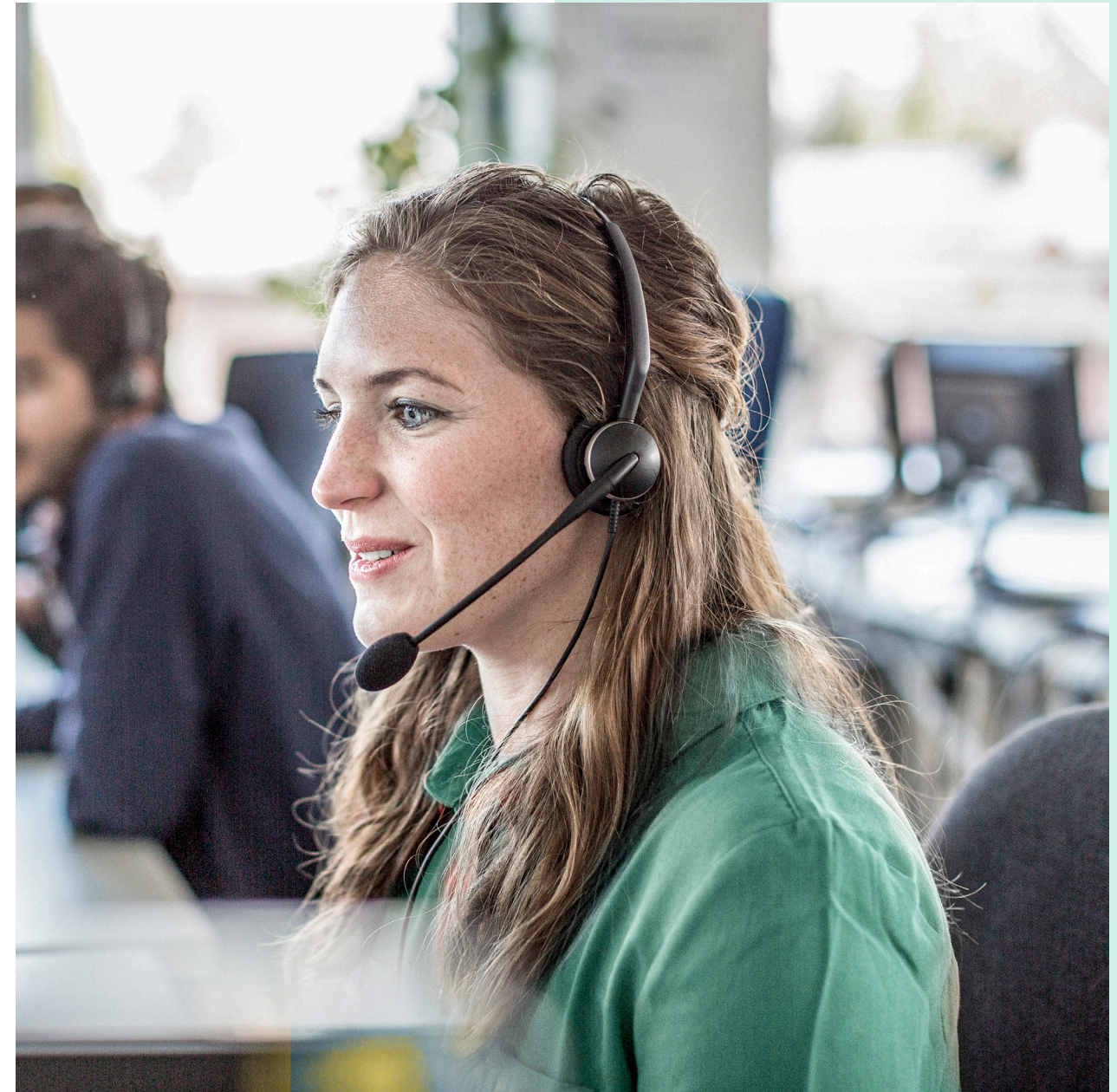
# Streamlining Freight Management for Sunrise Oilfield Supply



### **Summary**

Sunrise Oilfield Supply, a company specializing in supplying the oil and gas industry with pipes, valves and fittings, faced significant challenges managing their freight. Their operations used a fragmented and manual process where each store managed its inbound and outbound freight. Every store emailed their logistics provider for quotes, carrier selection and booking — it was time-consuming and prone to errors.

Sunrise asked the ArcBest team to help transform the way they managed freight and find efficiencies. By introducing a managed transportation solution and utilizing a TMS platform, ArcBest helped Sunrise Oilfield Supply improve efficiency and build a cost-effective operation.



# Situation and Challenges

When Sunrise Oilfield Supply allowed individual stores to manage their own shipments, they soon realized these decentralized decisions were not always cost-effective. Seeking a solution to consolidate their shipment management without sacrificing control, they embarked on a journey to optimize their logistics processes.

“We don’t have a designated freight coordinator on staff to handle all of the shipments we receive or ship out,” Ginger Ortega, purchasing manager at Sunrise Oilfield Supply, said.

**“WE NEEDED A RELIABLE PARTNER TO HELP WITH OUR LOGISTICS OPERATIONS.”**

The company also struggled to gain visibility into its supply chain, which resulted in frequent and costly communication breakdowns.

“We could never get answers about our shipments, things were frequently getting booked incorrectly, and we were

getting charged extra fees on loads,” Ortega said. “That’s why we started looking for another company to work with, and that’s when we found ArcBest.”



# Solutions and Results

With customers always in mind, the ArcBest team worked to find the right blend of strategic guidance and cost control while still allowing the customer to make operational decisions. The answer? Managed transportation.

The ArcBest Managed team used a transportation management system (TMS) to streamline Sunrise's shipments and provide the visibility they needed to make better decisions. With a logistics team handling all freight-related questions and issues, communication and problem resolution became significantly simpler.

"Having that direct point of contact has been great for us," Ortega said. "When we have a question, we know we won't have to call in and get a different person each time. We were really looking for a solution that took the freight job off us, and that's what we found."

This approach ensured that while the stores no longer managed the daily logistics, they still had the necessary visibility and decision-making power to

ensure their unique needs were met. Decisions were supported by the data and insights provided by ArcBest, and the effort to do so is minimal.

"If you're looking for a company to handle your shipments, I would definitely recommend ArcBest,"

Ortega said. "They quickly handle any issues we face, and we always know what's going on with our shipments. Communication is a benefit we couldn't manage without."



*ArcBest*<sup>®</sup>