



**Terex closes the freight recovery gap
by half with Synapsium Cost-to-Serve.io**



OVERVIEW

Sky-rocketing freight costs have become a C-suite priority for nearly all manufacturers and distributors. Terex Parts, a global market leader with nearly one million parts and 100K order lines per month, recognized a new approach was needed to stay ahead of costs while staying focused on customer satisfaction.



Terex first connected with Synapsum to significantly enhance its cost-to-serve business intelligence. Terex recognized freight as the largest area of opportunity.

Under Matt Treadwell's leadership, then the Vice President of Global Parts & Services, they recognized that "even under normal business conditions, expert management of freight costs for a global aftermarket distribution business with over 100,000 order lines per month is vital but with the mounting supply chain challenges that the pandemic brought, transparency and real-time decision-making was critical."

Terex's goal was to first correlate actual costs with recovery by order type, region and product to set a baseline and steer immediate, tactical countermeasures. Then, Terex desired to turn that into an ongoing decision-engine using real-time inputs to drive short cycle time adjustments.

Enter Synapsum.

RESULTS

“The speed and ingenuity of the Synapsum team exceeded all expectations in those first couple of months. They rapidly untangled our complex and opaque freight data through a combination of technology, forward-thinking and brute force providing immediate insights...” stated Matt.



Our original savings targets were easily achieved in our first quarter working with Synapsum, thus helping us achieve, and exceed (by 3x) our fiscal target when we did not [previously] have a line of sight



275 BPS
net margin improvement



Before

▼48%



After

▼78%



Closed the freight recovery gap by more than half



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Synapsum’s integrated freight [solution] is helping us identify rate and behavior changes rapidly allowing us to more accurately adjust pricing factors.

Matt Treadwell

VP, Terex Global



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Matt and the Terex team understood the value of unifying siloed data to guide real-time actions - from warehouse & transportation to commercials to online ordering. Synapsum is a proud Terex partner.

Stephanie Bixler

Synapsum Founder and CEO