

supply  
chain  
education  
and  
training  
series by  
enVista

# Transportation 101

course catalog



enVista  
11711 N. Meridian St, Suite 415  
Carmel, IN 46032  
877.684.7700  
[www.envistacorp.com](http://www.envistacorp.com)

**enVista**<sup>®</sup>  
*enabling enterprise excellence*<sup>®</sup>

TRANSPORTATION 101

VALUE PROPOSITION: ..... 2

STRUCTURE: ..... 2

    PROGRAM DESIGN: ..... 2

    INSTRUCTION: ..... 2

    FOLLOW-UP: ..... 3

    GENERAL TRACKS ..... 3

    LTL TRACKS ..... 4

    FTL / INTERMODAL TRACKS ..... 6

    PARCEL TRACKS ..... 7

PRICING: ..... 9

**Value Proposition:**

enVista’s “Transportation 101” service offering is designed to bring your transportation staff up to speed on a wide range of transportation topics in a cost-effective manner and in a short amount of time. We offer concentrated training covering a wide array of transportation topics.

enVista’s subject matter experts come from numerous areas within the transportation industry. Most have worked 15 to 25 years in their fields, and many have carrier and shipper backgrounds. Once a curriculum has been established, we will provide the full biographies of our trainers for your review.

In today’s environment many shippers have transportation staff with backgrounds in warehouse management or in other operational areas. While these individuals have typically been promoted as a result of their work ethic, intelligence, and enthusiasm, many may not have a solid background in transportation / logistics optimization and operations. The result is often a transportation function that operates below peak efficiency and often at a suboptimal cost. The lessons learned in Transportation 101 are specifically designed to enable your staff to recognize and exploit opportunities for improvement.

**Structure:**

The Transportation 101 offering is a three-step program:

**Program Design:** Through a one-hour conference call, we will explore your project goals and objectives. Based on this discussion, we will provide a recommended curriculum that will ensure you receive maximum value for your time and expense. This will be a recommendation only. Based on your feedback a final training schedule will be developed and a timeline established. We will coordinate with you to prepare a schedule and set travel arrangements. Note that depending upon the sessions selected multiple trainers may be required.

**Instruction:** Typically we structure these training programs as a single, eight-hour day. However, multiple-day trainings can be accommodated. Your training will be conducted by a deeply experienced subject matter expert. Trainings will occur at a location of your choosing, and class size is limited to 25 to keep a high trainer/trainee ratio.

**Follow-Up:** One to two weeks after the initial training enVista will schedule a follow up conference call to address any questions or areas of further interest. These calls are usually scheduled for two hours.

The Transportation 101 program is structured as a “buffet” type system. Shippers can choose from a menu of sessions, either within a single track or across multiple tracks, to meet their individual needs. The session descriptions below are based on the needs of past clients; we are happy to create new tracks based on your feedback and interest.

GENERAL TRACKS		
SESSION	SUBJECT	TIME
1. Mode Optimization	Using the optimal mode for a given shipment or group of shipments is a critical factor in ensuring minimum cost. In this session your staff will learn how to identify minimum service constraints and systematically develop a process for ensuring optimal service determination and mode selection.	1 hour
2. Network Planning	Is your network as efficient and effective as it could be? This session will help you identify the critical criteria in evaluating your transportation network. A “corporate goals” strategy will be discussed in which the network structure becomes an extension of your corporate strategy and satisfying the goals of your stakeholders becomes your decision criteria.	1 hour
3. Transportation Project Management Workshop	The ideas you have to improve your company’s transportation and supply chain functions have three things in common: they require time, resources and funding to bring to fruition. In other words, they all become a project. The best concepts and intentions will fall short of their potential if not supported by best-in-class project management. Additionally, standard project management is not enough. Supply chain and transportation-related projects have variables and dynamics all of their own. In this workshop, attendees will learn how to avoid the common pitfalls and ensure success through a systematic approach. We will review the common reasons that transportation projects fall short and discuss active project management tactics for ensuring project momentum and implementation. Attendees will also learn about strategies that will help them gain and maintain stakeholder support and other tangible, actionable recommendations to help them become the driver-of-change that every organization values.	2 hours

**GENERAL TRACKS (continued)**

SESSION	SUBJECT	TIME
4. Data Integrity	The most important component of your strategic and tactical planning will be historical data. However, many shippers do not properly collect and warehouse their shipment data. Granular, valid, and timely data is essential to accurate analytics. Don't shortchange yourself and your organization by using high-level reporting to project granular costs. Let us show you how to make the most of your most valuable transportation asset.	1 hour

**LTL TRACKS**

SESSION	SUBJECT	TIME
1. Shipper Operations	Reviews standard operating procedures and best practices as related to shipper's dock operations, administrative practices, shipment consolidation, BOL preparation, delivery receipt management, and overall practices and procedures.	1 hour
2. Carrier Operations	Explains how your freight flows through carriers' networks and how it impacts their operations. This session gives you a perspective on how carriers view your freight, and can provide value by implementing practices that make your freight more attractive to carriers. This can improve your standing in the negotiation process.	1-1/2 hour
3. Rating and Pricing	Discussion of carriers' pricing practices and cost factors. Reviews carriers' logic in setting pricing, as well as covering specific pricing components, such as rate bases, freight class, minimum charges, FAKs, accessorials and surcharges and other components of LTL pricing. You will also learn why the number of carriers utilized can affect your pricing and the carrier's cost.	1 hour
4. Freight Attributes	Learn how your freight is viewed by carriers and why it matters. We will cover freight classification, carton and pallet stackability, handling units, temperature controlled variables, and many other aspects of your freight characteristics.	1 hour

LTL TRACKS (Continued)		
SESSION	SUBJECT	TIME
5. Network Planning	See #2 from the General Tracks, but adapted to specifically address LTL networks.	1 hour
6. Agreement Structure and Review	<p>Focused on gaining a knowledge and understanding of general and LTL-specific agreement terms and clauses:</p> <ul style="list-style-type: none"> <li>• Governing Publications / Tariffs</li> <li>• Application of Fuel Surcharges</li> <li>• Carrier Liability</li> <li>• Mode and Region-Specific Classifications</li> <li>• Exceptions</li> <li>• Freight Classes / FAK</li> <li>• Discounts (related to rate base)</li> <li>• Minimum Shipment Charges</li> <li>• Linear Foot Fule</li> <li>• Accessorials and Surcharges</li> <li>• Agreement Term (rate freezes and caps)</li> <li>• Broker-Specific Agreements and Their Implications</li> <li>• Subrogation</li> <li>• Indemnification</li> <li>• Payment Terms</li> </ul>	1-1/2 hour
7. Compare and Contrast Spot Pricing / Broker Model / Agreement-Based Model	The advantages and disadvantages of each of these carrier-engagement strategies are covered in depth. Each of these models, or all of these models, can make sense in the right circumstance. We will review the criteria that can help you make an optimal decision for your organization.	1 hour
8. Current Market State	A high-level review of the current state of the LTL market. We will review capacity and pricing trends and current issues. New developments in technology and service standards will be reviewed. Notable carrier-specific issues will be discussed.	1 hour

FTL/INTERMODAL TRACKS		
SESSION	SUBJECT	TIME
1. Shipper Operations	Reviews standard operating procedures and best practices as related to shipper's dock operations, administrative practices, shipment consolidation, BOL preparation, delivery receipt management, and overall practices and procedures.	1 hour
2. Carrier Operations	Explains how your freight flows through carriers' networks and how it impacts their operations. This session gives you a perspective on how carriers view your freight and can provide value by implementing practices that make your freight more attractive to carriers. This can improve your standing in the negotiation process.	1 hour
3. Rating and Pricing	Considers carriers' pricing practices. Reviews carriers' logic in setting pricing, as well as covering specific FTL/Intermodal pricing components, such as rating logic, cube-based pricing, minimum charges, accessorials and surcharges and other components of FTL/Intermodal pricing.	1 hour
4. Network Planning	See #2 from the General Tracks, but adapted to specifically address FTL/Intermodal networks.	1 hour
5. Agreement Structure and Review	<p>Focused on gaining a knowledge and understanding of general and FTL/Intermodal-specific agreement terms and clauses:</p> <ul style="list-style-type: none"> <li>• Mileage Based Pricing</li> <li>• Mileage Versions (Practical, Shortest, Closed Borders, etc.)</li> <li>• Application of Fuel Surcharges</li> <li>• Carrier Liability</li> <li>• Exceptions</li> <li>• Minimum Shipment Charges</li> <li>• Accessorials and Surcharges</li> <li>• Agreement Term (Rate Freezes and Caps)</li> <li>• Broker-Specific Agreements and their Implications</li> <li>• Subrogation</li> <li>• Indemnification</li> <li>• Payment Terms</li> </ul>	1 hour

### FTL/INTERMODAL TRACKS (Continued)

SESSION	SUBJECT	TIME
6. Compare and Contrast Spot Pricing / Broker Model / Agreement-Based Model	The advantages and disadvantages of each of these carrier-engagement strategies are covered in-depth. Each of these models, or all of these models, can make sense in the right circumstance. We will review the criteria that can help you make an optimal decision for your organization.	1 hour
7. Current Market State	A high-level review of the current state of the FTL/Intermodal market. We will review capacity and pricing trends, as well as delve into labor and equipment issues. New developments in technology and service standards will be reviewed. Notable carrier-specific issues will be discussed.	1 hour

### PARCEL TRACKS

SESSION	SUBJECT	TIME
1. Shipper Operations	Reviews standard operating procedures and best practices as related to shipper's dock operations, administrative practices, manifesting, and overall practices and procedures as related to parcel shipments.	1 hour
2. Rating and Pricing	Parcel rating logic is arguably the most complex of any mode. The large number of service levels, combined with DIM weighting, Hundred-weight logic, minimum package charges, weight / zone based incentive programs, heterogeneous zone definitions, and the vast array of accessorials and surcharges make parcel rating challenging, to say the least. In this session we will review what you need to know to gain mastery of your parcel costs. Due to the large amount of information reviewed this is the one of the longest sessions available in Transportation 101, but it is also one of the most valuable to parcel shippers.	2 hours

**PARCEL TRACKS (Continued)**

SESSION	SUBJECT	TIME
<p>3. Agreement Structure and Review</p>	<p>Understanding your parcel cost structure is important. But understanding the terms and conditions imposed by a parcel agreement is just as important. Parcel Agreement Structure &amp; Review will ensure that you know what areas you need to be concerned with in reviewing a parcel agreement. Topics covered include:</p> <ul style="list-style-type: none"> <li>• Agreement Term</li> <li>• Rate Caps and Freezes</li> <li>• Revenue-based Pricing</li> <li>• Early Termination Clauses</li> <li>• Commitments</li> <li>• “Out” Clauses</li> <li>• Agreements relative to Service Guides</li> <li>• Payment Terms</li> <li>• Confidentiality (and associated NDAs)</li> <li>• Agreements versus Amendments versus Addenda</li> <li>• PLD Bonus</li> <li>• Service Guarantees (GSRs &amp; MBGs)</li> <li>• Right to Cure for Deficiencies</li> <li>• Bonus Weight Envelope Program (FedEx)</li> </ul>	<p>1 hour</p>
<p>4. Current Market State</p>	<p>A high-level review of the current state of the parcel market. We will review capacity and pricing trends, as well as delve into labor and equipment issues. New developments in technology and service standards will be reviewed. Notable carrier-specific issues will be discussed, as will the impact of regional carriers and the USPS.</p>	<p>1 hour</p>
<p>5. Zone Jumping / Skipping</p>	<p>For large shippers zone jumping / skipping and direct loading can be a significant cost saver. Learn about how this unique system works and what the service and operational constraints look like. We will present a case study that details how this program helped a large shipper realize a 20+% savings on their westbound residential shipments.</p>	<p>1 hour</p>

PARCEL TRACKS (Continued)		
SESSION	SUBJECT	TIME
6. Packaging Considerations	Packaging can have a large impact on your costs. Packaging can impact many of your parcel cost variables, including: residential surcharges, DAS/EAS, DIM weighting, AHS, LPS/Oversize, and fuel surcharge, to say nothing of the actual freight cost. In this session, we will discuss how optimizing your packaging, over-boxing, and consolidating shipments can impact your parcel spend.	3/4 hour
4. Service Level Optimization	Are you using the most cost-effective service level to meet your customers' needs? This session will give you the skills necessary to answer this question based on quantitative measurable criteria. Many shippers have never taken the time to quantify the transit time needs of their customers. Those that have typically do not apply granular systematic performance measurements to determine the service requirement on a package-by-package level. As a result, the vast majority of shippers are either paying for performance they don't need, or paying too much for the performance they do. This session will help you correct this issue definitively and permanently.	1 hour

**"We engaged enVista for custom training at our site and found the experience to be extremely valuable. I would highly recommend enVista training seminars."**

**Bob O'Hern**  
*Vice President of Operations, Ritz Camera*

**Pricing:**

enVista will customize a program that meets your needs while respecting your budget constraints.

**Summary:**

As part of enVista's Consult-Implement-Operate model, we see the powerful impact client education and training can make. By leveraging enVista's experienced team to train your staff, you will benefit from an on-site learning experience that costs a fraction of other seminars and trainings, and that uniquely delivers targeted curriculum designed to meet your organization's needs.