

# Archway

## Helping Archway Keep Pace with Its Growth

Echo reduced time-to-invoice by 95%, improving Archway's cash flow.

Challenge	Solution	Result
To turn transportation into a competitive advantage & allow Archway to focus on its core business.	Analyze and optimize Archway's logistics program.  Integrate Echo's proprietary technology to increase visibility and drive continuous improvement.	Reduced time-to-invoice by 95%.  Increased on-time LTL deliveries to 96.5% through service-level-agreement carrier audits.

Archway is a fast-growing provider of marketing fulfillment services. With clients such as General Motors®, Neutrogena®, and Ford®, it needs to deliver promotional materials for events to stores across the country on an exact date. Archway had outgrown its logistics processes but didn't have the resources to revamp them. The company partnered with Echo Global Logistics to identify more efficient shipping solutions.

### Leveraging Echo Technology and Expertise

Integrating its systems with the Echo technology platform allowed Archway to organize and tighten logistics operations. As a result, the Echo team was able to:

- Ensure on-time shipments by identifying ideal carriers and instituting carrier audits
- Run in-depth analytics on transportation efficiency
- Gain better data visibility from the shipment to enterprise level
- Shorten time-to-invoice

Echo paid particular attention to Archway's key need: ensuring critical deliveries were on time at each location. In addition to reporting and analytics, Echo was able to institute service-level-agreement carrier audits and enforce refunds or credits if carriers failed to meet preset standards.

**“We reduced the time it takes to invoice clients by 95%. This was a large improvement in terms of cash flow, which is very important in our line of business.”**

— *Jerry Johnson, Vice President, Administration, Archway*

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## Increasing Efficiency—and Client Satisfaction

Echo drives Archway's continued growth by allowing it to focus on its core business. In addition to making Archway's systems more efficient and simplifying the onboarding process for new clients, Echo continues to improve Archway's cash flow, increase visibility, and deliver a high on-time performance while continuously improving year after year.

**“We have a very open dialogue with Echo, and they have helped us gain customers. When we win new clients, Echo is right there with us to help get them up and running with our services.”**

*— Jerry Johnson, Vice President, Administration, Archway*

To learn how we can do the same for your business, contact Echo today.