



Customer Success Case Study.

OBJECTIVES

To enhance planning and exception reporting processes, streamline operations, manage risks effectively, and provide actionable insights for customers to improve their operational performance.

SOLUTIONS

Implementation of CtrlBeacon, seamlessly integrated with their existing planning TMS (CtrlFleet), to enable waypoint reporting, pinpoint bottlenecks, and manage controllable variables such as border delays.

BENEFITS

- **Time Savings:** Streamlined planning and exception reporting save the team valuable time.
- **Risk Management:** Enhanced ability to manage risks for both the business and its customers.
- **Seamless Integration:** CtrlBeacon complements CtrlFleet, creating a unified operational ecosystem.
- **Waypoint Reporting:** Allows pinpointing bottlenecks and addressing delays, particularly at borders.
- **Customer Value:** Provides customers with insights to optimize their business unit performance.
- **Scalability:** Supports a growing fleet and increasing operational complexity.

FUTURE GOALS

Bidship aims to further explore the full capabilities of CtrlBeacon, unlocking its untapped potential to maximize the impact on their operations. By building on the value already delivered, they plan to enhance both internal efficiency and customer success. Their goal is to sustain high performance and continue "executing like never before," leveraging CtrlBeacon to support their growing fleet and increasingly complex operations while delivering even greater value to their customers.



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AT A GLANCE

About Client

Bidship (Pty) Ltd was founded by Rion Henning in 2015. The Bidship Fleet consists of both Refrigerated and Super Link vehicles.

Services:

- Local (in-city) Road Freight
- National (SA) Road Freight
- Cross Border Road Freight
- Container Haulage
- Break Bulk / Consol
- Dedicated Vehicles
- Bonded Transport
- Warehousing
- Temperature Controlled Vehicles



"CtrlBeacon has added tremendous value to our business. It's the perfect addition to our planning TMS (CtrlFleet) and allows for seamless integration between the two platforms".

Pierre Coetzee
Operations Director

BIDSHIP