

# Ascentek Optimizes Freight Management with Descartes Transportation Manager™



Ascentek supports Global OEMs, manufacturing and technology leaders with private label fluid manufacturing, regional distribution, vehicle washes, hard parts assembly, drop-shipping and software solutions. Operating from multiple facilities across the Midwest—Ascentek replaced manual transportation management practices with the cloud-based, shipper-focused Descartes Transportation Manager™ solution. By automating time-consuming manual processes to rate, optimize, and tender shipments across parcel, less-than-truckload (LTL), and truckload (TL) modes, Ascentek saved administrative time, streamlined labor at facilities, reduced shipping costs, and enhanced rate negotiation with better freight data insights. Additionally, by utilizing EDI and Descartes Carrier Portal™ to streamline carrier communications, Ascentek realized new levels of efficiency, cost savings, and visibility into transportation management operations.

“You can’t manage what you can’t see and, before TMS, I couldn’t see anything. Now, if someone asks for our cost per unit on a shipment from Minneapolis to Tuscaloosa, I can tell them quickly and provide meaningful analysis.”

**Matt Nowatzki, Logistics Manager,**  
Ascentek

## Company Profile

Ascentek serves diverse industries around the world committed to quality, innovation and customer satisfaction. Based in Golden Valley, MN, Ascentek supports Global OEMs, manufacturing and technology leaders with private label fluid manufacturing, regional distribution, vehicle washes, hard parts assembly, drop-shipping and software solutions.

## Descartes Solutions

Descartes Transportation Manager™  
Descartes Carrier Portal™

## Quick Overview

### Challenge

- Manual Planning & Carrier Management
- Limited Analytics
- Scalability Concerns

### Solution

Centralized Freight Management & Communications with Descartes Solutions

### Results

- Enhanced Efficiency
- Cost Savings
- Increased Visibility

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## Challenge: Fragmented Freight Management & Lack of Visibility

Prior to implementing Descartes' solutions, Ascentek faced several inefficiencies in its freight management processes. Freight scheduling was manual and relied on multiple online portals across all modes (parcel, LTL, and TL), email communications, and phone calls. Fragmented carrier management also drained productive time. Ascentek also had limited reporting capabilities as, without a centralized system, analysing freight activity required manual data aggregation from multiple sources. In addition, freight costs and operational performance could not be actively optimized or benchmarked for each mode. As the company expanded, it needed a more advanced and flexible solution to streamline transportation operations across three divisions.

## Solution: Centralized Freight Management

After evaluating five TMS providers, Ascentek selected the Descartes solution based on its cost-competitiveness and scalability, modular design allowing phased implementation and scalability, and comprehensive parcel rate shopping capabilities.

The solution was rolled out in phases, starting with outbound freight for Ascentek nationally, followed by inbound freight. The same approach was taken with their regional solutions brand, Lube-Tech and then the vehicle wash solutions brand, Reliable Plus.

Descartes Transportation Manager now provides automated rating, optimization, and tendering for LTL and truckload shipments. Similarly, it seamlessly rates parcel shipments and selects carriers through direct parcel carrier integrations. Today, the majority of parcel shipments are touch-free for the transportation team at Ascentek. Additionally, EDI communications and Descartes Carrier Portal streamline communications with carriers, shipment processing, and invoicing. In fact, one user said the integration from Descartes to a major parcel carrier alone is saving 10 hours per week.

As Ascentek continues to scale, Descartes' solutions provide a foundation for further operational enhancements. With the success of its robust TMS, the company is positioned to further optimize freight management and explore additional automation opportunities.

## Results:



### Improved Operational Efficiency

Ascentek streamlined carrier selection across parcel, LTL, and truckload modes and, with automated rating and tendering, 60% of parcel shipments are now touch-free.



### Enhanced Data Visibility

Ascentek can now track freight spend per unit in real-time, providing accurate cost analysis. It also completed its first-ever LTL bid thanks to improved data accessibility after implementing Descartes.



### Cost Optimization & Scalability

Ascentek improved freight spend management and enabled strategic carrier negotiations with better freight data insights.



### Improved Customer Service

Faster response times on shipments improve reliability for Ascentek customers, and streamlined carrier communications via EDI and Descartes Carrier Portal ensures timely tracking and invoicing.