

Customer Win Spotlight

Northbridge Freight Systems

A regional logistics and freight brokerage operating across 14 distribution hubs, managing time-sensitive shipments for mid-market manufacturers.

WHY CHANGE?

Northbridge's dispatch and warehouse systems ran on a patchwork of legacy logins built up over a decade of acquisitions. Drivers and warehouse staff needed separate credentials for scheduling, inventory, and compliance tools, creating delays at shift start and a growing backlog of access requests IT couldn't keep up with.

WHY NOW?

A new customer contract required Northbridge to prove chain-of-custody compliance across every hub within a single fiscal quarter. Their fragmented login systems made it impossible to produce a clean audit trail, putting the contract and the relationship at risk.

WHY US?

We were the only vendor able to unify authentication across Northbridge's mix of legacy warehouse systems and newer cloud tools without a multi-year migration. A phased rollout meant hubs could go live independently, so no single site held up the compliance deadline for the rest of the network.

HOW WE WON

Bringing our Implementation team into scoping early, rather than after contract signature, let us map each hub's existing systems up front and sequence the rollout around Northbridge's busiest shipping lanes first. That early technical credibility, more than pricing, is what closed the deal.

6 weeks

to compliant go-live

3

legacy systems replaced

40%

fewer access-request tickets

ALSO THIS QUARTER

A long-standing Northbridge division facing its own state-level compliance deadline expanded its footprint after our team demonstrated a live rollout plan for two additional hubs, reinforcing speed-to-compliance as the deciding factor a second time.

Format & Distribution Notes

Featured monthly in the field newsletter's Customer Win section, sourced from Sales and Customer Success via a standing intake request. Structured around Problem, Approach, and Outcome so sellers can lift the framing directly into their own customer conversations, not just read it as a recap. Compiled in partnership with the deal's account team and Professional Services, then edited into a single consistent voice for the newsletter.