

GLAZER'S BEER & BEVERAGE BOOSTS DOCK EFFICIENCY AND ACCOUNTABILITY WITH OPENDOCK

How Glazer's scaled scheduling across 11 distribution centers, reduced manual work, and achieved 99% carrier self-scheduling.

CUSTOMER CASE STUDY



OVERVIEW

Since 2022, Glazer's Beer and Beverage has partnered with Opendock to modernize inbound scheduling across 11 distribution centers. Fueled by acquisitions and brand expansion, the company needed a scalable, standardized solution to manage rising inbound freight volume.

With Opendock, Glazer's automated scheduling improved dock utilization, enhanced labor planning, and gained real-time performance visibility. Today, carriers directly schedule 99% of inbound loads, freeing staff time, optimizing resources, and strengthening supplier accountability.



CHALLENGES (BEFORE OPENDOCK)

Before implementing Opendock, Glazer's Beer and Beverage's 11 distribution centers used a variety of methods to schedule inbound freight, including phone calls, emails, spreadsheets, and even paper calendars. Each branch followed its own process, with no centralized visibility across the network. Scheduling consumed hours each day for warehouse staff and created frequent communication breakdowns between purchasing, receiving, and management teams.

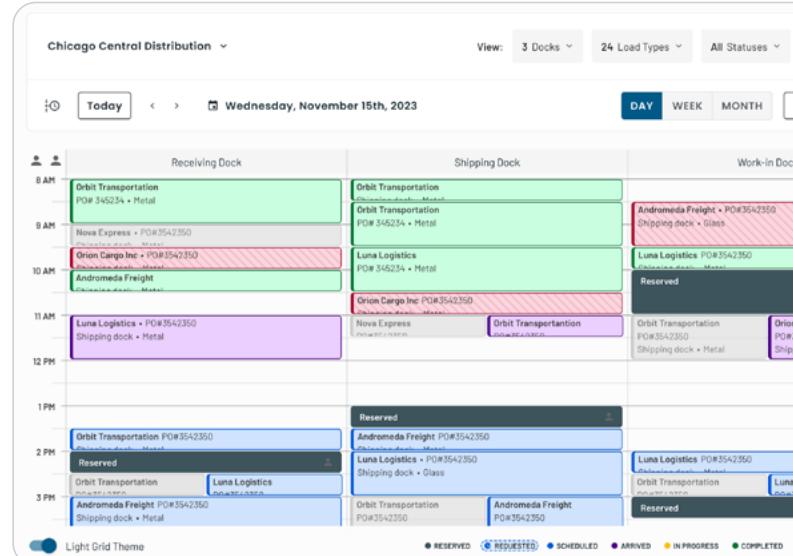
- **Scheduling handled by phone, email, or paper calendars**
- **1-2 hours per day** spent manually booking appointments at each distribution center
- **No centralized visibility** beyond a single staff member's computer or Excel sheet
- Disconnects between buyers, warehouse teams, and management leading to missed or delayed loads

As Jake Beasley, Director of Warehouse Operations, recalled:

“Before, it was all a mix. Most branches used phone and email, one had a paper calendar. There wasn’t good visibility beyond one person’s computer, definitely not at the management or corporate level.”

Ruben Gomez, Project Manager, added:

“Carriers used to just show up whenever. Now they’re held to an appointment and accountable if they miss it.”



*Screenshot for illustrative purposes only. Does not reflect actual customer data.

PARTNERING WITH LOADSMART



With inbound volume growing rapidly, Glazer's Beer and Beverage needed a standardized, scalable scheduling system that could eliminate manual processes, provide visibility, and support continued expansion. The lack of real-time data made it difficult to optimize dock space, plan labor, or hold carriers accountable for performance.



OPPORTUNITY

Opendock delivered a carrier-friendly, automated scheduling platform that standardized processes across 11 distribution centers and provided centralized visibility.

- **Carrier Self-Scheduling:** Carriers book directly, freeing warehouse staff from daily scheduling tasks.
- **Network Visibility:** All 11 DCs operate on the same platform with real-time oversight.
- **Data-Driven Planning:** Opendock data connects into PowerBI dashboards for advanced analytics.

Jake explained:

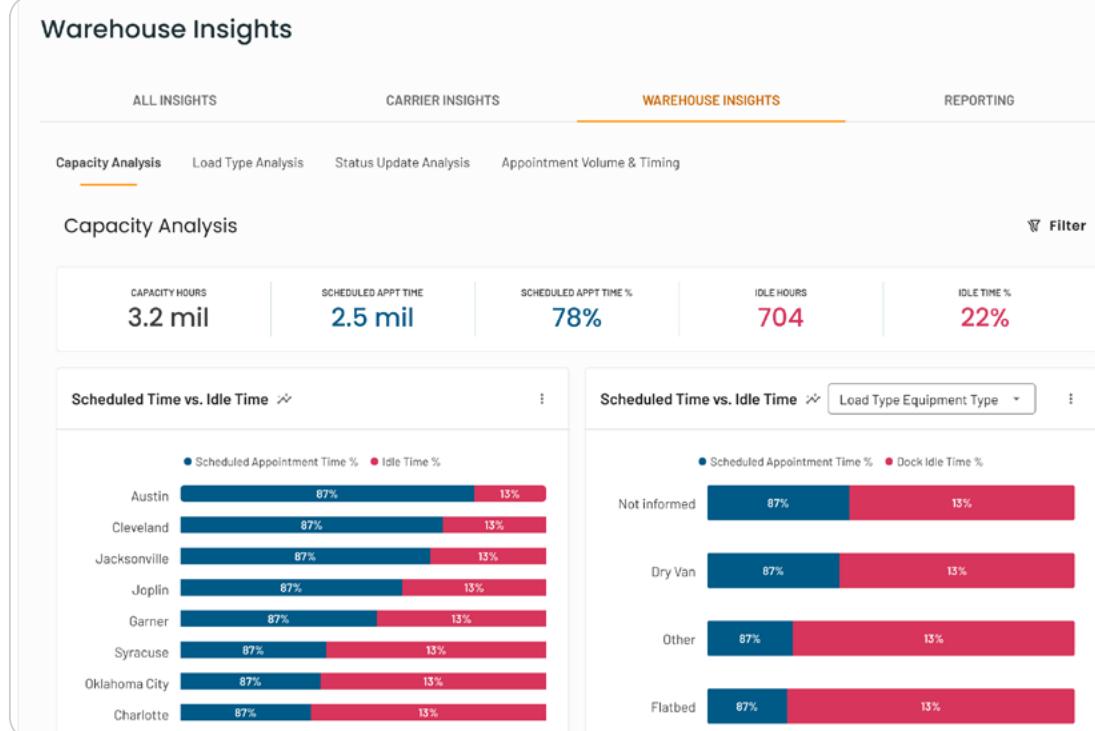
“Right off the bat, we noticed we saved time. Carriers schedule everything themselves, and now we can focus on tweaking instead of dedicating someone’s day to scheduling.”



RESULTS

With Opendock fully implemented, Glazer's transformed how it manages inbound freight:

- 99% Carrier Self-Scheduling:** nearly all loads are booked by carriers, eliminating the need for dedicated staff to handle scheduling and reducing labor costs.
- Improved Dock Utilization:** Branches aligned receiving windows with actual demand. Some locations now operate at close to 100% dock utilization.
- Labor Optimization:** Using Opendock data, Glazer's can forecast workload and reallocate staff to higher-priority tasks like picking.
- Performance Metrics & Accountability:** Through an API integration with PowerBI, Glazer's tracks KPIs like on-time performance, cancellations, no-shows, dwell time, and damage. Sharing this data with suppliers has driven measurable improvements in carrier performance.



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FUTURE OUTLOOK WITH OPENDOCK

Looking ahead, Glazer's is excited to build on its success with Opendock with features like Driver Check-In, which would further streamline the experience for both carriers and warehouse staff. With Opendock's proven ability to adapt and scale, Glazer's is confident it can continue aligning dock operations with seasonal demand and future growth.

Schedule a demo to see how Opendock can transform your dock efficiency.





ABOUT GLAZER'S BEER & BEVERAGE



ABOUT THE COMPANY

Glazer's Beer & Beverage, LLC (GBB) is one of the nation's most distinguished beverage distributors, serving over 10,000 retail accounts across Arkansas, Louisiana, Iowa, Nebraska, Oklahoma, and Texas. Since 1933, Glazer's has been involved in the beer distribution business, eventually forming Glazer's Beer & Beverage, LLC, which remains a family-owned and operated business. GBB represents over 60 brewing partners and numerous nonalcoholic brands and energy drinks, selling over 40+ million cases annually.



ABOUT JAKE BEASLEY - DIRECTOR OF WAREHOUSE OPERATIONS

Jake has been with Glazer's since 2013, dedicating his entire career to supply chain and operations. Based in Dallas, Jake lives with his wife Jenna and their daughter Daisy, with another daughter on the way. He holds a Bachelor of Science in Finance from Arkansas State University and an MBA from the University of Texas Rio Grande Valley.



ABOUT RUBEN GOMEZ - PROJECT MANAGER, OPERATIONS

Since joining Glazer's in 2014, Ruben has dedicated his entire career to operations. Based in San Antonio, Ruben and their spouse, Celena, have been married for two decades and are proud parents of four children and grandparents to two. With over 20 years of experience in operations and more than 30 years in management, Ruben brings a wealth of expertise to Glazer's.



WE ARE LOADSMART

Loadsmart empowers businesses to move more with less by providing transportation services and technology to reduce freight spend, increase service levels, and improve overall productivity.

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