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BUSINESS LEADERS

The Right Carrier at the Right Price

iDrive Logistics Is at the Forefront of Supply Chain Management

It's the end of Q4 and you've crunched the numbers. Unsatisfied, you crunch again. And again. Why have Web sales stagnated? Were marketing efforts not aggressive enough during the holiday season?

According to iDrive Logistics, the largest e-tailers in the world see growth by focusing on three primary tenets: increasing Web traffic, optimizing websites for higher conversion rates and by offering free shipping.

Whether or not e-tail companies think they can afford to offer free shipping, iDrive Logistics believes – if handled properly – nearly any company has the financial capability to offer some amount of free shipping to its customers.

The Lehi, Utah-based supply chain management and logistics company uses advanced technologies and extensive industry experience to help businesses manage their small parcel shipping

Founder and CEO Shaun Rothwell

(FedEx, UPS, DHL or USPS) efficiently and cost-effectively.

According to Shaun Rothwell, iDrive's founder and CEO, the company has relationships with UPS, FedEx, DHL, USPS and many other carriers. iDrive works closely with e-tail manufacturers and distributors to select the most appropriate carrier for their needs at the right price. "We invest a lot of time and money into finding new and better ways for our customers to connect with their customers," Rothwell says.

Passionate About Value

"What we do for our customers may sound quite simple, but it's actually very in-depth," Rothwell says. "We analyze all of their shipping data to help them determine the most effective way to optimize their practices as well as their costs."

"Passionate" about providing "real value" to the companies that depend upon it for their shipping needs, iDrive doesn't charge customers for its services until they realize actual savings on their invoices. The company uses a gain-share model to determine how much it has saved customers over their previous transportation costs and then bills them a percentage of the amount saved.

Rothwell, a 22-year industry veteran who started in supply chain management with the U.S. Army and spent 10 years at UPS, says the past few years have been a time of unprecedented change in the logistics industry. "Shipping and transportation are more important than ever now that even our traditional customers have developed significant e-commerce platforms and e-tailer models," he explains. "At the same time, shipping expenses are a much greater concern for companies than they were maybe 10 or 12 years ago," as transportation costs continue to rise at a much higher rate than inflation.

"Most of our customers who have perfected their operations are able to get product out the door the same day, and in their customers' hands within two or three days – and at a very good price. We help our customers save and add to their bottom line, while enhancing the satisfaction of their customers."

iDrive
L O G I S T I C S

Inc. 500

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2600 Executive Pkwy., Suite 160 | Lehi, UT 84043 | 385.336.6404 | sales@idrivelogistics.com
idrivelogistics.com