



WIEGAND

CASE STUDY

# Digital Transport Procurement of a Leading Automotive Supplier

How WIEGAND, a serial supplier to the automotive industry, digitized its land transports, made costs transparent, and reclaimed valuable working time.

THE PARTNER

# WIEGAND – Development and Series Supplier to the Automotive Industry

WIEGAND is a high-performance development and series supplier to the automotive industry based in Germany. For over 30 years, the company has manufactured and sold metal and plastic parts for leading automotive manufacturers – including major OEMs – and exports its product range worldwide.

WIEGAND's logistics team is responsible for groupage, LTL and FTL shipments as well as special trips within Germany and the EU – with a clear focus on reliability, cost efficiency, and complete transparency across all freight forwarders.

Oyaso supports WIEGAND with the digital handling of land transport – from quotation to order placement and direct transfer into freight forwarding portals.



**DE**

Location

**30+**

Years of experience

**4 Modes**

Groupage, LTL, FTL & special trips

**OEM**

Automotive customers

## THE CHALLENGE

# Manual processes without transparency over carriers and costs

Like many manufacturing companies in the automotive industry, WIEGAND handled its land transports through fragmented email communication and manual spreadsheets. Without a central overview of tariffs, orders, and carrier performance, structured management was hardly possible.

### **Missing tariff transparency**

Groupage tariffs based on postal codes were not structured. Shipment costs had to be calculated manually – error-prone and time-consuming.

### **No central order management**

Transport orders were placed individually by email. A complete overview of issued orders, carriers, and lanes was missing.

### **No reliable analytics**

Without digital capture of all shipments, it was hardly possible to create reports on carrier performance, delivery rates, or revenue.

### **Low acceptance among carriers**

New processes were initially met with skepticism by carriers. A simple, familiar way of working was crucial for adoption.

# Digital land transport handling – calculate, assign, evaluate

WIEGAND uses Oyaso as the central platform for handling all land transports. Stored postcode-based tariffs enable immediate shipment cost calculation. Orders are assigned directly in the system and – thanks to LSP integration – automatically transferred to the freight portal. All shipments are fully recorded and can be evaluated.

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## Tariff-based cost calculation

Stored piece-goods tariffs based on postcode enable immediate, precise shipment cost calculation – without manual research or follow-up questions.

03

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## LSP integration & automatic transfer

Assigned transport orders are automatically transferred to the freight portal – without media disruption, without duplicate entry, without time loss.

02

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## Digital order assignment

Piece-goods orders and special transports are assigned directly via the platform. All orders are centrally recorded, traceable, and analyzable.

04

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## Complete reports & evaluations

Comprehensive reporting shows delivery quotas, assigned orders, revenues, and relations per freight carrier – for well-founded strategic decisions.

PLATFORM HIGHLIGHTS

# One system. All land transport. Full control.

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## Carrier individual report for strategic management

The carrier individual report is one of WIEGAND's most frequently used features. It shows, by carrier: acceptance rates, placed orders and order rate, revenue, routes and shipment volume, as well as a direct quote comparison between carriers. This creates a data-driven basis for negotiations and partnerships.

## ZIP-code-based calculator & direct order placement

Stored less-than-truckload rates based on ZIP codes enable immediate cost calculation. Orders are placed directly in the system and automatically transferred to the freight portal – a seamless process without media discontinuity.

## CUSTOMER TESTIMONIAL

*"Already after six weeks, the investment in the software had paid for itself. Today, the tool is indispensable in our logistics day-to-day operations. Without this digital support, our processes would no longer be representable in this form."*

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— **Leonhard Sanger**

Head of Logistics at WIEGAND

*"By centrally recording all shipments, we now have full transparency over our entire transport operations. Especially valuable is the combination of precise calculation and direct ordering: the fact that our partners fully use the platform with us and that we can now transfer orders seamlessly results in enormous time savings. Thanks to the detailed analyses of acceptance rates and routes, we can also evaluate our freight partners objectively at any time. The feedback from the team and from the logistics service providers has been consistently positive."*

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— **Andreas Knoll**

Logistics Coordinator at WIEGAND

# The impact in numbers

The usage data from the WIEGAND account shows measurable efficiency gains — achieved by a small, well-organized logistics team that handles all land transport fully digitally.



## Payback

After just 6 weeks, the software had paid for itself



## Orders assigned

In the last 365 days



## Transactions

1.99 transactions per day in the last 365 days

●●●●● 4,068

## Requests sent

11 per day in the last 365 days

●●●●● 1,789

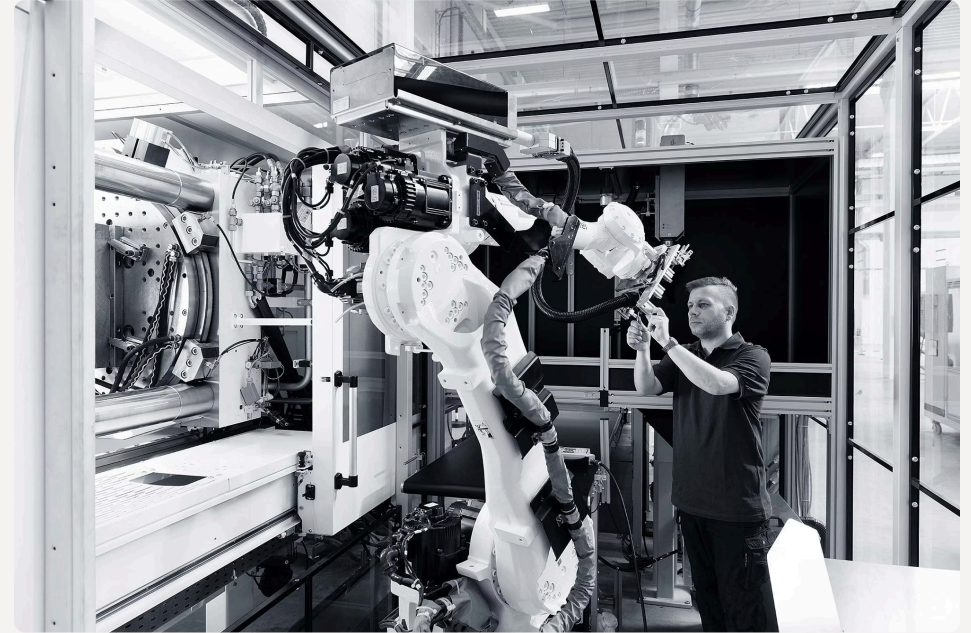
## Offers received

4.9 per day — checked for plausibility and clearly organized

●●●●● 2,650

## Cost items standardized

Different carrier pricing structures are automatically made comparable.



# From reactive effort to strategic control instrument

## Before

Manual emails, fragmented spreadsheets, no tariff transparency.  
Orders were placed by phone and email. No reliable analyses of carriers.

## After

Complete transparency across all shipments, carriers, and costs.  
Strategic control via a single report. Payback after 6 weeks.



## Introduction

Oyaso: postal-code-based rates stored, digital order placement introduced, LSP integration built – with high acceptance within the team and among carriers.

The introduction of Oyaso marks the turning point at WIEGAND: transport procurement is no longer a reactive administrative burden, but a strategic control instrument – with complete data, direct LSP integration, and measurable savings from day one.

WHY SOFTWARE?

# Specialized for the requirements of manufacturing industry

Companies like WIEGAND do not need generic logistics software – they need a solution that truly understands the complexity of LTL, FTL, and special transports. Oyaso was developed exactly for that.

## Postcode-based rate calculation

Stored LTL rates based on postal codes enable immediate, precise shipment cost calculation – without manual research, without follow-up questions, without errors.

## Complete shipment capture

All shipments – LTL, special transports, FTL – are recorded centrally. The freight forwarder individual report delivers refusal rates, revenues, relations, and quotation comparisons at the push of a button.

## LSP integration without media discontinuity

Placed transport orders are automatically transferred to the freight forwarding portal. Oyaso connects shipper and freight forwarder seamlessly – and strengthens the partnership through transparency and reliability.

FIRST STEPS

# Ready to digitize your transport procurement?

Oyaso is the leading digital platform for transport management in the manufacturing industry. We help mid-sized and large companies to fully digitize their land transport, make costs transparent, and sustainably reduce manual effort.

What WIEGAND achieved – payback after 6 weeks, full transparency across all carriers and shipments, direct LSP integration and enthusiastic users – is no coincidence. This process is open to your company too.

[Start for free](#)

[Request a demo](#)

- **Multimodal Transport Platform**
- **Postcode-based Rate Calculation**
- **Real-time Reporting & Carrier Analytics**
- **Specialized for the Manufacturing Industry**