# CASE STUDY

## How Heartland Drove $1M Revenue with Sunnybrook in Just 4 Months

When Heartland Logistics started using Sunnybrook's native dynamic pricing tool, QuoteIQ, just four months ago, the impact was immediate and dramatic. The brokerage generated nearly $1 million in new revenue during that short time...gained access to segments of shipper's business (outside of RFP) that was only available to brokers with API rating capabilities. This transformation happened entirely through capabilities built into Sunnybrook TMS.

## THE CHALLENGE:

Before QuoteIQ, Heartland faced challenges that many brokerages know too well:

- Inability to respond fast enough to shipper spot quote requests
- Missed opportunities because they couldn't meet API RFP response timelines
- Disconnected pricing workflows that limited growth potential

In a highly competitive freight environment, fast and intelligent quoting is essential.

## THE SOLUTION:

Sunnybrook's QuoteIQ API brings quoting speed and automation directly into the TMS:

- Instant responses to spot quote requests based on dynamic pricing data
- Easy access to shipper load boards with quick, direct connections
- Open API that works with any platform the shipper prefers

It's built for brokers who need to move fast, stay flexible, and win more freight.

## AFTER JUST FOUR MONTHS WITH QUOTEIQ:

- Don't have to leave the TMS to quickly price
- Faster, competitive quoting that led to higher win rates

- $950,000+ in new revenue generated
- Gained access to new segments of business



**SUNNYBROOK**

## LEARN MORE:

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