



How Brown Integrated Logistics Eliminated 75% Of Manual Data Entry

Process automation is set to revolutionize the way data is processed. But given the logistics industry's notoriously slow adoption of technology, many leaders fear they will miss out on the automation gold rush.

That's the situation Todd Hahn found himself in at Brown Integrated Logistics (Brown) - a leading full-service logistics company with a strong trucking offering. As head Vice President (VP) of Process Improvement and Management, it was Todd's job to find ways to increase process efficiencies, enhance productivity and ultimately boost revenue. And after 10 years with the

company, he knew the best way to do that was by improving their automation solution.

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We needed to extract data from our customers' bills of lading (BOLs).” “The only problem is every customer's data is recorded in a unique way.”

— Todd

Manually inputting BOL data was extremely time consuming and vulnerable to human-error.

Automation was clearly the answer, but convincing stakeholders to sponsor the implementation would be tough. The company had used Robotic Process Automation (RPA) tools in the past, and they had proven uniformly inflexible. The company was forced to start from

scratch every time modifications were demanded.

What they needed was a solution that would unlock the agility to compete in the fast-moving logistics space - which is where Kognitos came into the picture.

Removing the barriers to automation

Unlike most automation companies, Kognitos believes coding skills should not be a prerequisite to building a structured process automation. Leaders can extract data from the solution without hiring a technical team - a benefit which stuck out to Todd.

This enabled Brown to implement the solution quickly and automate repetitive tasks virtually overnight.

The results were striking. Kognitos eliminated 75% of the company's manual

data entry - and cut its staffing needs in half. Brown has plans to expand the use of Kognitos to other divisions soon.



Anyone with mid-level technical abilities can use Kognitos, It has a user-friendly interface, and there's no coding experience required."

— *Todd*

Spend less, do more

The benefits of Kognitos extended well beyond simply removing repetitive tasks. Labor costs were reduced and productivity soared, as workers were freed from drudgery to focus on high-value work that actually stretched their abilities.

This is the ultimate promise of automation: it allows companies to

simultaneously spend less and do more. From quote generation and invoice processing to credit card payment reconciliation and BOLs, users can remove the tasks they dread and replace them with work that actually utilizes their human potential.

To learn how Kognitos democratizes that process, [get in touch with a solution expert today.](#)