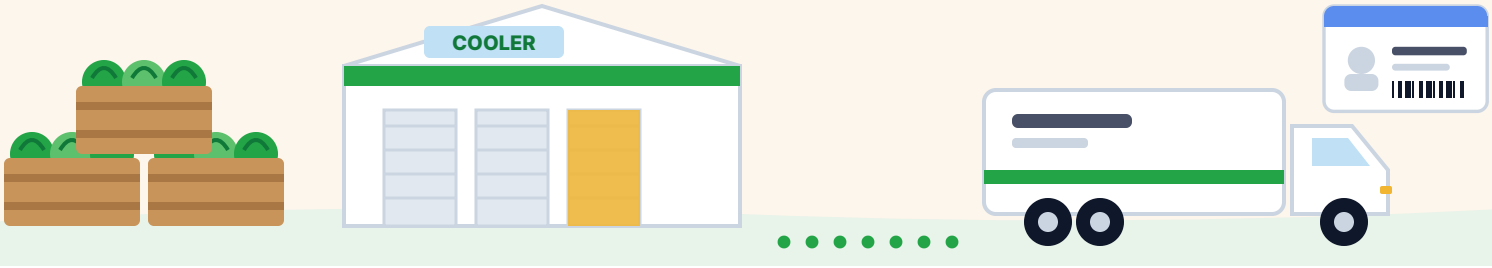
Dock Optimizer

For
Fresh produce growers and shippers
November 2026

Every truck at the cooler, on time and on the record.

How a grower-shipper with packing sheds, coolers, plants across the border and grocery customers could run its docks and freight on Dock Optimizer.



FROM ORDER TO DOCK DOOR

Order arrives
Grocery EDI becomes a sales order

Load booked
Carrier checked against MC or USDOT

Dock slot
Booked on each site's own page

Check-in
Driver ID and the steps you set

Check-out
Door and time on site kept per truck

WHERE IT GOES WRONG, AND WHAT DOCK OPTIMIZER DOES

THE ISSUE	WHAT DOCK OPTIMIZER DOES
Trucks arrive all at once	Each shed, cooler and DC gets its own schedule by appointment type, and carriers book their own slots from a booking page. Staff check trucks in at the gate, assign doors in Door Manager and check them out.
Detention nobody can prove	Dock Optimizer records when each truck arrived and how long it stayed, so detention is charged or disputed from the record, not from memory.
The wrong driver at the dock	Check-in includes an ID step through Intellicheck. The driver scans their license from a QR code or text link, and the result stays with the appointment for three years.
Steps skipped at the door	SOP Builder puts the check-in and check-out steps you choose, such as recording trailer temperature and condition, in front of staff at the dock, every time.
Orders retyped into freight	A retailer's EDI order becomes a sales order and the acknowledgement goes back. Book Freight creates the load from it with the ship-from site, dates and weight filled in.

AN ILLUSTRATIVE ACCOUNT

Ridgeline: plants in Mexico, a border cross-dock and retail customers.

Ridgeline runs two plants in Mexico, a cross-dock in El Paso where freight lands in the US, a distribution center and big-box retail customers. The same checks follow each load from order to dock door.*

1. **A PO arrives by email**
   A PO from the buyer on file, shipping to a known receiving site, becomes an order. One from an unfamiliar sender or to a new address is held until someone records who confirmed it.
2. **A retailer order arrives by EDI**
   The 850 becomes a sales order and the 855 acknowledgement goes back automatically.
3. **The order becomes a load**
   The load goes to a broker, a contract carrier or Ridgeline's own truck, and each carrier is checked against federal records.
4. **The truck books, arrives and leaves**
   The carrier books its slot without creating an account. Arrival, door and time on site stay on the appointment.

* Ridgeline Home Controls is a made-up company. This sequence runs live in our Ridgeline demo account in Dock Optimizer.

For material handling and automation builders

A new or rebuilt DC needs a scheduling and receiving layer on the day it opens. We would welcome referrals both ways with the people who design and build those buildings.

QUESTIONS WE'D LIKE TO EXPLORE

How does your freight move today?

1. **How are pickups scheduled** at your sheds and coolers today?
2. **Do you know when each truck arrived** and how long it waited?
3. **How do your grocery customers** send orders: EDI, email or phone?
4. **Who confirms the driver** before a load leaves your dock?
5. **Where does freight from Mexico** change hands on the US side?
6. **Which hurts more today:** detention, missed windows or retyped orders?

