



Alliance Air Freight & Logistics automates quoting and invoice reconciliation with agentic AI on AWS

BizCloud Experts built FreightIQ, an agentic AI platform on Amazon Bedrock that takes quoting and invoice reconciliation from 20 to 120 minutes of manual work down to a few minutes of review, with a Human in the Loop approving every send.

Alliance Air Freight & Logistics processes hundreds of quote requests and vendor invoices every day. Until recently its team did all of it by hand, one email at a time. Working with BizCloud Experts (BCE), an AWS Premier Tier Partner, Alliance rolled out an agentic AI platform on AWS that reads inbound email, pulls out and checks the details, retrieves rates, and reconciles invoices against its transportation management system (TMS). Every quote and every reconciliation still goes to a Human in the Loop (HIL) for a one-click approval before anything goes out.

~200 quotes a day handled with AI	~65 to 70 invoices a day reconciled	>95% extraction accuracy, quotes and invoices	HIL human approval on every send
--	--	---	---

ABOUT ALLIANCE AIR

Alliance Air Freight & Logistics is a Los Angeles-based freight and logistics company that has been shipping for its customers since 1993. It moves freight by truck, rail, ocean, and air, both across the U.S. and internationally, for industries that include retail, aerospace, home goods, manufacturing, and medtech. Its work is built around a Ship With Confidence promise of competitive rates earned through decades of carrier relationships, paired with high-touch service like dedicated account managers, real-time tracking, and 24/7 support.

THE OPPORTUNITY

Quoting was manual from start to finish. A customer service rep (CSR) opened the customer's email, worked out what was being asked, then went into 7L and typed in all of the shipment details by hand to pull rates. From there they compared the options, picked the best one, and wrote up the response. Each quote ran 20 to 30 minutes, and the team handled around 200 of them a day.

Invoices were heavier. Reconciling a single vendor invoice against the TMS, shipment by shipment, took anywhere from 30 to 120 minutes depending on how many shipments were on it, across 65 to 70 invoices a day. It was slow, it was repetitive, and under that kind of volume small reconciliation misses slipped through and cost money.

THE SOLUTION

BCE built FreightIQ, an agentic AI platform that runs entirely on AWS. Inbound email comes in through the Front app, the system Alliance already uses. From there, agents built with Amazon Bedrock AgentCore and the Strands Agents SDK, running on Anthropic's Claude Sonnet 4.6 in Amazon Bedrock, read each email, extract the details, check them, and carry out the next step. On a quote that means calling the 7L Freight API for live rates. On an invoice it means matching every shipment

against the TMS. AWS Step Functions runs the invoice pipeline, Amazon Aurora holds the data, and Amazon Cognito, Bedrock Guardrails, and tightly scoped IAM keep everything locked down. Nothing leaves on its own. HIL reviews every quote and every reconciliation and approves it before any action is taken.

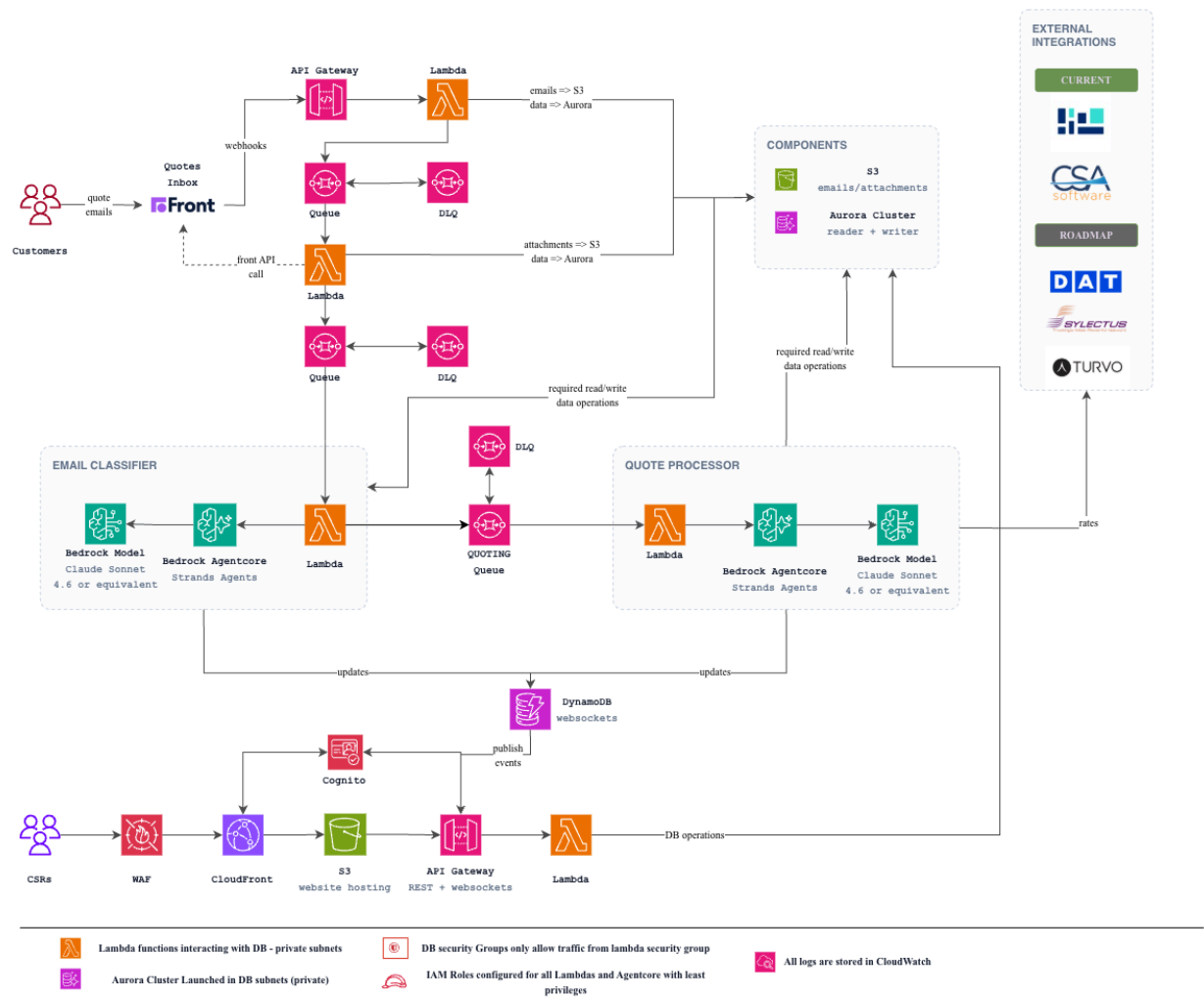
Solution Architecture



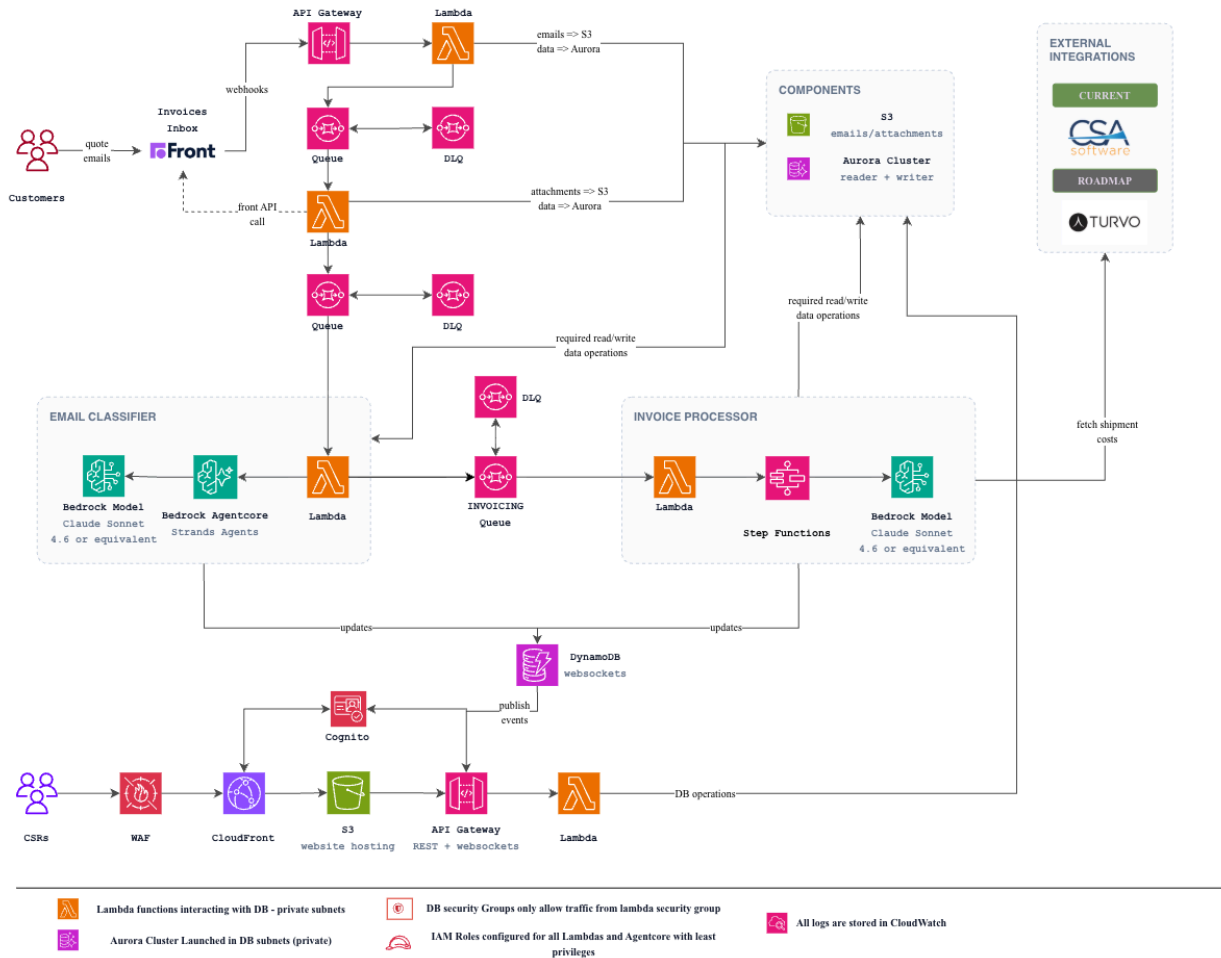
AGENTIC AI IN ACTION

FreightIQ leverages AI to do the actual work itself, from reading the email to preparing the response. On a quote, the agents read and classify the incoming email into one of twelve quote types, extract the freight details and validate them, fetch a live rate from 7L, and hand a finished, branded quote back to the CSR to send in one click. On an invoice, FreightIQ reads the document itself, whether it arrives as an email, a PDF, or a CSV, extracts every shipment, looks up each house bill's cost in the TMS, and flags anything that does not line up. A reviewer can finalize or dispute several shipments at once and send an automated dispute email in one go. Deterministic checks run next to the model the whole time, so a low-confidence read gets flagged for HIL along with the reasoning instead of quietly going through.

Quoting Flow



Invoice Reconciliation Flow



RESULTS

Automated Quoting. Around 200 quotes a day now run through FreightIQ. Handling time per quote dropped from 20 to 30 minutes down to under 5 to 10 minutes, extraction accuracy sits above 95%, email is classified in under 30 seconds, and a ready-to-send quote is in front of the CSR within about a minute of review.

Invoice Reconciliation. FreightIQ reconciles 65 to 70 invoices a day and reads them however they arrive, whether as an email, a PDF, or a CSV. Time per invoice fell from 30 to 120 minutes down to under 5 to 10 minutes, extraction accuracy runs above 95%, and every shipment is checked against the TMS so variances surface before payment goes out.

Across both, the team moved from doing this work to checking it. Because HIL still signs off on everything, accuracy and trust held up while the volume kept moving.

"[A quote from an Alliance Air leader will be added here.]"

Name, Title, Alliance Air Freight & Logistics

ABOUT BIZCLOUD EXPERTS

BizCloud Experts is an AWS Premier Tier Services Partner with the AWS AI Competency, focused on GenAI-powered solutions on AWS. Its competencies span AI, Migration & Modernization, and DevOps, backed by 144 active AWS certifications.

AWS SERVICES USED

Amazon Bedrock (Claude Sonnet 4.6), Amazon Bedrock AgentCore, AWS Step Functions, AWS Lambda, Amazon Aurora PostgreSQL, Amazon S3, Amazon DynamoDB, Amazon SNS, Amazon API Gateway, Amazon EventBridge, Amazon SQS, Amazon Cognito, and Amazon CloudFront.

BizCloud Experts · AWS Premier Tier Partner · Competencies: AI · Migration & Modernization · DevOps · 144 active AWS certifications · Contact: bizcloudexperts.com/contact

© 2026 BizCloud Experts. Freight AI is delivered on Amazon Web Services. AWS and related marks are property of Amazon Web Services, Inc.