

HOW BLUJAY'S PARTNERSHIP WITH LOADSMART BENEFITS YOU



J U N E 2 0 2 0



HUNTER YAW

VP of Product



BRIAN ZIRBES


Business Product Owner







BLU  JAY


 loadsmart


 **Visibility** across the entire transportation network

 **Visibility** across entire load journey via app, geo-fencing, etc.

 **Extends TMS capability** for added value and savings

 **100% guarantee** that Loadsmart will fulfill the load

 **Real-time** data through one single SaaS solution

 **Real-time** pricing, tracking, and sourcing

 Continuous improvements and cost **savings**

 Drive **savings** by preventing loads from falling to spot



Loadsmart is a technology company that automates how full-truckload and intermodal freight is priced, shipped and tracked

AWARDS & RECOGNITIONS



Frost & Sullivan
Company of the Year

Automated On-Demand Freight Brokerages



Freight.Tech 25
Technology Innovator



CB Insights
Supply Chain Execution Technologies



Gartner Cool Vendor
Startup Disrupting the Supply Chain

WHY DO WE PARTNER?



BLU JAY™
SOLUTIONS




loadsmart



**BETTER
TRANSPORTATION
EFFICIENCY AND VISIBILITY
TO SHIPPERS**

Integrating Loadsmart's digital freight platform with BluJay's cloud-based transportation management software allows customers to access Loadsmart's truckload rates and capacity within the BluJay platform.



FULL TRUCKLOAD HAS OPERATED **THE SAME WAY FOR FAR TOO LONG**



Time Consuming
Rate Discovery



Unpredictable
Performance

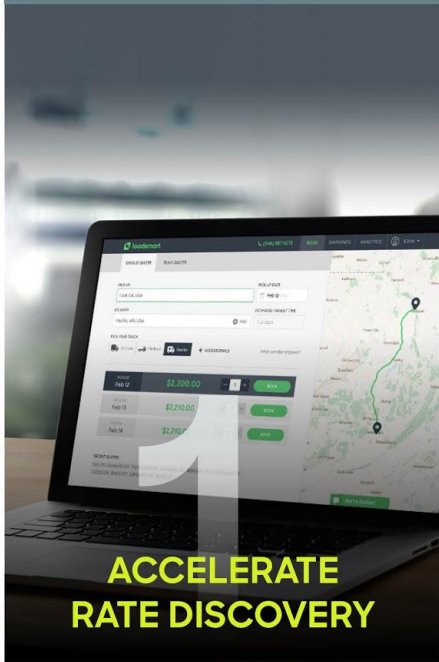


Lack of
Automation



Fragmented
Platform and
Interfaces

REASONS TO INTEGRATE WITH LOADSMART



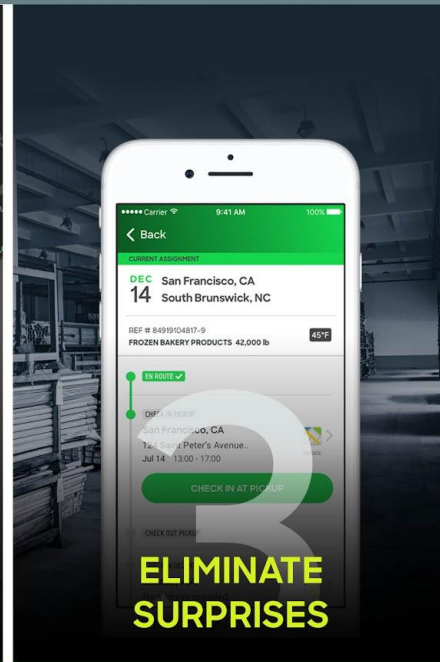
**ACCELERATE
RATE DISCOVERY**

By Adding
Instant Rates
to Your TMS



**BEAT
THE MARKET**

By Making Your Routing
Guide Dynamic



**ELIMINATE
SURPRISES**

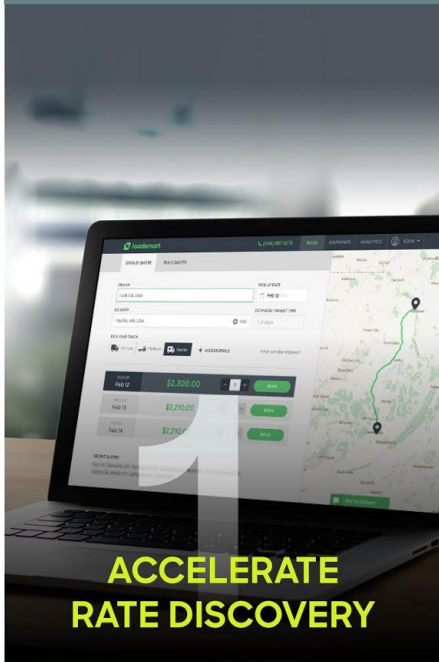
By Tracking
Freight in Near
Real-Time



**FIND THE BEST
CARRIER**

Faster
with Algorithmic Sourcing

REASONS TO INTEGRATE WITH LOADSMART



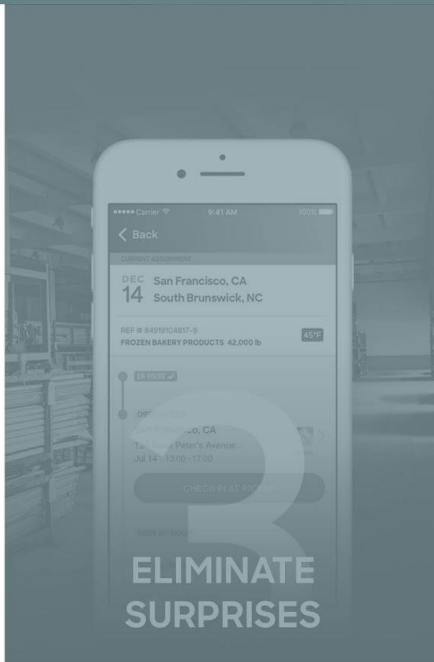
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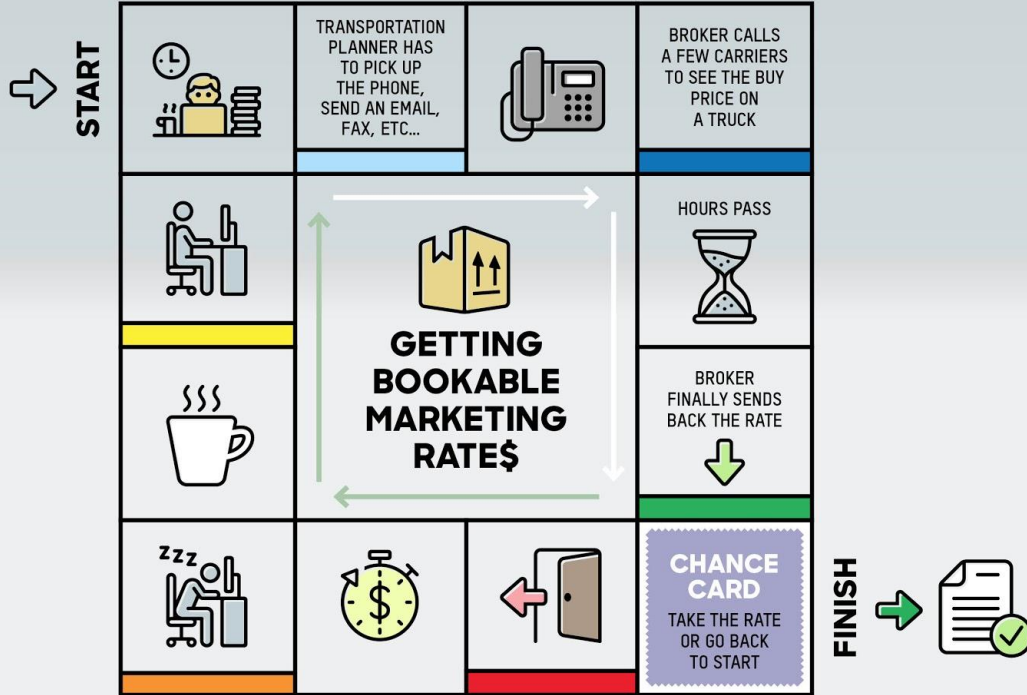
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**FIND THE BEST
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BOOKABLE MARKET RATES AT ENTERPRISE SCALE





Artificial Intelligence
is fundamentally changing
how freight is priced and shipped

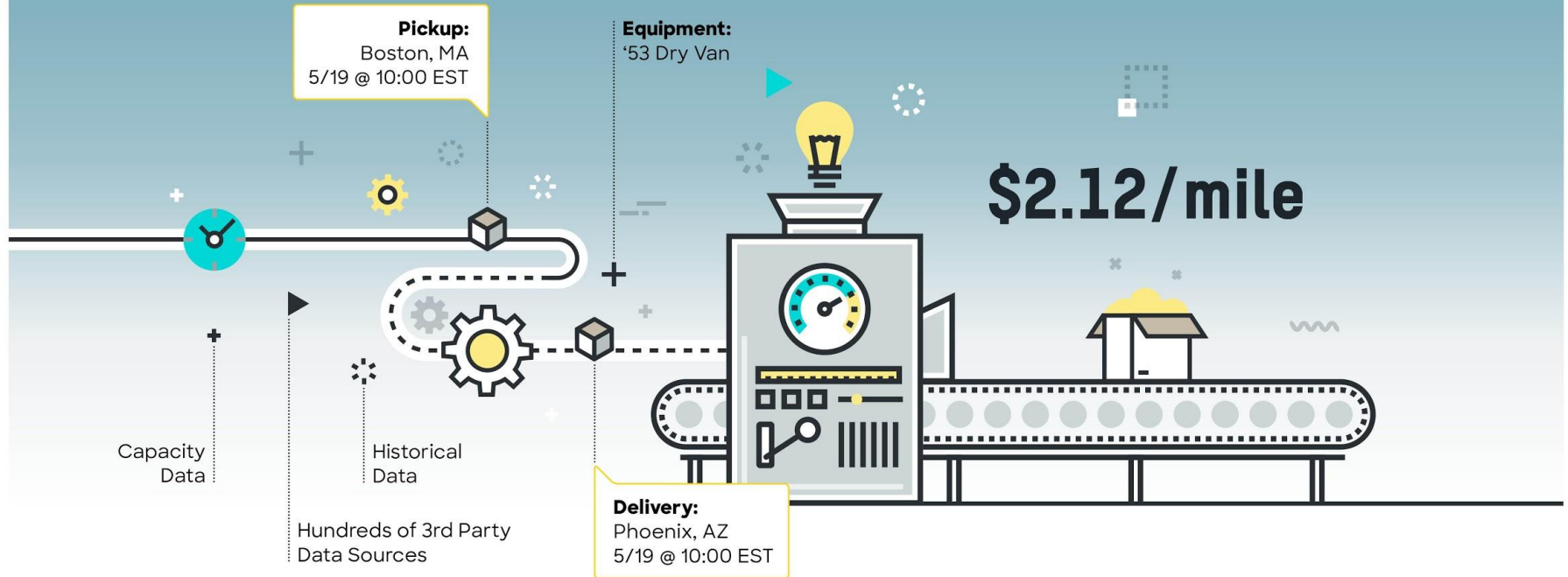
And industry leaders are already taking advantage...



HOW WE DO IT: REAL-TIME PRICING



Predictive algorithms leverage hundreds of data sources to generate a bookable market rate in seconds: multiple inputs, one output





Deliver rates and instant booking into the systems you use everyday



WEBSITE



SPREADSHEETS



BLUJAY TMS

REASONS TO INTEGRATE WITH LOADSMART



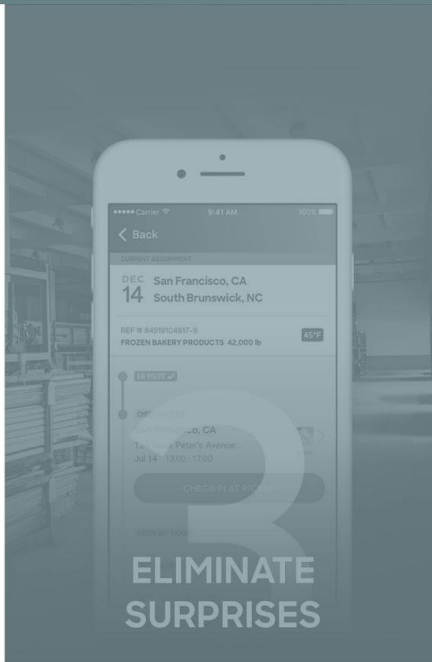
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Traditional routing guides are static

 Rates are updated a few times a year

 Loads can spend hours or days in a routing guide

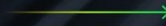
 Rates are often significantly higher than on the spot market



Loadsmart rates are updated in real time



Loadsmart accepts 100% of tenders instantly



Take advantage when market rates are below routing guide rates



STATIC ROUTING GUIDE

- 1. Carrier A **\$1.25/mi**
- 2. Carrier B **\$1.35/mi**
- 3. Carrier C **\$1.40/mi**

DYNAMIC ROUTING GUIDE

- Carrier A **\$1.25/mi**
- Loadsmart \$1.30/mi NEW**
- Carrier B **\$1.35/mi**



1

LOAD MOVES TO ROUTING GUIDE TENDER



2

LOADSMART PRICING ALGORITHM

TOTAL TIME
1 minute



3

LOADSMART PRICING DYNAMICALLY INSERTED

BLUJAY TMS



4

ACCEPTS TENDER

TOTAL TIME
1 minute



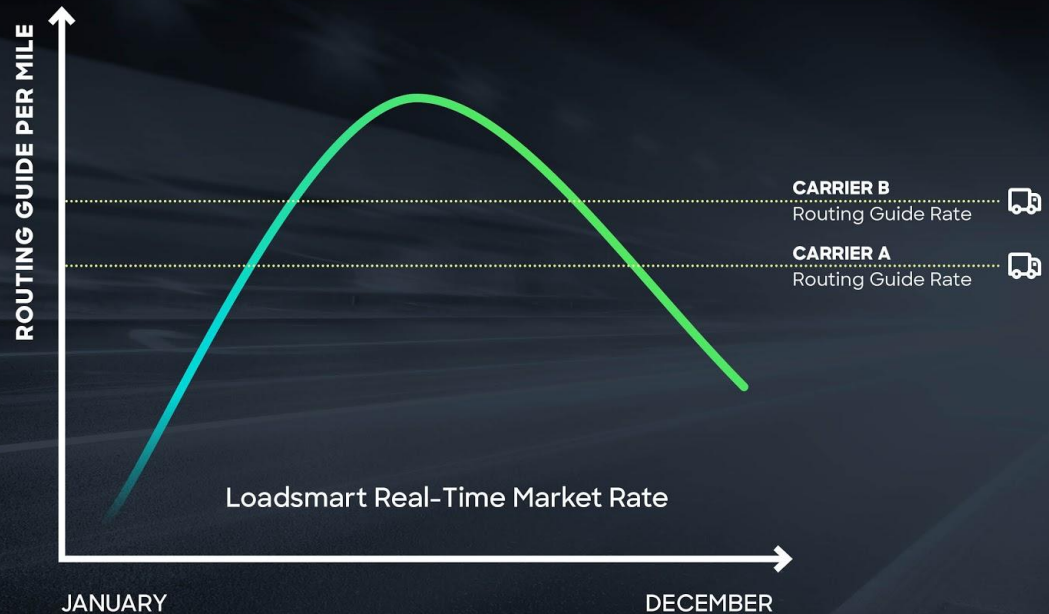
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LOADSMART MOVES LOAD

ROUTING GUIDE RATES VS MARKET



- ▶ Contracted rates are **above the market** for large parts of the year
- ▶ With **Loadsmart** shippers can pay less to cover loads declined by the primary carrier when the market is below routing guide rates



STREAMLINED WORKFLOW



- ➔ Familiar workflow
- ➔ No learning curve
- ➔ Ease of use

FREIGHTBUILDER

Carrier Shop - New Load #2

RATE SHOP RESULTS

Sequence	Carrier	ACD	Tier	Mode	Equipment	Service Level	Calendar Days	Tariff	Pricing Basis	Cost Per	Disc.	Base Cost	Min. Chg.	Total Accessorials	Total Cost	Total Rpt Cost (USD)	P/L	Rating Metric (USD)
1	LOADSMART API (LOAA)	--	Tier 1	TL	53 REEFER	TL STANDARD	1		FLT	707.48 USD	--	707.48 USD	N	40.71 USD	748.17 USD	748.17	--	
2	KALY TRUCKING (KAAK)	--	Tier 1	TL	53 REEFER	TL STANDARD	1	KALY RATES	FLT	725.00 USD	--	725.00 USD	N	40.71 USD	765.71 USD	765.71	--	
3	LAKE MICHIGAN EXPRESS (LKM)	--	Tier 2	TL	53 REEFER	TL STANDARD	1	LAKE MI RATES 2019	FLT	958.00 USD	--	958.00 USD	N	40.71 USD	998.71 USD	998.71	--	

Buttons: CANCEL, APPLY

REASONS TO INTEGRATE WITH LOADSMART



1

**ACCELERATE
RATE DISCOVERY**

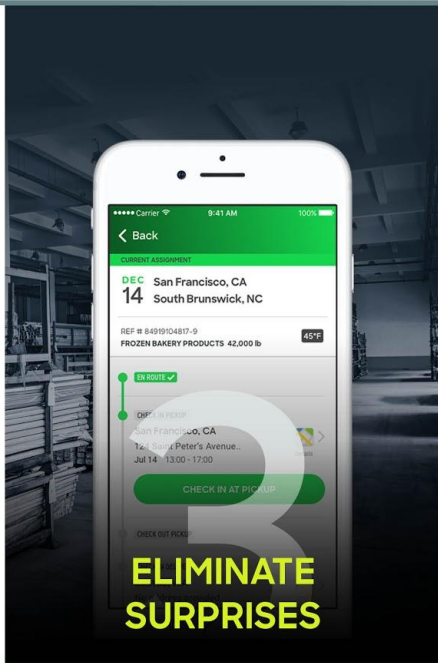
By Adding
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2

**BEAT
THE MARKET**

By Making Your Routing
Guide Dynamic



3

**ELIMINATE
SURPRISES**

By Tracking
Freight in Near
Real-Time




4

**FIND THE BEST
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Traditional tracking is manual and slow

 Service issues communicated only after they occur




 Location updates not provided in real-time




 Shipment updates not delivered to the TMS, require manual entry



Loadsmart makes tracking proactive and near real-time

 Loadsmart tracks truck location in near real-time

 Loadsmart uses geofencing to track pickups and deliveries

 Loadsmart delivers updates automatically via API/EDI to shipper TMS

REAL-TIME VISIBILITY



Integrations with leading ELD providers means **you can track your truck** in real-time – all the way from pickup through delivery



GEOTAB
management by measurement

 **omnitrac**
innovation. driven.

KEEP TRUCKIN

BigRoad

GEO FENCING



Geofencing combined with ELD integrations provides immediate notification when the trucker checks in and out of the delivery facility



REASONS TO INTEGRATE WITH LOADSMART



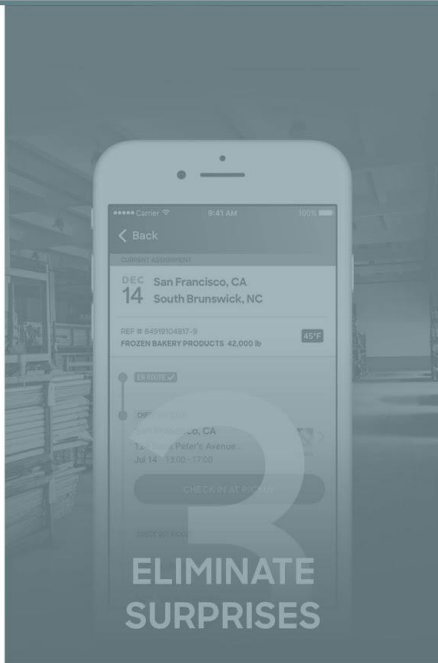
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4
**FIND THE BEST
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FINDING A TRUCK / THE OLD PARADIGM



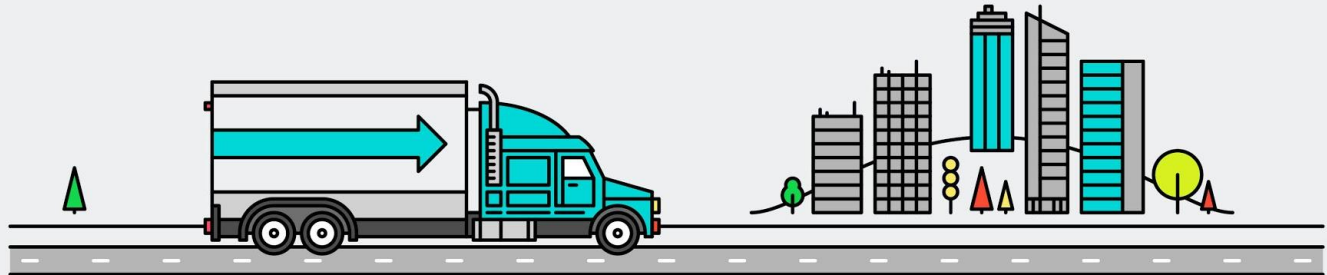
An army of **carrier sales people...**



...making hundreds of **calls and emails...**



... just to land **one truck.**

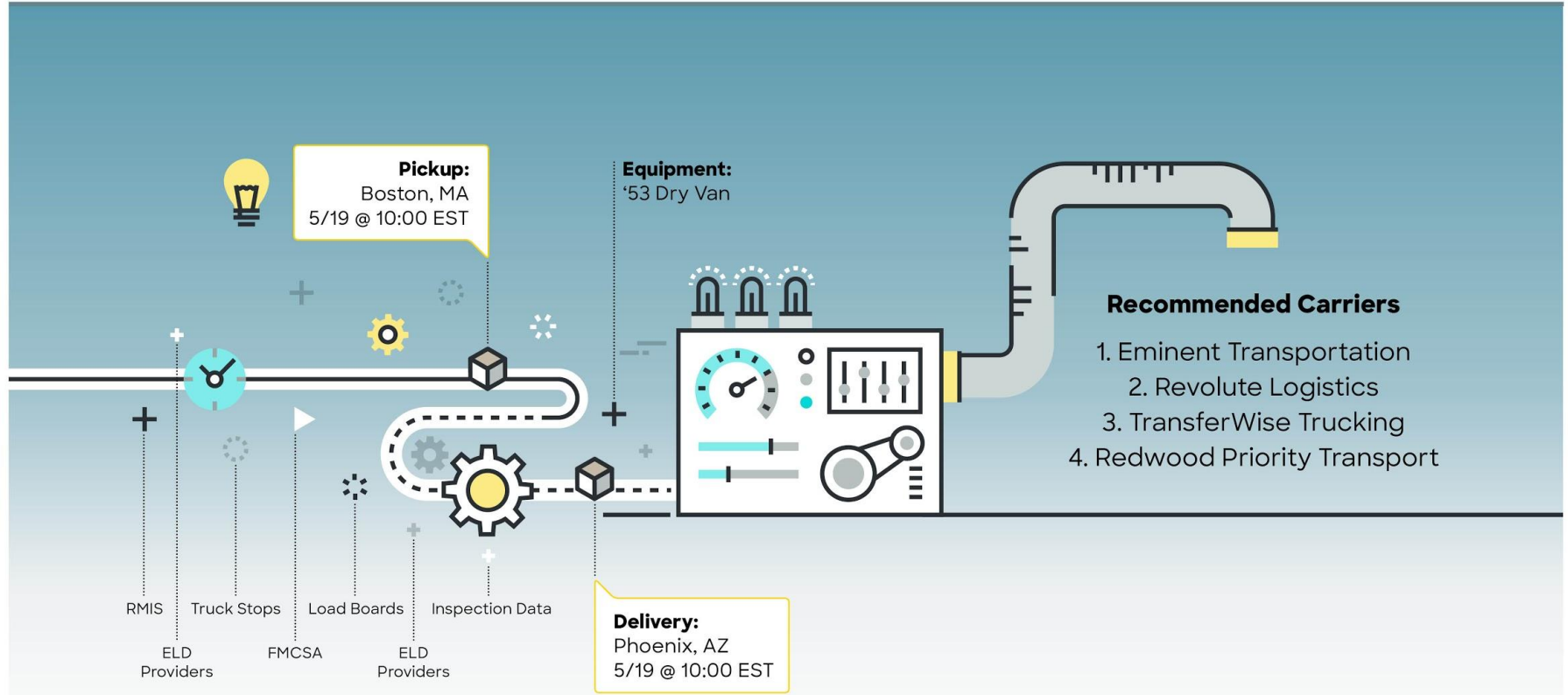




3.83 Million

Class 8 Trucks on the road in the US

HOW WE DO IT: ALGORITHMIC SOURCING



HOW WE DO IT: CARRIER SCREENING



Carriers are screened regularly to ensure shipments are moved by only the safest, most reliable carriers

RMIS

FMCSA

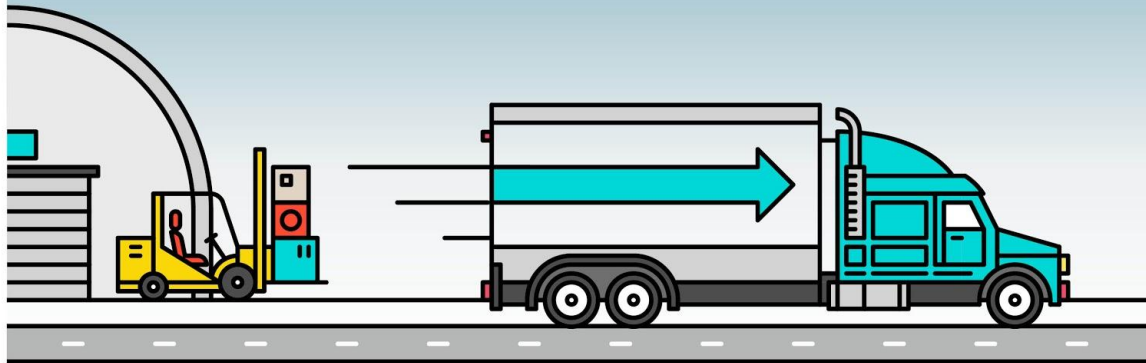
Inspection
Data

Safety
Record

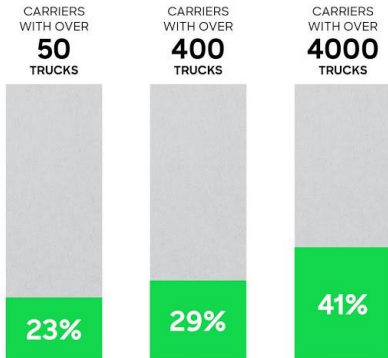
Tracking
Technologies

Insurance

Historical
Performance



Carrier Network





AND LASTLY....

**THE INTEGRATION CAN BE ENABLED
IN JUST FIVE MINUTES**



Contact Client
Service
Manager



Enter Customer
Support Ticket



Add LOAA to
Network



QUESTIONS?

THANK YOU



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