

OCTOBER 2020

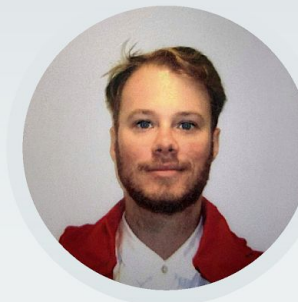
The First Steps Toward Digital Transformation In Freight





Fab Brasca

GVP, Global Solutions



Hunter Yaw

VP of Product and Business
Development



TRUCKLOAD IS CHANGING



There's an opportunity in transportation to
BREAK FREE FROM STATIC & UNRELIABLE ROUTING



INSTANT PRICING
& BOOKING



100% TENDER
ACCEPTANCE



TMS READY



EXCEPTIONAL
SERVICE

WHAT IS SMART TRUCKLOAD?



Loadsmart uses technology to automate how loads are priced, booked, sourced, scheduled, and tracked.

We take full operational ownership and legal liability of every load we move.

Key Ingredients:

- Integration is free – the only cost is to move the load
- Connects TMS, Tracking and Warehouse platforms
- Dedicated Account Management



NEAR REAL-TIME TRACKING

Partnerships with leading ELD providers delivers tracking updates every 15 minutes



SMART SCHEDULING

Maximize open loading docks and get trucks in and out of your facilities faster



DYNAMIC ROUTING

Insert instant market rates directly into your Rate Shop



INVOICING



INSTANT PRICING & ONE-CLICK BOOKING

Get FLT & LTL rates instantly and book via Dynamic Price Discovery

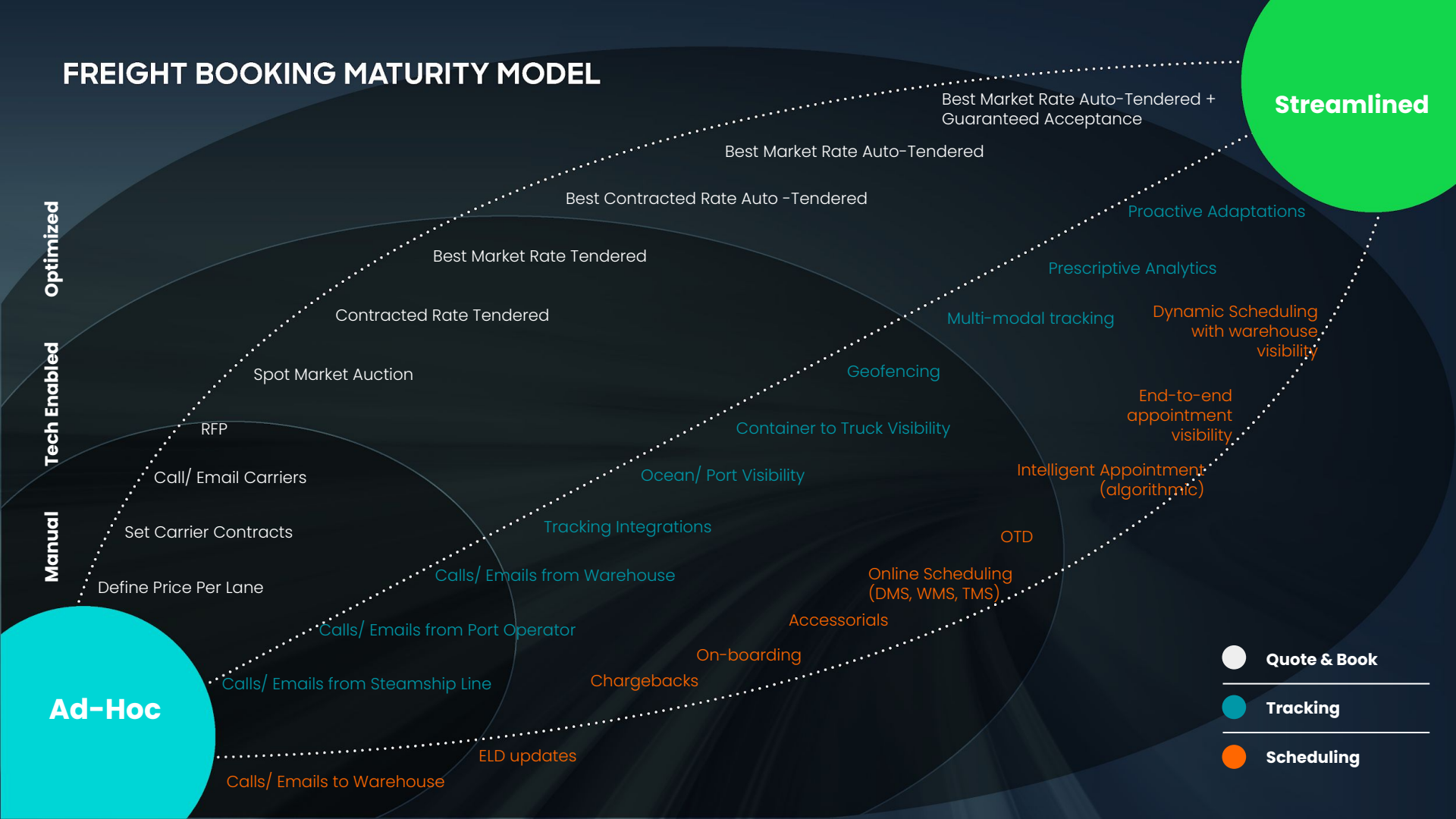


AI-POWERED SOURCING

Find the best possible truck to move your shipment via advanced algorithms



FREIGHT BOOKING MATURITY MODEL





INSIGHTS

Gather data and
determine areas of
opportunity



STRATEGY

Drive to action with
strategic guidance



OPTIMIZATION

Shift from reactive to
proactive by adding
AI-driven rules



AUTOMATION

Eliminate
inefficiencies and
tedious tasks



INSIGHTS

Gather data and
determine areas of
opportunity



STRATEGY

Drive to action with
strategic guidance



OPTIMIZATION

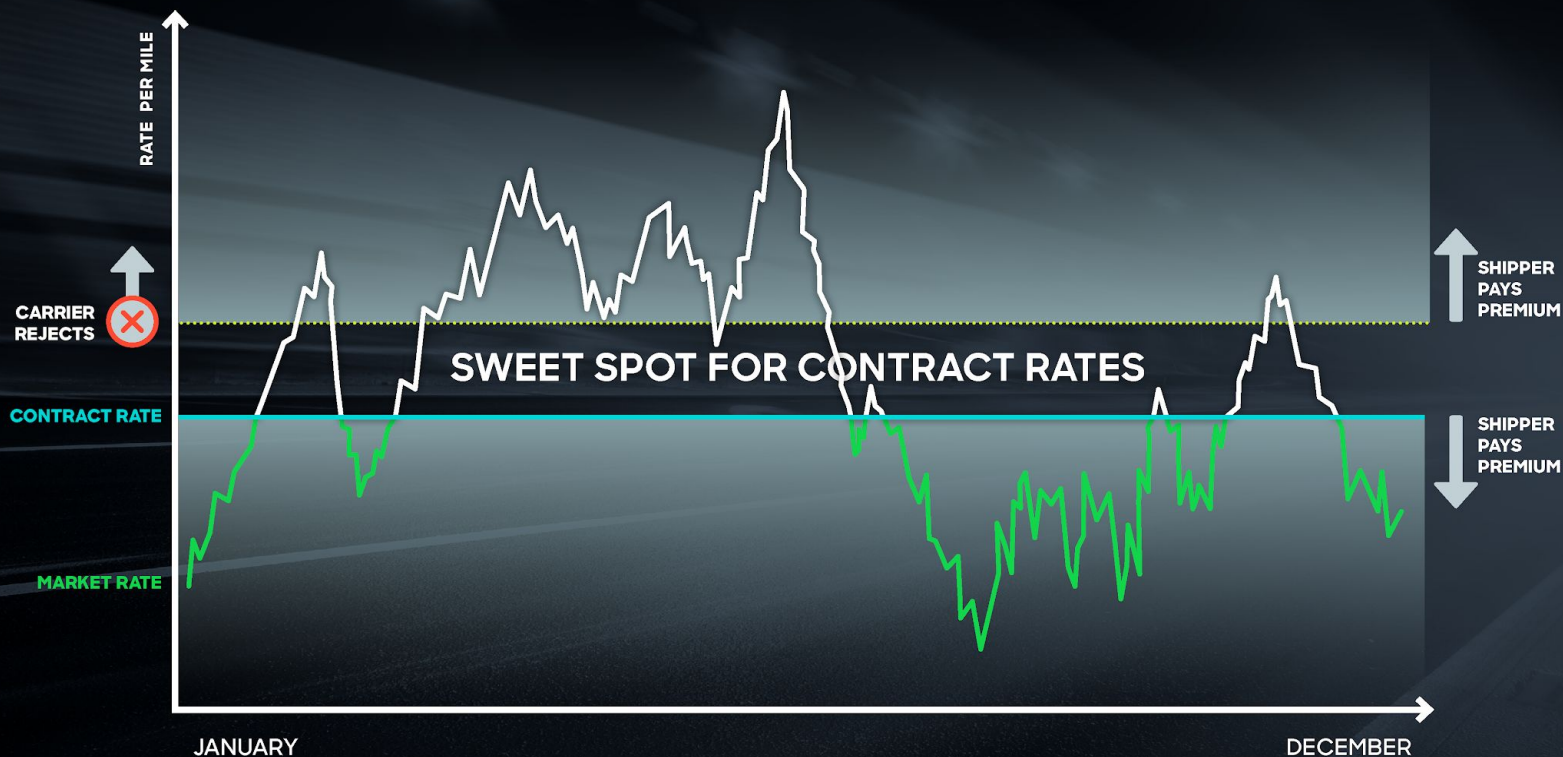
Shift from reactive to
proactive by adding
AI-driven rules



AUTOMATION

Eliminate
inefficiencies and
tedious tasks

COMPARE YOUR RATES WITH THE MARKET



GATHER DATA, CREATE INSIGHTS

A network map of a city, likely New York City, showing a dense grid of streets. Overlaid on the map is a network of green nodes (circles) connected by green lines, representing a data network or supply chain. White lines radiate from a single point on the right side of the map, connecting to various green nodes across the city.

Achieve
Visibility of the
End-to-End
Supply Chain



INSIGHTS

Gather data and
determine areas of
opportunity



STRATEGY

Drive to action with
strategic guidance



OPTIMIZATION

Shift from reactive to
proactive by adding
AI-driven rules



AUTOMATION

Eliminate
inefficiencies and
tedious tasks



The Ability to Predict and Pivot in Real Time is a Requirement for Global Assets Planning



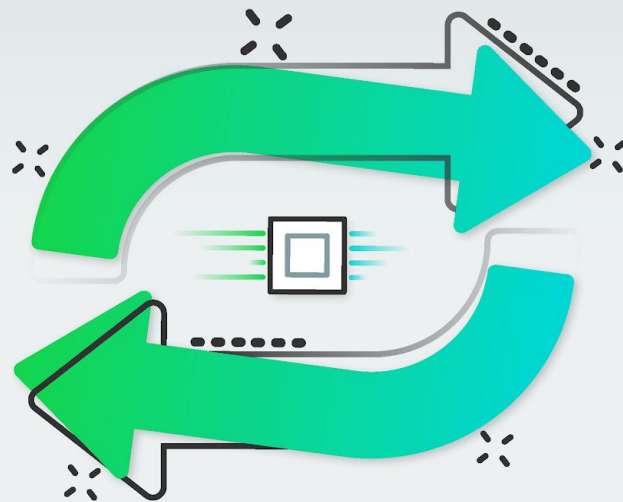
Boundaryless Planning



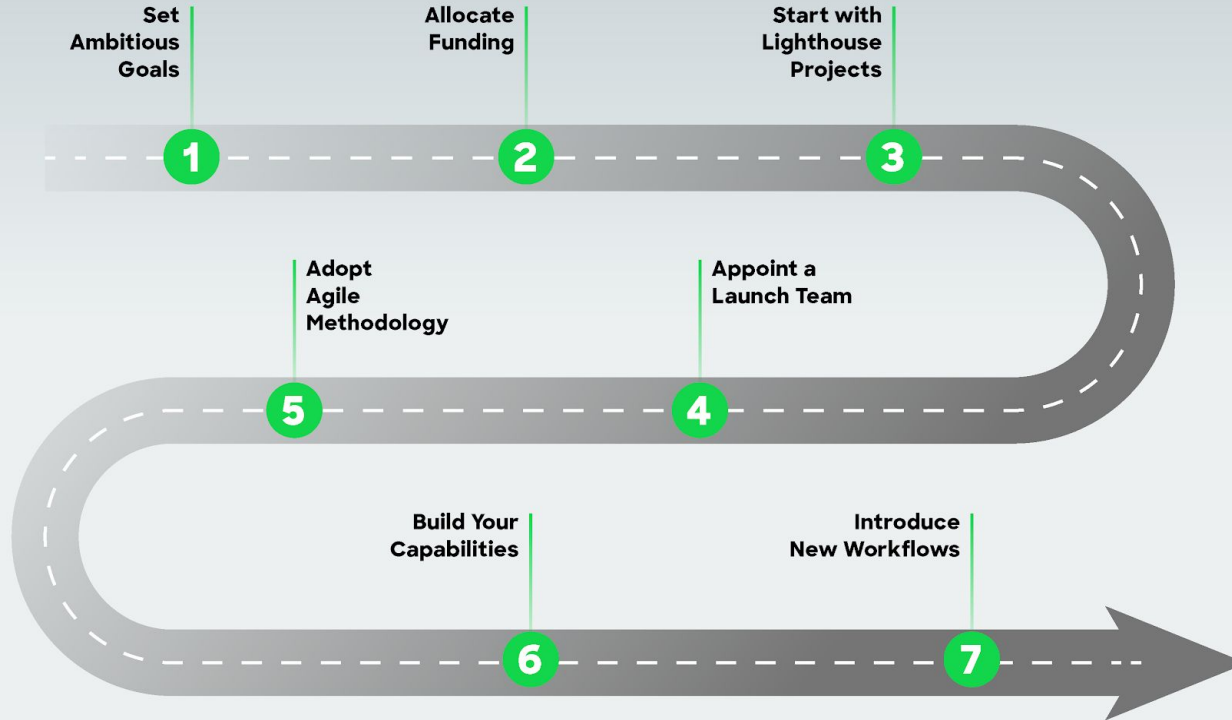
Integrated Planning & Execution



Cognitive Planning Skills



CREATE A DIGITAL TRANSFORMATION ROADMAP





INSIGHTS

Gather data and
determine areas of
opportunity



STRATEGY

Drive to action with
strategic guidance



OPTIMIZATION

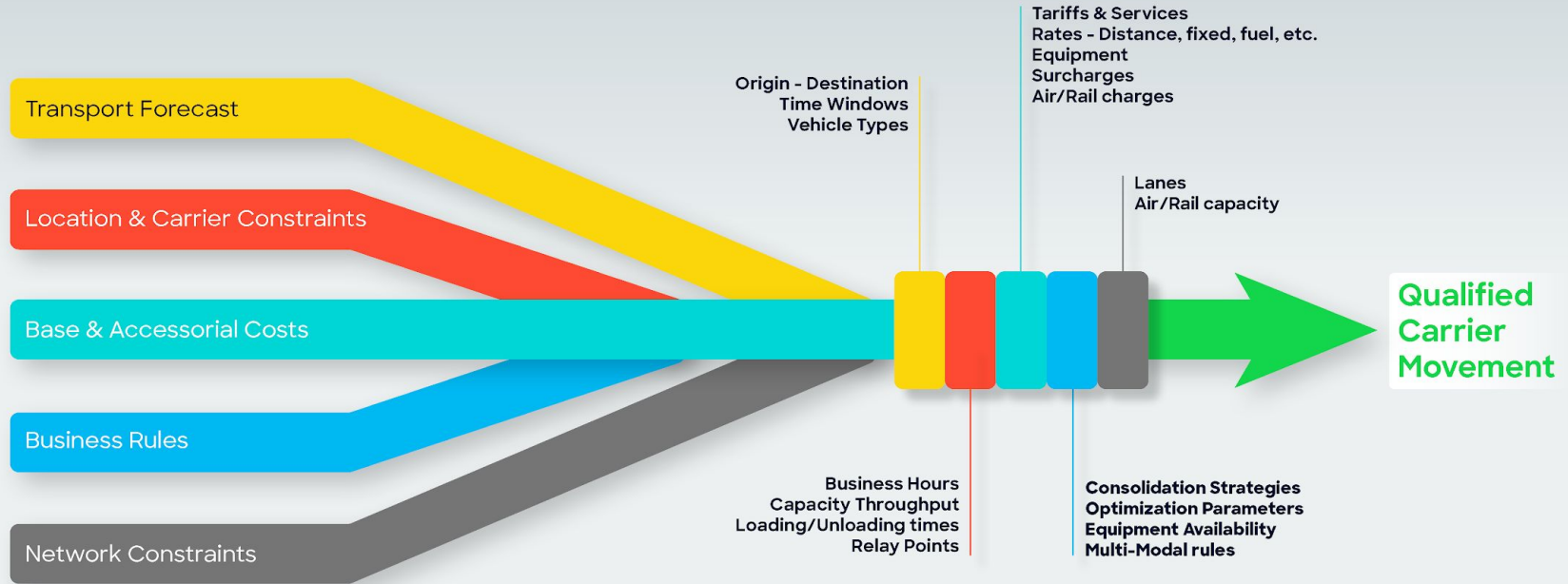
Shift from reactive to
proactive by adding
AI-driven rules



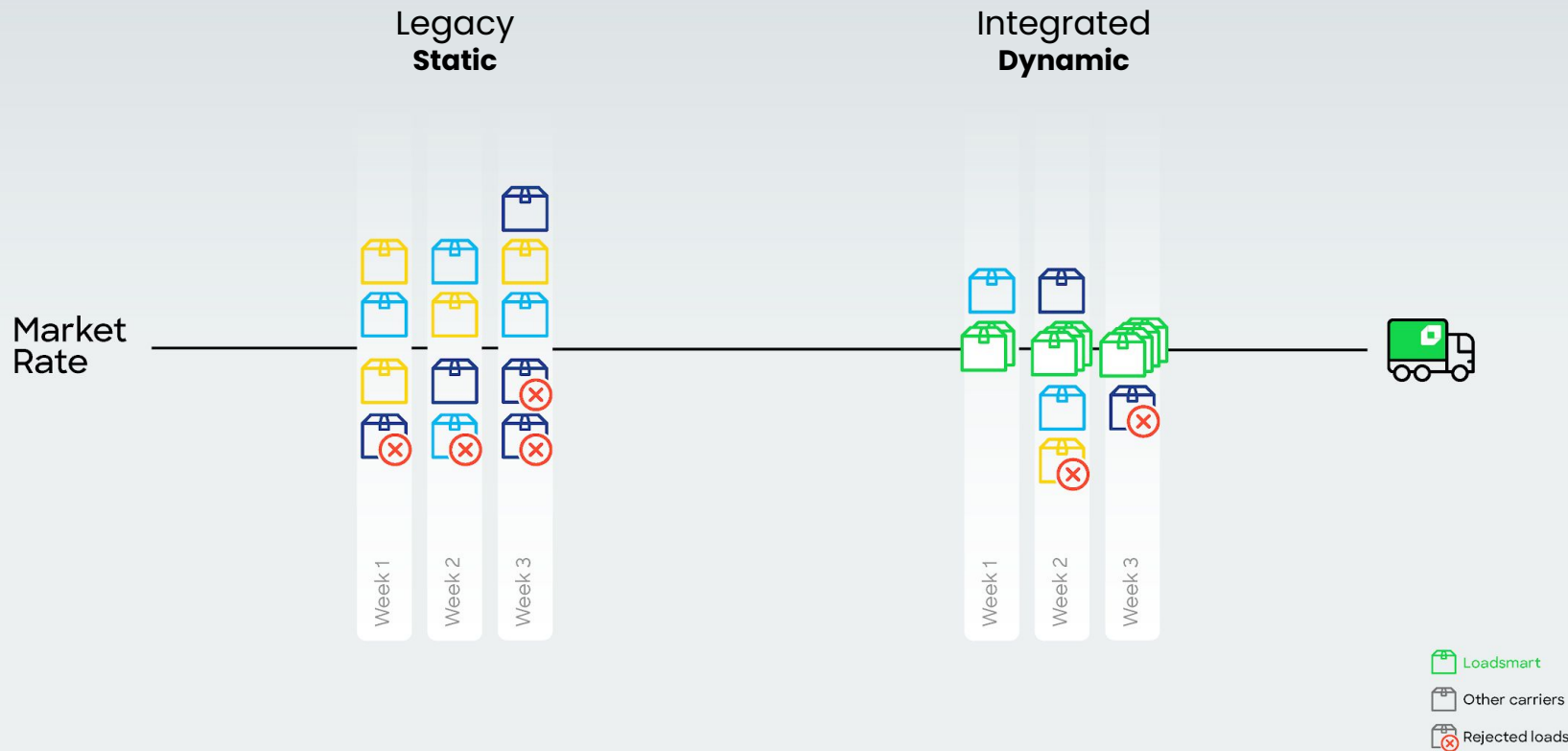
AUTOMATION

Eliminate
inefficiencies and
tedious tasks

TRANSPORTATION PLANNING & OPTIMIZATION



HOW OFTEN ARE YOU GETTING THE BEST RATE?



INSIGHTS

Gather data and
determine areas of
opportunity

STRATEGY

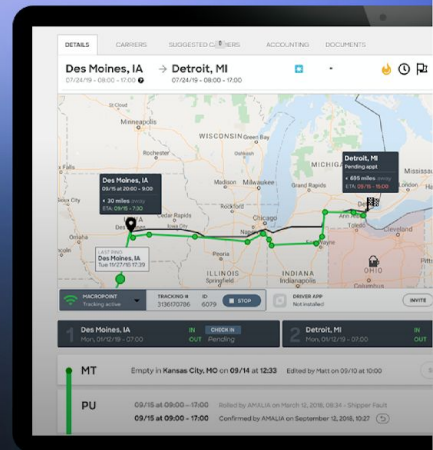
Drive to action with
strategic guidance

OPTIMIZATION

Shift from reactive to
proactive by adding
AI-driven rules

AUTOMATION

Eliminate
inefficiencies and
tedious tasks





Reduce costs by taking advantage of connected ecosystems

Reduce administrative overhead by automating previously manual tasks

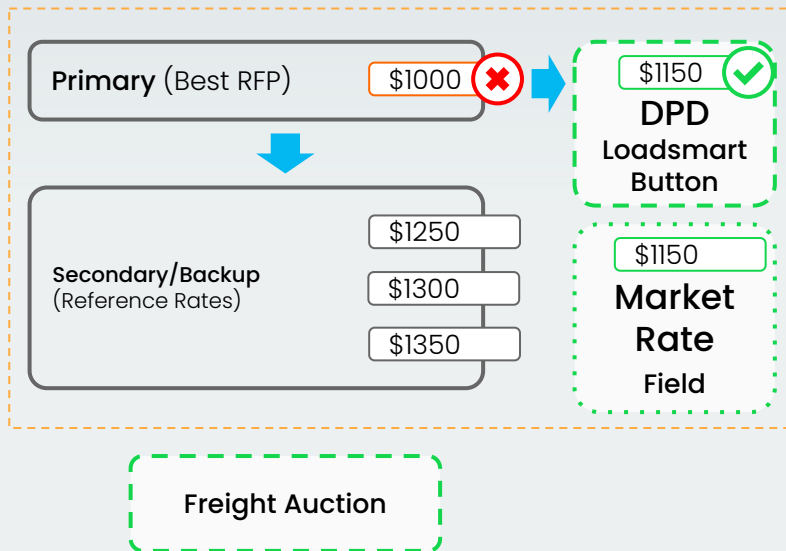


HOW TO USE DYNAMIC PRICE DISCOVERY



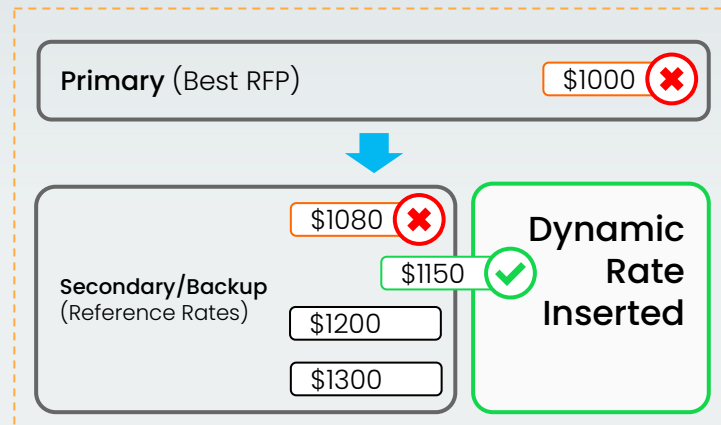
Explore Market Rates in Smart Bench & Rate Shop

Manual – All Lanes



Insert Market Rates in Rate Shop

Automated – Chosen Lanes





4 SIGNS YOU NEED NEW TECH

- Worried about savings left on the table
- More staff is required to handle more volume
- Accurately forecasting freight spend is a struggle
- Unpredictable service interruptions are frequent

The background of the image is a dense, out-of-focus field of dark grey, three-dimensional question marks. These question marks are scattered across the entire frame, creating a textured, repetitive pattern. In the center of the image, the word "QUESTIONS?" is written in a bright, solid green, sans-serif font. The text is sharp and stands out prominently against the darker, blurred background of question marks.

QUESTIONS?

THANK YOU

