

WHAT TO DO WHEN YOUR ROUTING GUIDE FALLS APART



ORACLE®

S E P T E M B E R 2 0 2 0

INTRODUCTIONS



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



Time Consuming
Rate Discovery



Unpredictable
Performance



Lack of
Automation



Fragmented
Platform and
Interfaces

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

OTM PARTNER ECOSYSTEM IS BEST-IN-CLASS

- Our focus
- How we find partners
- Productizing integrations
- Volatility

ORACLE + LOADSMART PARTNERSHIP

- First digital broker integration
- Overwhelmingly positive



WHAT IS THE LOADSMART + ORACLE SOLUTION?



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



INSTANT PRICING & ONE-CLICK BOOKING

Get full-truckload rates instantly and book via your routing guide and/or spot

ORACLE®

TRANSPORTATION MANAGEMENT



DYNAMIC ROUTING

Insert instant market rates directly into your routing guide



AI-POWERED SOURCING

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



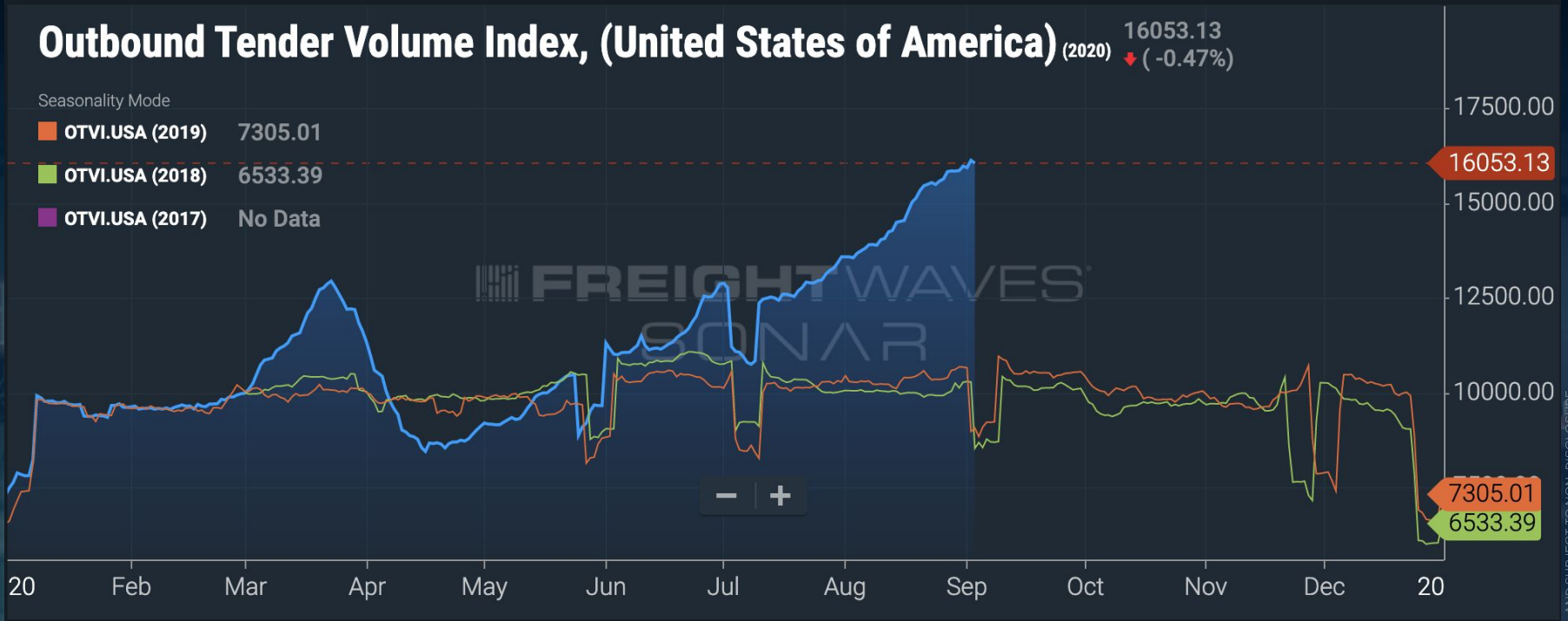
INVOICING

HERE'S WHAT'S HAPPENING IN THE MARKET

Outbound Tender Volume Index, (United States of America) ⁽²⁰²⁰⁾ 16053.13 ↓ (-0.47%)

Seasonality Mode

- OTVI.USA (2019) 7305.01
- OTVI.USA (2018) 6533.39
- OTVI.USA (2017) No Data



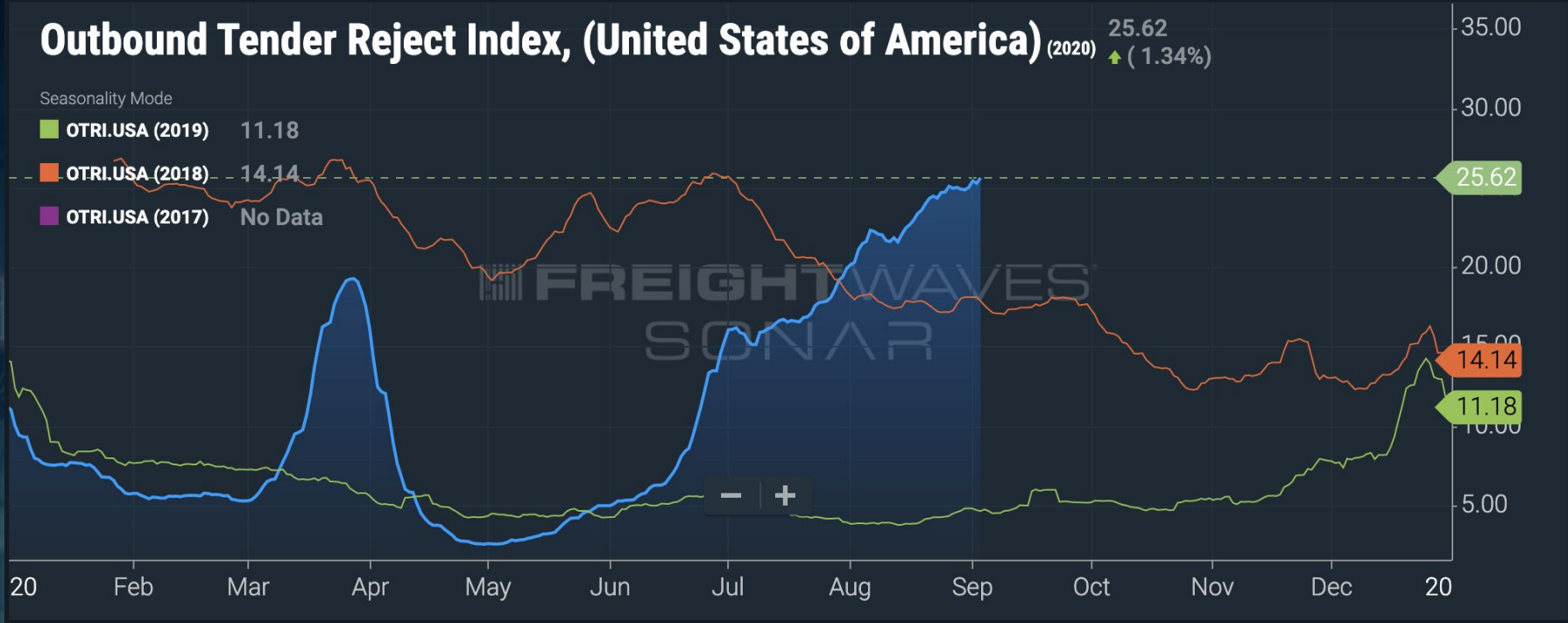
Load Volumes **80%** above 2019

Outbound Tender Reject Index, (United States of America) (2020)

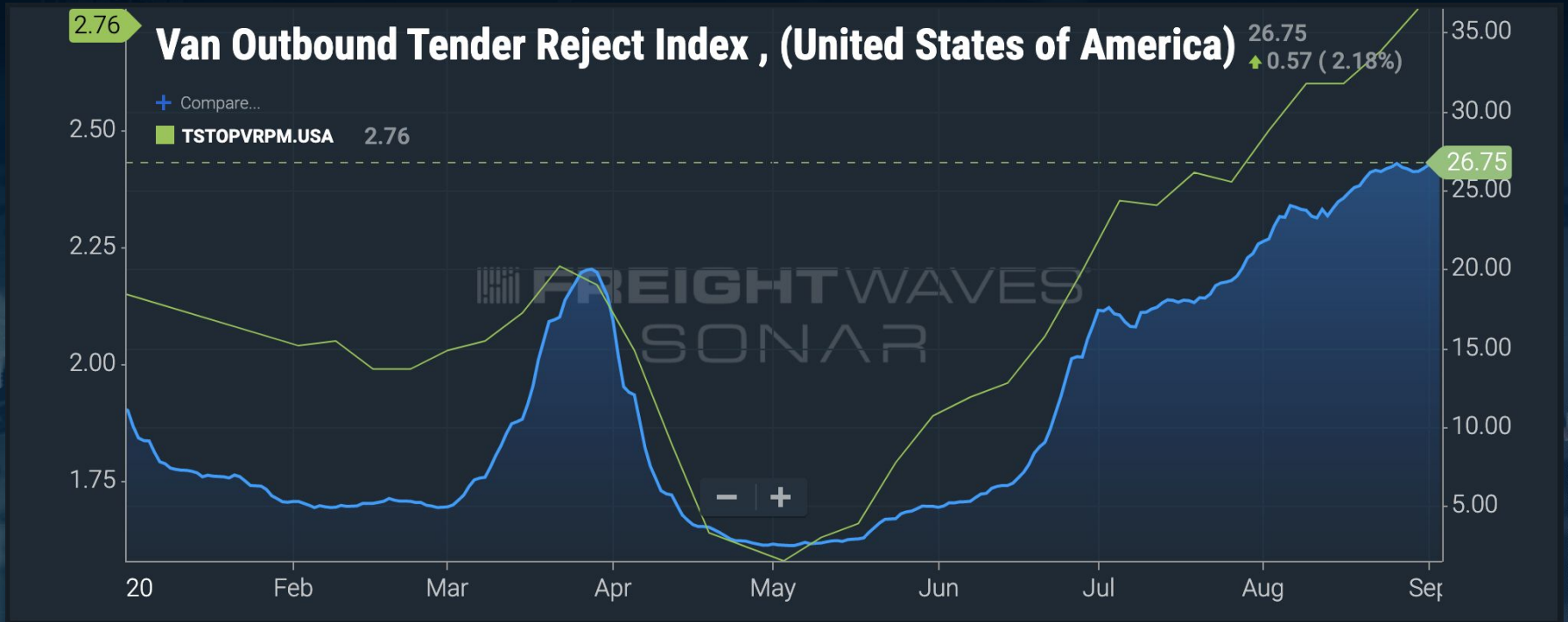
25.62
↑ (1.34%)

Seasonality Mode

- OTRI.USA (2019) 11.18
- OTRI.USA (2018) 14.14
- OTRI.USA (2017) No Data



Tender Rejections >25%



Rates Per Mile correlates strongly with OTRI

2020 MARKET CONDITIONS HAVE LED TO:



Volatility

Large swings in freight volumes

When rejection rates increase, spot rates climb



Tight Capacity

Primary carrier rejections > 25%

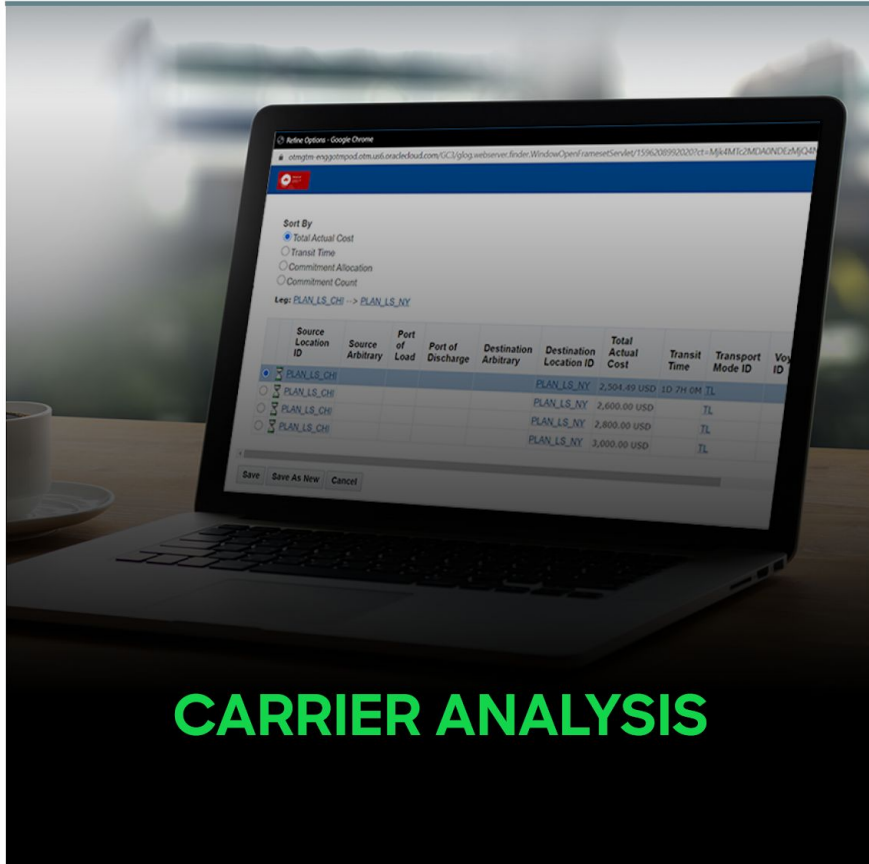
Backup carriers reject with no commitment to shipper & better options available



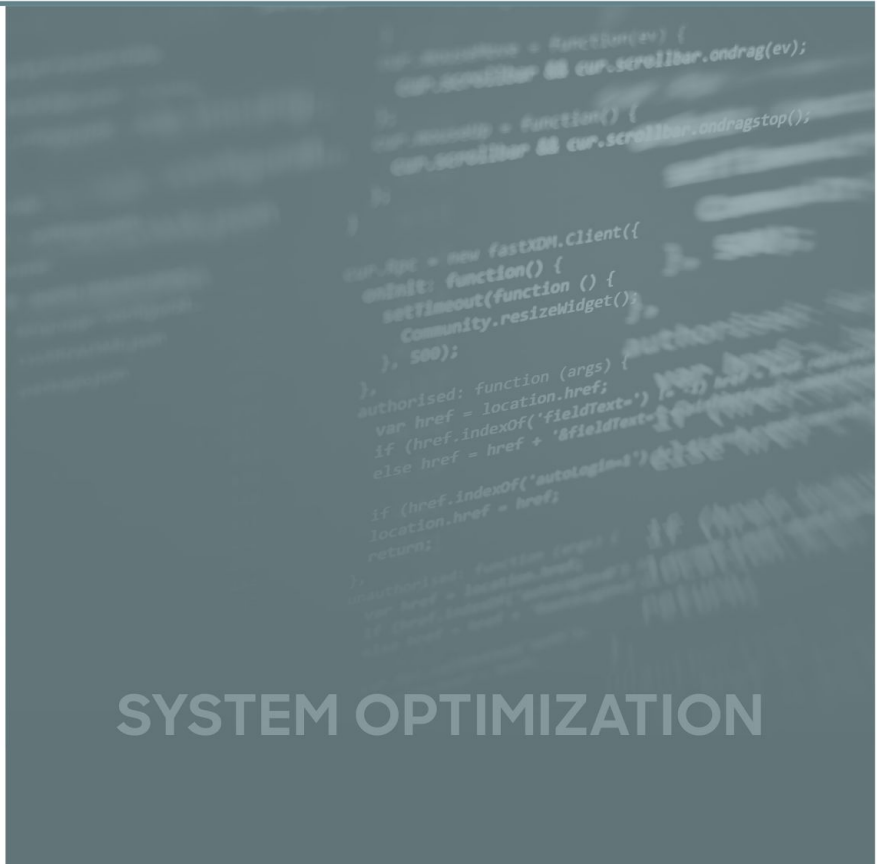
Service Disruptions

Delays, returned loads, chargebacks

The chain of rejections lead to added fees and service failures



CARRIER ANALYSIS



SYSTEM OPTIMIZATION

CARRIER SCORECARD



Carrier	OTP	OTD	PTA	SOTC	Average
1	80	76	95	44	73.75
2	78	71	90	69	77
3	69	60	87	31	61.75
4	66	67	77	58	67
5	65	61	89	87	75.5
6	90	92	90	80	88
7	98	95	71	80	86
8	81	80	80	95	84

WHAT DO SHIPPERS CARE ABOUT?



Timeliness	On-time to PU Appt	On-time to DEL Appt	On-time CRDD	On-time MABD	On-time RAD	
Flexibility	PU Grace Period	DEL Grace Period	30 minutes	60 minutes	90 minutes	120 minutes
Communication	On-time Comms	Tracking Consistency	SOTC			
Tendering	Tender Acceptance	Tender Response				
Accountability	Reason Codes					
Compliance	EDI Compliance	Transit time compliance	Scheduling Compliance			

HEAVY MACHINERY MANUFACTURER



Timeliness	On-time to PU Appt	On-time to DEL Appt	On-time CRDD	On-time MABD	On-time RAD	
Flexibility	PU Grace Period	DEL Grace Period	30 minutes	60 minutes	90 minutes	120 minutes
Communication	On-time Comms	Tracking Consistency	SOTC			
Tendering	Tender Acceptance	Tender Response				
Accountability	Reason Codes					
Compliance	EDI Compliance	Transit time compliance	Scheduling Compliance			

LARGE RETAILER



Timeliness	On-time to PU Appt	On-time to DEL Appt	On-time CRDD	On-time MABD	On-time RAD	
Flexibility	PU Grace Period	DEL Grace Period	30 minutes	60 minutes	90 minutes	120 minutes
Communication	On-time Comms	Tracking Consistency	SOTC			
Tendering	Tender Acceptance	Tender Response				
Accountability	Reason Codes					
Compliance	EDI Compliance	Transit time compliance	Scheduling Compliance			

FOOD & BEVERAGE MANUFACTURER



Timeliness	On-time to PU Appt	On-time to DEL Appt	On-time CRDD	On-time MABD	On-time RAD	
Flexibility	PU Grace Period	DEL Grace Period	30 minutes	60 minutes	90 minutes	120 minutes
Communication	On-time Comms	Tracking Consistency	SOTC			
Tendering	Tender Acceptance	Tender Response				
Accountability	Reason Codes					
Compliance	EDI Compliance	Transit time compliance	Scheduling Compliance			

The results of the analysis
will allow you to optimize



Routing
guides



RFP's and Carrier
negotiations



Capacity
utilization
and modes



Analyze routing guide settings and enable integrations



Which data points are being queried in the routing guides?

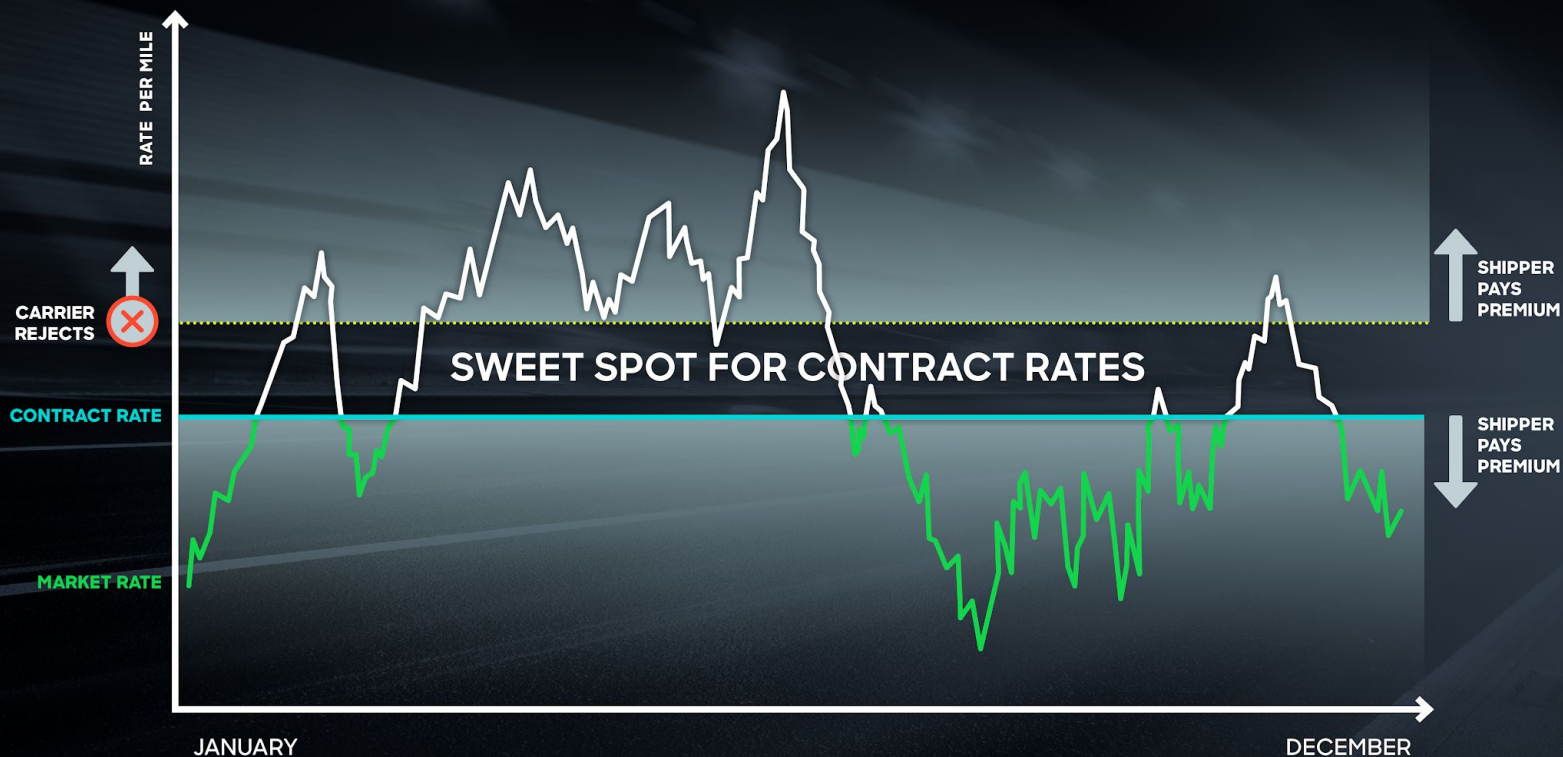


How are carriers ranked?
Price, preference, or both?



Are the routing guide rules effective? Are they used properly?

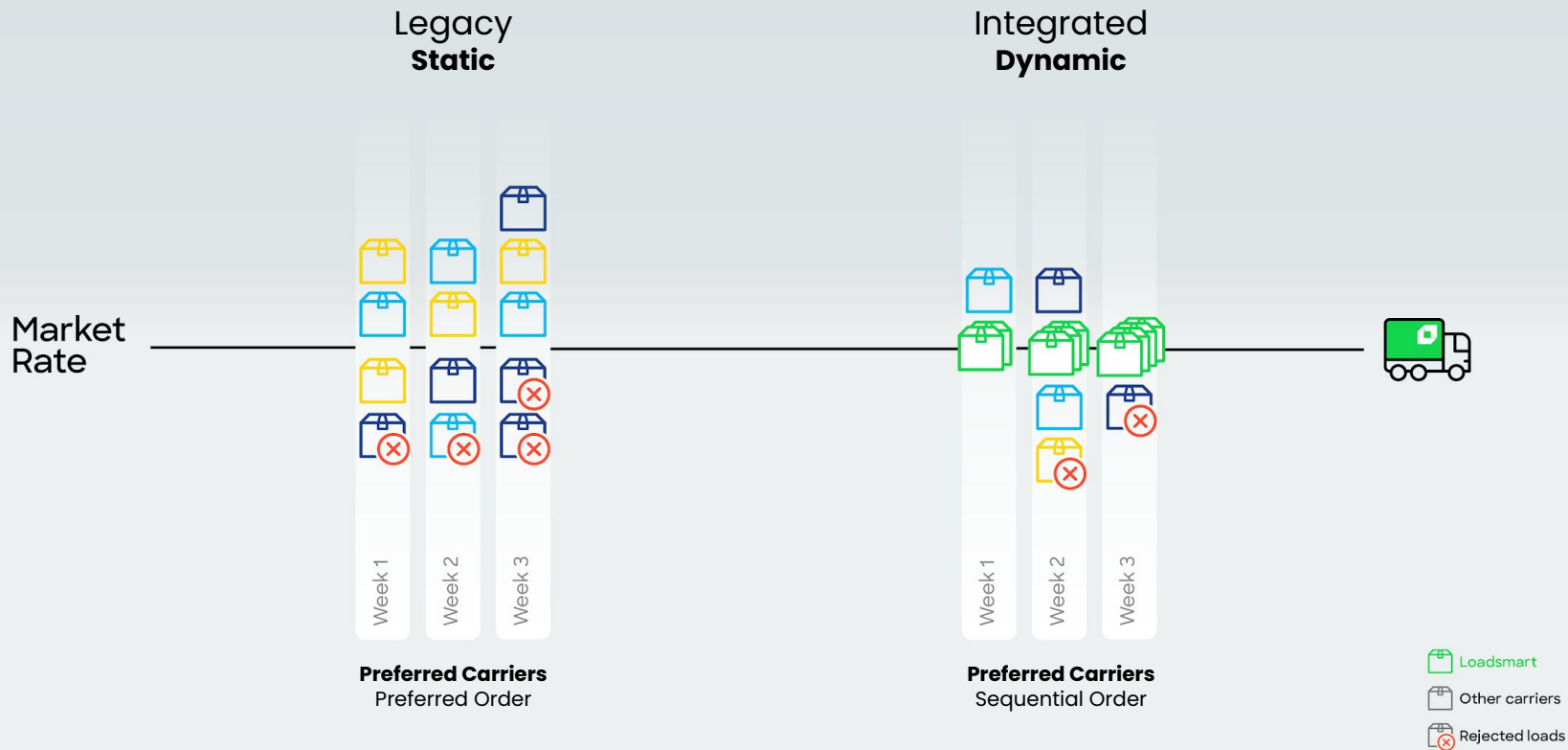
STATIC ROUTING: SHIPPERS PAY MORE



STATIC ROUTING: SHIPPERS PAY MORE



HOW OFTEN ARE YOU GETTING THE BEST RATE?



Inefficient routing guides send loads to the spot market



Tedious & Time Consuming:
Require overhead
(phone calls,
emails)



Service Risk:
Unfamiliar carriers
may back out and
cause disruptions



Lack of Pricing Transparency:
Hard to know if it's a
fair deal. Prices climb
as pickup time nears



Integrations for the systems you use everyday

Your routing guides always call stored rates from carriers

For us, that's the end point.

LIST OF CARRIERS ON A LANE

Carrier A	...
Carrier B	...
Carrier C	...
Loadsmart	...

DATABASE OF RATES

Carrier A	\$1000
Carrier B	\$1400
Carrier C	\$1100
Loadsmart	API

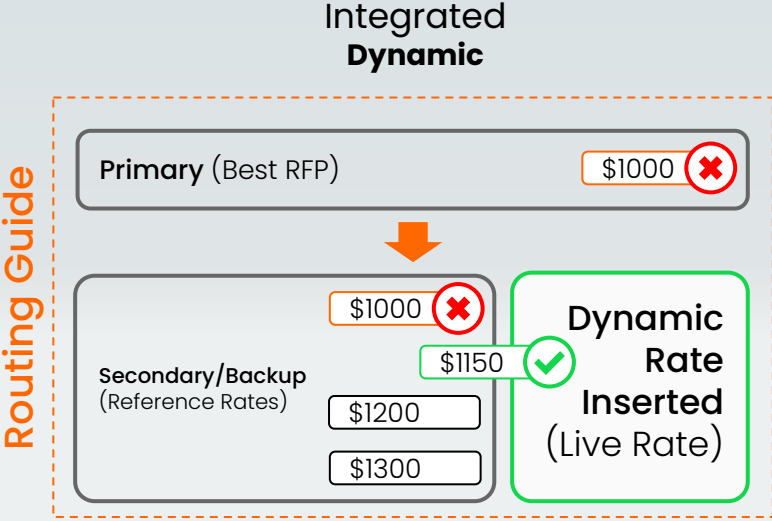
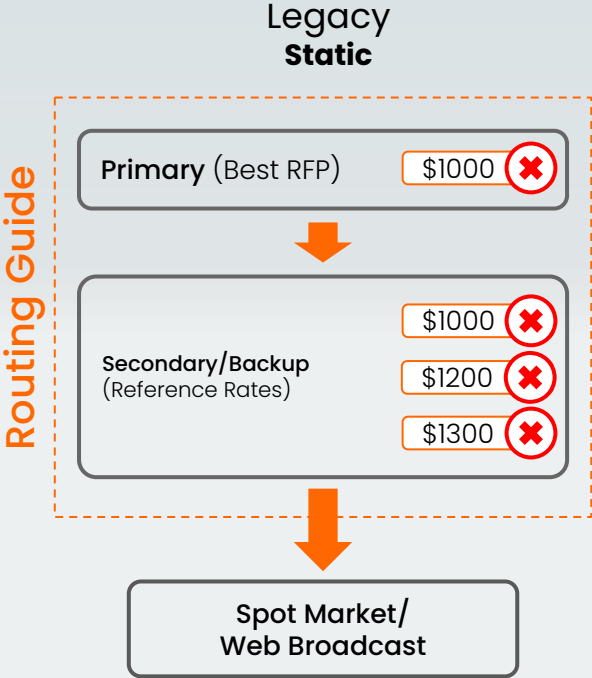
SAVED CARRIERS

SAVED RATES

WATERFALL IN PRICE ORDER

Carrier A	\$1000
Carrier B	\$1100
Loadsmart	\$1200
Carrier C	\$1400

ROUTING GUIDE CONFIGURATION CHOICES



LIVE INSTANTLY BOOKABLE MARKET RATES



Refine Options - Google Chrome

otmgtm-enggotmpod.otm.us6.oraclecloud.com/GC3/glog.webserver.finder.WindowOpenFramesetServlet/1596208992020?ct=Mjk4MTc2MDA0NDZMjQ4NDY1&url=%2FGC3%2Fglog.webserver.util.QueryResponseServlet%2F1596208992...

Help

Sort By

- Total Actual Cost
- Transit Time
- Commitment Allocation
- Commitment Count

Leg: [PLAN_LS_CHI](#) --> [PLAN_LS_NY](#)

	Source Location ID	Source Arbitrary	Port of Load	Port of Discharge	Destination Arbitrary	Destination Location ID	Total Actual Cost	Transit Time	Transport Mode ID	Voyage ID	Service Provider ID	Preferred Carrier	Start Time	E
<input checked="" type="radio"/>	PLAN_LS_CHI					PLAN_LS_NY	2,504.49 USD	1D 7H 0M	TL		LOADSMART	△	2020-08-10 05:00 America/Chicago	202
<input type="radio"/>	PLAN_LS_CHI					PLAN_LS_NY	2,600.00 USD		TL		DEMO_CARRIER2	△		
<input type="radio"/>	PLAN_LS_CHI					PLAN_LS_NY	2,800.00 USD		TL		DEMO_CARRIER3	△		
<input type="radio"/>	PLAN_LS_CHI					PLAN_LS_NY	3,000.00 USD		TL		DEMO_CARRIER1	△		

Save Save As New Cancel

International Beverage Manufacturer:

20%
STATIC

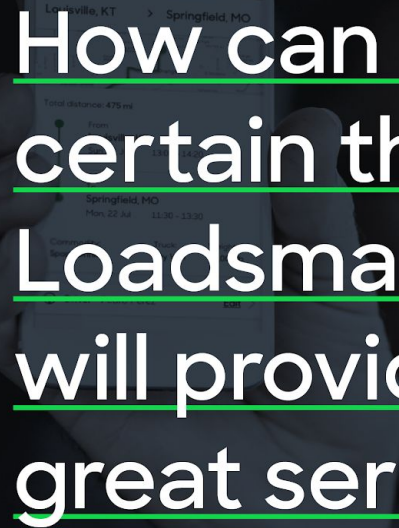
High volume lanes

70%
HYBRID

Mid/ low volume lanes

10%
DYNAMIC

Non-contracted lanes



How can I be
certain that
Loadsmart
will provide a
great service?

- ✔ Single POC
- ✔ Full ownership of your loads
- ✔ Rigorous and continual carrier screening
- ✔ Different approach to our carrier partners

OTP



On Appt. Time	88.00 %
On MSBD Time	0.00 %
On MABD Time	0.00 %
On Grace Period	8.00 %
Missed but not LS fault	0.00 %

OTD



Missed Appt. Time	4.00 %
Missed Grace Period	0.00 %
Missed MSBD Time	0.00 %
Missed MABD Time	0.00 %

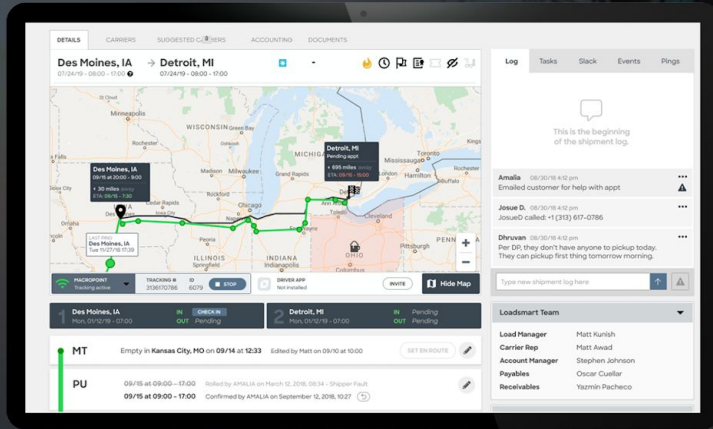
ACCOUNT MANAGER: YOUR SINGLE POC



Tech



Touch



1

**Confirm OTM
Supported
Version**

2

**Agree to Initiate
Integration**

3

**Hold Planning
Kick-Off Call**

4

**2 Hours
Implementation
Time**

QUESTIONS?



THANK YOU

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