

# NIT LEAGUE TRANSPORTATION SUMMIT

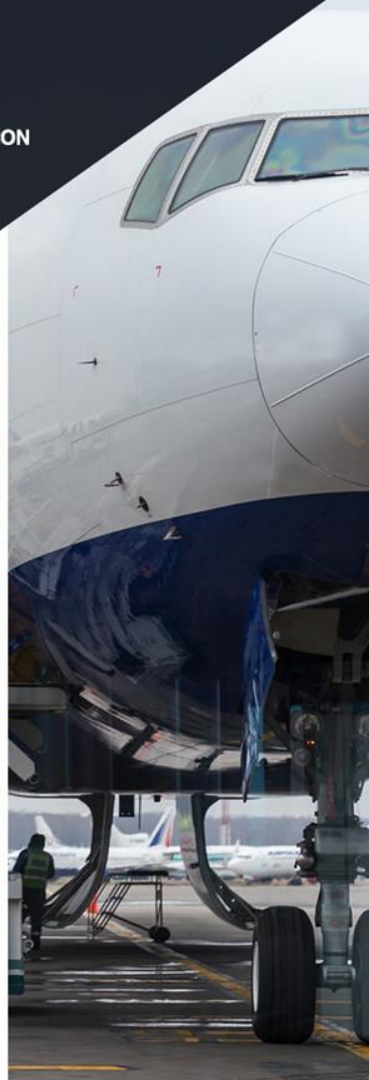


**NITL**

THE NATIONAL  
INDUSTRIAL  
TRANSPORTATION  
LEAGUE

**WELCOME TO THE FUTURE: I MAKE A DIFFERENCE**

**JAN 30 - FEB 1, 2017 ■ SAN DIEGO, CA  
HILTON SAN DIEGO RESORT AND SPA**





NIT League Transportation Summit  
*Highway Transportation Panel*

# Digital Transformation Threat or Opportunity?

Alan Amling

# The Pace of Change is a Sprint



facebook



BuzzFeed

NETFLIX

U B E R



WARBY PARKER  
eyewear



# Customers today demand more



POWER SHIFT



PROLIFERATION



GLOBALIZATION



We're accelerating into a future shaped less by countries than by connectivity. Mankind has a new maxim – **Connectivity is destiny – and the most connected powers, and people, will win.** – *Parag Khanna*



Essentially...UPS is a connectivity company...and the way the sellers and buyers connect continues to change.





**Our future is as distant as our minds I wishes it to be**  
*Jim Casey – UPS Founder*



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## **Trent Broberg**

General Manager

Truckstop.com

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**truckstop**  
.com



## **AGENDA:**

- The uberization of freight is nothing new
- Technology down to the end user
- Roads may be paved with gold for Truckers

## Volume

Largest Independent Load Board

**275,000+** Loads per day | **70,000,000+** Loads created annually



**70% +**  
Share of spot-market freight

## Engagement

Truckstop.com



**61 Minutes**  
Average Truckstop.com session



**2.95 Million**  
Session hours per month



**1 Billion**  
Page views per month

**10 Million**  
Daily searches

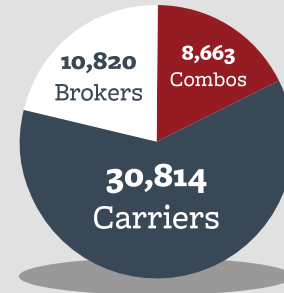
### Daily Searches

115 per second | 7,000 per minute  
400,000 per hour

## Network

Customer Base

**51,165 Total Accounts**



**877,000 Trucks**  
(Carriers + Combos)



**200,000+ Users**



**97%**  
Customer Satisfaction





**Tired of unreliable and inconsistent broker capacity?**

**ACCESS REAL CAPACITY.**

**High Volume | Drop Trailers | Temp Control | Vans | Flats**

**Jeff Tucker, CEO**

**Jeff.Tucker@tuckerco.com**

**[truck.train.ship.plane](http://truck.train.ship.plane)**

**800.229.770 TUCKERCO.COM**

## Tucker Company Worldwide – Jeff Tucker

- Broker growth
- Carrier growth
- Freight matching's tip of the spear
  - Value is in using data to improve organizational behaviors



## Carrier Growth Across the Board

Trucking Firms	All Fleets	Small (1-6)	Mid Size 7-100	Large (100-500)	501+
January 2014	168,725	135,616	30,206	1,731	321
July 2014	185,694	150,989	31,825	1,774	350
January 2015	188,846	152,860	32,216	1,760	344
July 2016	200,896	164,420	33,388	1,833	354
October 2015	204,169	167,159	33,907	1,845	360
January 2016	197,607	161,395	33,270	1,806	370
April 2016	200,262	163,903	33,419	1,806	373
May 2016	202,695	166,143	33,611	1,806	377
June 2016	204,871	168,169	33,802	1,814	374
July 2016	207,115	170,285	33,963	1,823	376
August 2016	209,118	172,143	34,147	1,828	376
September 2016	209,531	172,479	34,289	1,831	371

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## Controlling Inbound = Cost of Goods Savings

Sample Data from Large Chemicals/Oil Firm			
Shipment Type	Value of Freight (%)	Delivered Freight Prepaid & Add = 10% <b>Total Goods Savings</b>	Delivered Freight Prepaid & Add = 20% <b>Total Goods Savings</b>
Truckload	2.67%	<b>7.3%</b>	<b>17.3%</b>
Expedited	5.90%	<b>4.1%</b>	<b>14.1%</b>
Heavy haul	8.64%	<b>1.4%</b>	<b>11.4%</b>
<b>TOTALS</b>	<b>3.85%</b>	<b>6.2%</b>	<b>16.2%</b>

## Visibility Drives Production

TUCKER COMPANY WORLDWIDE, INC. Delivery Tracking System

### Deliveries

Pro # Click to View POD	Ship Date	Apt Date	Delivery Date	Signed By	Customer Ref #	Pieces Description Weight	Pick-Up	Consignee	Status Click to View Check Calls	Invoice Click to View Invoice
444234	12/14/16	12/19/16			4502432605 DELAWARE	1 FIBERGLASS TANK 3000	KBK INDUSTRIES RUSH CENTER KS 67575	DELAWARE CITY REFINING DELAWARE CITY DE 19706 TERRY SNYDER	COVERED	
444387	12/13/16	12/14/16			4502439086	1 FILTERS ELBMENTS 525	PRECISION FILTRATION PENNSBURG PA 18073	DELAWARE CITY REFINING DELAWARE CITY DE 19706	DISPATCHED	
443763	12/12/16 08:00	12/12/16	12/12/16	WUNDER	4502437659 41885 4502437659	3 CERAMIC BALLS/NH 6500	M CHEMICAL COMPANY PENNSAUKEN NJ 08110	DELAWARE CITY REFINING DELAWARE CITY DE 19706 DREW DWYER	DELIVERED	
444281	12/12/16	12/13/16 08:00	12/13/16			10 FILTERS 11000	EVOQUA FALLINGSTON PA 19054	DELAWARE CITY REFINING DELAWARE CITY DE 19706	DELIVERED	
443980	12/08/16	12/09/16	12/09/16		4502437491 1402259	1 COMPUTERCABINETS 510	INVENSYS FOXBOROUGH MA 02035	DELAWARE CITY REFINING DELAWARE CITY DE 19706 DREW	DELIVERED	
444044	12/08/16	12/09/16	12/09/16	BRIAN WUNDER	4502437997	1 FILTERS ELBMENTS 290	PRECISION FILTRATION PENNSBURG PA 18073	DELAWARE CITY REFINING DELAWARE CITY DE 19706	DELIVERED	
444079	12/08/16	12/08/16	12/08/16		4502433843 DELIVERY FOR BILL	1 VALVE 500	DRESSER RAND SERVICES HORSHAM PA 19044	DELAWARE CITY REFINING DELAWARE CITY DE 19706 BILL SANNER	DELIVERED	
443718	12/06/16 11:19	12/12/16 11:34	12/12/16	WUNDER	4502433058 REF 76409-000 &	1 SLUTH OIL SYSTEM 500	INTEROCEAN SAN DIEGO CA 92123	DELAWARE CITY REFINING DELAWARE CITY DE 19706 MARY DELACY	DELIVERED	
443812	12/06/16 16:00	12/07/16	12/08/16	JON OF VOLPE	4500922238	1 FILTERS 390	EVOQUA FALLINGSTON PA 19054	DELAWARE CITY REFINING DELAWARE CITY DE 19706	DELIVERED	

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## Behaviors Impact Freight Costs

### 2014 YTD

56% Same Day Pickup

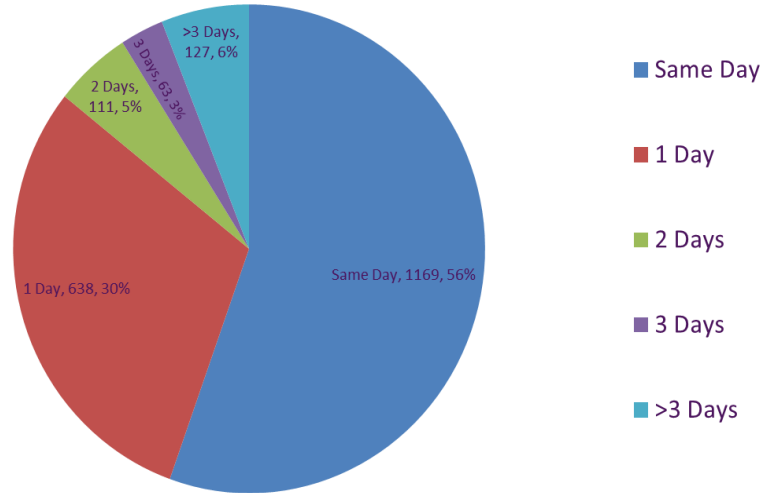
86% <24 Hours

### 2014 1<sup>st</sup> half

85% <24 Hours

### 2012-2013

45% < 24 Hours



Note: Most vendors know days/weeks in advance of when product needs to ship

## Cold Carriers

Bill Morrisroe

- Cold Carriers is an Asset-Based Refrigerated Carrier, with 640 power units, based in Lakeland, FL
- Currently undergoing an M&A, with growth to 1,000 trucks in 2017
- Core markets are the Food, Beverage and Pharmaceutical/Health Care industries
- Focus points as a panelist today:
  - Governmental Mandates that will change our industry in 2017 and beyond
  - M&A in transportation
  - Driver retention, compensation and utilization







**Eric Starks**  
Chairman and CEO

- Freight Transportation Forecasting
  - Equipment Focus
  - Freight Focus
  - State of Freight
  - Reports & Services
  - Consulting & Research



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# Q & A

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