



NIT LEAGUE TRANSPORTATION SUMMIT

*Embrace the Future:
Developing Your
Transportation Survival Kit*

January 29-31, 2018 • InterContinental® Dallas





Brent Hutto
Chief Relationship Officer
Truckstop.com





About us

Truckstop.com is a family of brands that provides end-to-end solutions throughout various links in the supply chain.



Founded in 1995 as the web's first load board.



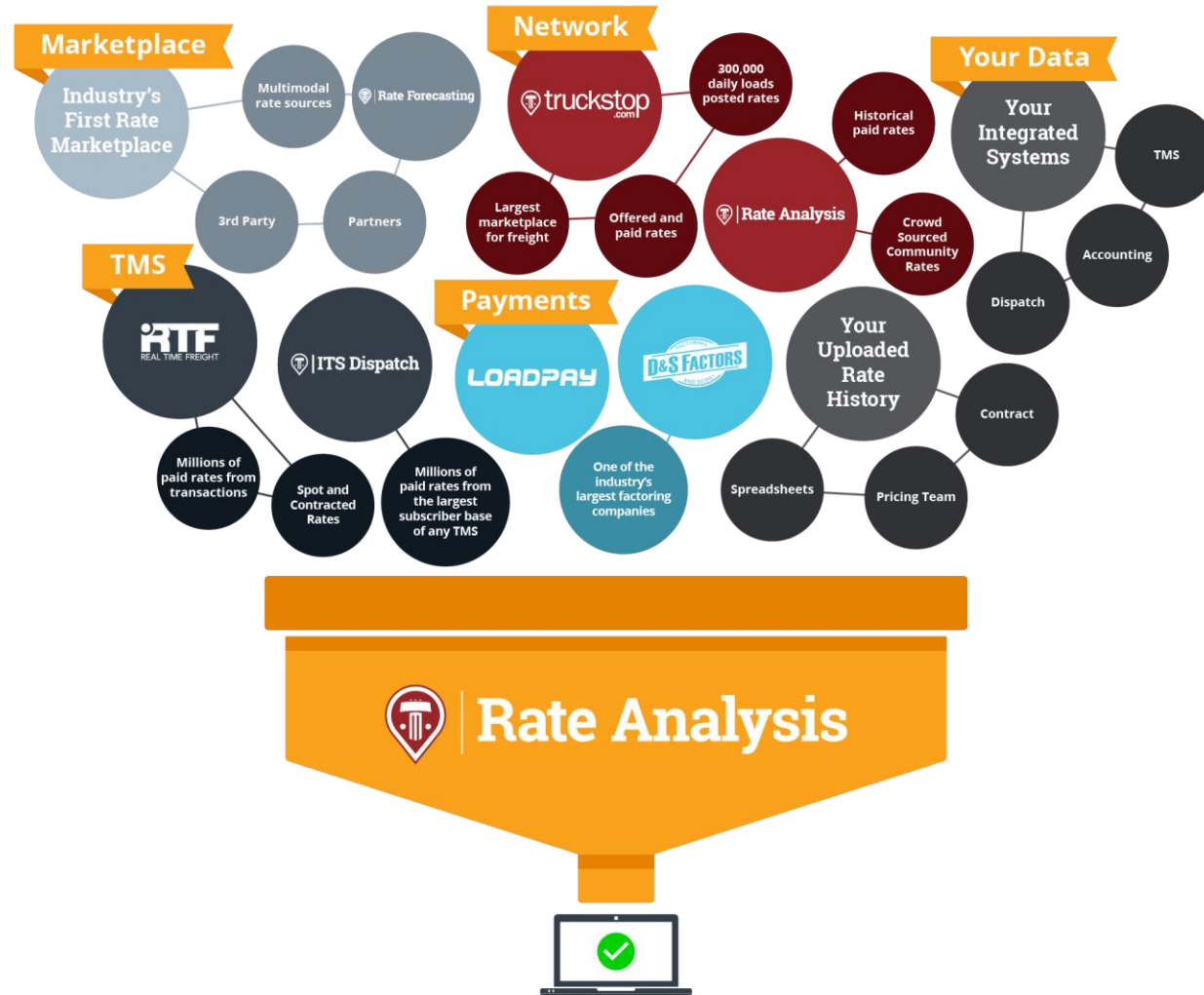
Largest freight-matching ecosystem in the transportation industry.



More than 70-100+ million loads posted annually.



Big Data





Truckstop.com At-A-Glance

Live Feed: Postings & Rates

	Available Loads	Opportunity Amount	Avg. Posted Rate/Mile	Loads Moved Today	Opportunity Realized	Avg. Paid Rate/Mile
Flatbed 	126,313	\$139.6 M	\$2.02	142,870	\$172.6 M	\$1.99
Van 	59,777	\$60.8 M	\$1.70	84,181	\$107.6 M	\$1.76
Reefer 	32,493	\$52.2 M	\$1.45	57,094	\$89.9 M	\$1.86
Heavy Haul 	57,555	\$68.9 M	\$2.09	65,865	\$94.6 M	\$2.10
Specialized 	26,220	\$47.3 M	\$2.24	28,820	\$55.4 M	\$2.28
LTL 	8,274	\$12.3 M	\$1.46	11,376	\$16.5 M	\$1.54



Improving Freight Velocity

Fundamental Belief:

“Transparency of Information”

*Creates speed & success
for all in freight movement.*



Why am I saying this?

“In today’s economy,

It is not the **big** that eat the **small**,

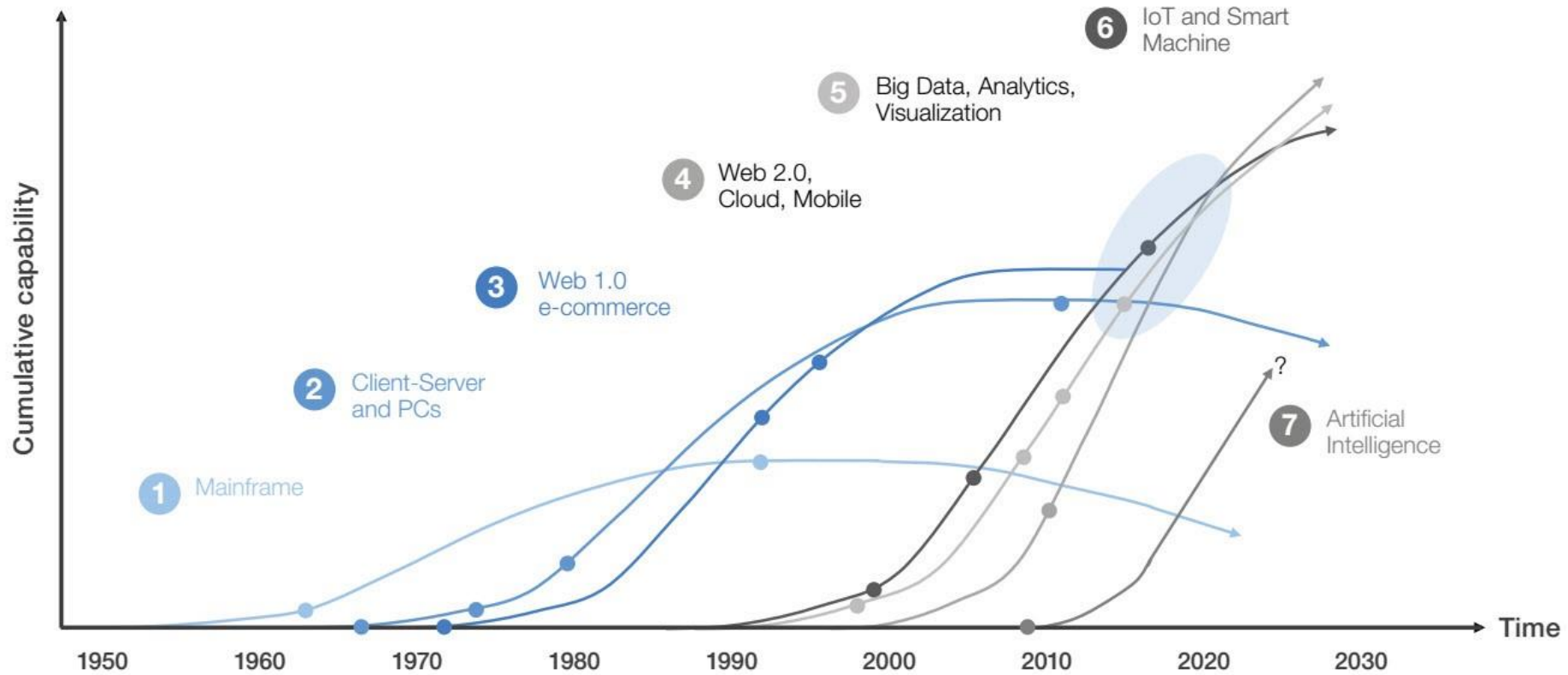
It is the **fast** that eat the **slow.**”

Andy Grove, CEO Intel (1996)



Speed of Change

Figure 1. The combinatorial effects of new technologies are accelerating the pace of change





“Evolve or Die”

“Deregulation”

- 1980 – Top 50 Fleets
- 2018 – Only 3 remain

BRICK & MORTAR RETAILER MARKET VALUE (2006* VS. TODAY)

Item	Market Value 2006	Market Value Today	% Change
	\$28.4B	\$14.5B	(49%)
JCPenney	\$18.1B	\$3.0B	(83%)
KOHL'S	\$24.2B	\$9.9B	(59%)
★macy's	\$24.2B	\$13.0B	(46%)
NORDSTROM	\$12.4B	\$9.8B	(21%)
sears	\$27.8B	\$1.3B	(95%)
	\$51.3B	\$43.8B	(15%)
Walmart 	\$214.0B	\$219.3B	2%
	\$17.5B	\$351.8B	1,910%

Source: Yahoo Finance
*Peak Market Value 2006



Spot Market Perception

1. It's just a load board
2. The load board is only for backhauls
3. Type of freight is "Post and Pray"

**The Spot Market is only for
last resort**



- Strategic Business Platform – Not just your average loadboard
- 56% of users use Truckstop.com as a primary source of freight/trucks
- Less than 50% of the freight is posted on the same day as pickup



Spot Market Perception

Head Haul = 16%

Back Haul = 11%

Continuous Movement = 73%

2017 Truckstop.com
Freight Searches = **775 Million**



Value of Transparency

Rate Communication

Loads posted with a payment amount move
4x faster (3.9434 times)
than those without a price posted.



Transparency – Gets Even Better

Based upon Rate Ranking

#1- 6.6227 times faster

#2- 5.6479 times faster

#3- 5.9548 times faster

#4- 5.0042 times faster

#5- 5.2456 times faster

#6- 4.4069 times faster

#7- 4.3039 times faster



Conclusion – Markets Continue to Change

- Competition
- Data Driven
- All Freight Markets are Legitimate Business Arenas

➤ **Transparency + Collaboration = Most Efficient Freight Velocity**