



**INCREASE YOUR VALUE WITH
A MODERN TECHNOLOGY
SOLUTION FOR FINAL MILE**

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SHIFTS IN B2B FIRST/FINAL MILE SHIPPING EXPECTATIONS

Supply chain challenges have altered the way shipments are handled, forcing Shippers and third-party logistics (3PLs) providers to re-evaluate their shipping operations in response to capacity constraints and the blending of lines of service between LTL, FTL, and delivery of parcel, which has impacted the need for expedited shipping and increased visibility.

Over 50% of local shipments for first/final mile and express delivery are B2B, and some experts believe it's as much as 80% of the total \$200+ billion global market. According to *FreightWaves*, that final mile market is expected to grow about 12% in the next several years, well into 2025, accelerating the need even further for local, express, and expedited delivery for first/final mile B2B shipping. Some industry experts would argue that the need for a comprehensive first/final mile technology solution has been heightened equally, if not more, in the B2B world and will continue to escalate and elevate its significance in the supply chain.

Today, outdated systems and manual processes continue to plague your customers in the first/final mile space and negatively impact productivity and profitability. In a recent SOTI report, "more than half of transportation and logistics companies surveyed were convinced that their continued use of outdated technology has either caused or is causing them to lose their customers." Without modern technology, your customers not prepared to adjust to unexpected situations and cannot handle first and final mile delivery operations efficiently to remain competitive.

Top Features of a Final Mile Technology Solution

Route Optimization

Banyan Technology's automated technology solution captures all of your shipment data to help you determine the most efficient routes.



Rating & Tendering

Real-time connectivity to 3x more carriers than the competition for rating and tendering all shipping modes - LTL, Truckload, First/Final Mile, and Parcel.



Proof of Delivery

Banyan's LIVE Connect™ platform provides digital PODs and eBOLs for added efficiency and delivery conformation, giving you more peace of mind.



Real-Time Status Updates

Increase visibility with automated, real-time tracking notifications about your shipments.



Reports & Analytics

LIVE Connect captures all of your shipment data, which is available for review when you need it. This level of business intelligence serves as a single source of truth to help you make better shipping decisions.



What Can You Achieve with a Final Mile Delivery Solution?



What Customers Can Achieve With A Final Mile Delivery Solution





EXPANDED SOLUTIONS FOR FIRST AND FINAL MILE

As supply chain challenges continue to transform your customers' delivery expectations, you need real-time access to reliable first and final mile carriers to maintain a competitive grasp in the evolving over-the-road (OTR) landscape. A comprehensive freight management technology platform that has tools for all over-the-road (OTR) shipping modes is the solution.

Choosing a technology partner with an enhanced Final Mile product, allows you to rate, schedule, and track first and final mile shipments to anywhere in North America from a single API connection, giving you access to more first and final mile carriers and service levels to transport your hard-to-move shipments. A comprehensive digital solution, paired with real-time OTR connections and a powerful suite of freight management tools, gives you the agility and tools you need to exceed your customers' expectations.

**More than
10,000
drivers and
assets in
the U.S. and
Canada**

Expanded first and final mile carrier connections enable your team to:

- Access more than 10,000 final mile assets and drivers in the U.S. and Canada via live connections
- Provide peace of mind for your customers with real-time tracking and visibility
- Streamline your operations by having access to vetted first and final mile providers all in one place
- Quickly and easily rate and schedule hard-to-move freight that some LTL carriers won't transport
- Reduce damage costs with trusted shipping and handling professionals in every market
- Deliver a better customer experience with the accessories and services needed on location

ADVANTAGES OF AN AUTOMATED SOLUTION

Increased transparency throughout the supply chain is essential for all modes of shipping, but it is particularly critical in final mile. Customers want more insight into the shipping process to track where their shipments are and when they will arrive at their location so they can continue to manage their business with maximum efficiency.

The best way to achieve higher levels of transparency is through data. Technology helps provide information to 3PLs to effectively manage their customers' first and final mile shipments and expectations. However, not all technology providers have the same features and functionality, so you need to know what to look for in a solution to meet your needs.

Automation – An effective technology solution enables the automation of many manual processes within the final mile shipping process. For tasks such as requesting rates or tracking shipments, automated technology can create operational efficiencies and eliminate manual methods that may lead to human error.

Flexibility – Final mile shipping can be complex. It is important for you to partner with a technology provider who not only provides the right level of expertise, but one that listens to your needs and continues to adapt to fluctuations in final mile shipping.

This agility helps you create greater efficiencies in your organization and gives you the ability to easily adjust when disruptions arise.

Cost Savings -- Frequent changes in final mile shipping can impact your profitability with unscheduled and unaccounted for changes in rates, routes, or carrier availability. An effective technology solution will help you navigate those changes and protect your profitability by offering real-time pricing, data, and analytics to help you adjust to changes in the final mile environment.

Increased Visibility – A technology solution is the key to visibility in final mile shipping because it can help you improve delivery times, respond quickly to issues, and satisfy customer demands. Technology can also help you make more informed business decisions based on real-time data, ensuring your final mile shipping operations run smoothly.

Excellent Customer Service & Support – Your technology provider needs to commit to ongoing collaboration with you as your needs evolve and change, not just for final mile, but in all shipping modes. You need a partner that will provide you with consistent communication, innovation, and support you need to ensure your success.

ADDING RESOURCES = ADDED VALUE

With the increased demand for first/final mile, your customers are handling much bigger shipments when dealing with B2B companies. Additionally, contracts with their customers make it critical that all of those large-quantity shipments are accurate and timely to ensure customer satisfaction. Failing to live up to those obligations outlined in the contract with B2B companies can harm your customers' relationships with them, eventually impacting their bottom line.

For 3PLs, managing the changing needs of the first and final mile shipping mode for your customers requires a technology integration with advanced analytics, powered by data capture and supported by highly connected, real-time intel. The best option is adding valuable resources to your suite of services to also make your company more valuable to your customers.

The best way to increase your value is by implementing a technology solution that provides a one-stop shop for all shipping modes

According to Business Insider, "last mile delivery costs are substantial — comprising 53% overall." To alleviate that cost, your customers need to rely on you to provide a technology solution that alleviates the cost and positively impact their bottom line. The best way is to partner with a technology provider that can automate administrative tasks and provide other efficiencies in first and final mile shipping.

The best way to increase your value is by implementing a technology solution that provides a one-stop shop for all shipping modes - LTL, Truckload, First/Final Mile, and Parcel. Banyan's flexible LIVE Connect solution is designed to provide optimal client benefits based on your unique business needs, not just for LTL shipping, but in all OTR modes. Our client-centric platform keeps you prepared for fluctuations and allows you to adjust as needed and is enriched with comprehensive data capture and retrieval to help you make better business decisions. A technology solution that has those capabilities gives you more ways to show your value by protecting your customer's profitability through real-time connectivity, data capture, and analytics.

Outdated, stagnant technology will limit Shippers on their path to success. Investing in new technologies and solutions can help you increase operational efficiency, ensure business continuity, and minimize the impact of the fluctuations in demand in first and final mile. In the end, adopting new solutions is the best way for Shippers to move forward in a more competitive landscape.

WHY BANYAN TECHNOLOGY & LIVE CONNECT™

Known for a history of comprehensive and responsive LTL shipment solutions, Banyan has expanded its focus to include a multi-mode, highly intuitive and data-driven product platform, supported by the same client-centric, flexible product development strategy as always.

Banyan continuously innovates and creates flexible client solutions to solidify our position as North America's most comprehensive transportation management technology partner, providing better data for better freight management. We focus on innovating our technology to better unite Shippers and 3PLs with highly efficient, real-time carrier data. Our flexible LIVE Connect solution is designed to provide optimal client benefits based on their unique business needs, not just for LTL shipping, but in Truckload, First/Final Mile, and Parcel shipment modes as well.

We consistently develop new product solutions, providing innovative new tools developed in collaboration with our valued clients. We add these new features to LIVE Connect to help users get the best carrier rates, effectively manage their overall spend, efficiently tender shipments, toggle between shipment modes, and enable tracking notifications. Connecting to carriers in all of the OTR shipping modes on one screen makes booking a shipment more efficient and gives you the visibility to choose the mode that works best for your shipments.

OVER 3,500

Over 3,500 Customers and growing!



3 MILLION LOADS/YEAR

Banyan processes over 3 million Loads/Transactions Per Year!

OVER 10,000 FIRST/FINAL MILE ASSETS

And Now access to over 10,000 First / Final Mile Assets and Drivers through API connectivity



98%+ MARKET COVERAGE

98%+ Market Coverage in North America



3X MORE

3X More Carrier Connections Than Any Other Provider

25,000 DAILY

25,000 Daily Users in LIVE CONNECT



CUSTOMERS MOVE MORE THAN \$50 BILLION OF FREIGHT IN THE U.S.



OUR COMMITMENT TO INNOVATION

Banyan has the most carrier connections in the industry available through our APIs, more than tripling the number of any other freight rating provider in the industry. To stay competitive with the ever-changing shipping environment, we continue to add more connections as the need arises, including local, regional, and super-regional carriers. By remaining agile and flexible to the changing needs of our customers and the shippers who serve them, our client-centric platform helps prepare customers, and allows them to be responsive to fluctuations in the supply chain landscape.

The LIVE Connect platform was developed with savings and efficiency in mind helping to streamline processes through automated, real-time connectivity that accesses the industry's most carriers and brokers through a single platform. A proven result of the collaboration and development behind this innovative system is the ability to save clients more than 12% on their freight costs annually.

Banyan's platform was designed to help clients make better business decisions. By capturing complete shipment information in a single location, clients have access to powerful business intelligence through comprehensive data and document retrieval functionality, thereby improving operational efficiencies.

Our client-centric approach to product development and our commitment to service and support continues to drive our plans for ongoing innovation and collaboration to evolve with the changing shipping industry.

Banyan recently released several new tools to enhance the overall LIVE Connect user experience, providing even more visibility into your shipments through real-time updates and notifications. They include:

- **Push Tracking** -- Increase visibility with automated real time tracking notifications about the pick-up, transit, and delivery of your shipments.
- **Exception Shipment View & Reporting** -- Easily identify and manage missed pickups and deliveries so you can get your shipments back on track.
- **Business Intelligence: Carrier Cost Dashboard** -- View key carrier cost metrics like Average Cost Per Carrier and Spend Summaries for Average Fuel, Weight, Accessorials, and Variances in one easy-to-read dashboard.
- **Business Intelligence: Carrier Performance Dashboard** -- View key carrier performance metrics like who's on-time and who's late in one easy-to-read dashboard so you can determine which carriers to use and which to avoid.
- **QuickShip™** -- Allow suppliers to enter a few key variables to rate and schedule inbound shipments, giving you immediate visibility and cost savings utilizing your LIVE Connect carrier relationships.

COMING IN 2022

Additional LIVE Connect features to come in the first half of 2022 include Expanded First/Final Mile, Guaranteed Truckload, Enhanced Multi-Stop and Multi-Leg capabilities, Multi-Mode On-Screen, and Load Consolidation.

- **Guaranteed Truckload** – to include direct API, data boards and guaranteed Truckload services.
- **Multi-Stop and Multi-Leg** – to include rating and execution combining modes LTL and Final Mile.
- **Multi-Mode On-Screen** – allows you to book loads for all shipping modes (LTL, Truckload, First/Final Mile, and Parcel) on one screen.
- **LTL Load Consolidation** – combine your LTL shipments into one truckload with others moving in the same direction.

Banyan remains committed to providing flexible solutions for LTL, Truckload, First/Final Mile, and Parcel shipping to drive greater operational efficiencies and cost savings for shippers, 3PLs, and supply chain partners.

To find out how you can take advantage of these features and the time and cost savings that LIVE Connect can offer you, contact our team at (844) 309-3911 or info@banyantechnology.com.





 BanyanTechnology.com

 Info@BanyanTechnology.com

 31011 Viking Pkwy, Westlake, OH 44145