



BEYOND TRACK AND TRACE:

**How Digital Solutions Are Driving The
Response To Ongoing Supply Chain Struggles**

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TECHNOLOGY TRENDS RESHAPING SUPPLY CHAIN LOGISTICS IN 2022



DID YOU KNOW...



of companies believe that technological advancements have a strong impact on the supply chain, logistics, and transportation operations?



of organizations have no or weak tech systems in place for monitoring supply chain performance?



of supply chain managers report that data analytics will be crucial when it comes to reducing costs?

AND YET



of supply chain professionals still rely on excel spreadsheets for their operations?

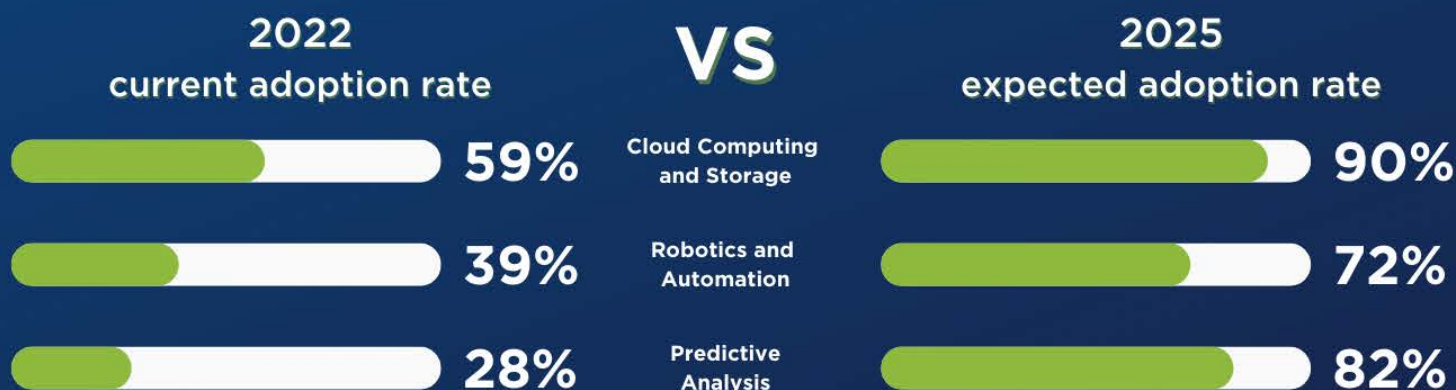


of large manufacturers are looking to update supply chain operations using IoT and analytics-based situational awareness?



of logistics and transportation companies do not have a strategy in place to adapt to the deep industry transformation enabled by new technology?

WHAT TECHNOLOGIES DRIVE COMPETITIVE ADVANTAGE FOR SUPPLY CHAIN AND LOGISTICS



WHAT ARE THE BENEFITS OF DIGITIZATION FOR THE LOGISTICS AND SUPPLY CHAIN INDUSTRIES?

90%

of firms dealing in third-party logistics agree that data-driven decisions prove extremely beneficial to supply chain operations

2/3

of companies expect to see an increase in productivity and speed, which helps with improving route and equipment optimization

53%

of organizations expect to see significant improvements in both uptime and flexibility

53%

of companies believe technology will deliver significant benefits that will increase the customer experience (CX)

INNOVATIVE DIGITAL SOLUTIONS FOR ANY SHIPPING ENVIRONMENT

With the nature of supply chains continuing to evolve, Shippers and 3PLs must remain focused on positioning themselves to be proactive in handling any changes in shipping. These shifts often are difficult to manage if processes aren't established to predict and address them – costing time, money, and sometimes putting customer service obligations at risk. Digital progress continues to evolve to help mitigate issues as changes occur, providing real-time intel and actionable insights.

Supply chains are moving to an interconnected network of assets, data, and processes, creating a channel for the seamless flow of data between all parties in the supply chain – Shippers, 3PLs, Carriers, and other supply chain organizations. Actionable knowledge of your shipping operations is critical for not only responding to supply chain issues, but also predicting what may come and allowing you to plan accordingly. The most effective way to remain competitive in any shipping environment is through access to data and valuable information. That insight can only be gained through an effective freight technology solution. However, you shouldn't settle for the cheapest or one you've used for years. You need a technology provider that's willing to push the envelope when it comes to digital progress.



EVALUATING YOUR TECHNOLOGY PROVIDER

When it comes to managing your freight, you shouldn't settle for just any technology provider. You need a partner to help you navigate the evolving supply chain – one that is responsive to your shipping needs and can adapt to your growing business for all over-the-road shipping modes. Here are some questions you need to consider when analyzing your current provider or when looking at options to switch to a new one:

IMPORTANT QUESTIONS TO CONSIDER:

1. Can the solution integrate with your TMS or ERP?

The most effective technology solutions can easily and affordably integrate into your current TMS or ERP. Partnering with one that can integrate with your current system provider allows you to implement the benefits of automated technology quicker and more cost-effectively.

2. Does the provider specialize in OTR freight?

You want to partner with a technology provider that shares your focus on OTR freight. It's the only way to be certain that the provider is well-connected with your carriers and understands your challenges as well as you do.

3. Is it an off-the-shelf solution or flexible according to your needs?

The best way to obtain a technology solution that meets your company's needs is to collaborate with the provider on your integration and express new features that will benefit you. It not only lets you communicate the specific functions you need now and might need later, it also allows for adaptability that will make implementing the new system easier.

4. What functionality is included?

Some technology solutions include functions such as freight bill validation, business intelligence tools, and multi-mode capabilities, and others don't. In addition to being able to collaborate on new

functionality with your technology provider, you also need to look for one that offers existing features and functionality that fit your evolving needs.

5. Is the provider an innovator?

The supply chain industry has never been more dynamic. Software providers need to constantly innovate to bring the best technology and functionality to their customers. Seek out one with a reputation for introducing solutions before companies realize they need them. That's a sign of an organization that not only knows how to innovate it also understands your problems and what you need to solve them.

6. What type of business intelligence/visibility tools does it offer?

In shipping, visibility and access to data are critical for monitoring shipments and evaluating your shipping operations. An effective technology provider should give you access to business intelligence tools to enhance visibility into your shipping and help you gain a competitive advantage in the supply chain.

7. Is the solution scalable?

When exploring options for a new technology solution, look for a provider that is willing to grow with you. Supply chain technology will continue to evolve, and you want a partner that is at the forefront of the evolution, so you always have access to the best, most cost-efficient tools.

BANYAN PUSHES FOR DIGITAL PROGRESS

Banyan Technology is the answer. As the leading provider of freight management software for real-time rating and scheduling for over-the-road (OTR) shipments, we have invested time and money into developing innovative solutions to fit the needs of any size Shipper or 3PL. We continue to enhance our LIVE Connect™ platform by developing new features to give you what you need to remain agile and competitive in today's shipping environment. As the demand of the supply chain industry evolves, Banyan responds with innovative and comprehensive product support for all of your shipping needs including LTL, Truckload, First/Final Mile, and Parcel shipping.

Known for a history of comprehensive and responsive LTL shipment solutions, Banyan has shifted 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.



LIVE CONNECT: OUR FLEXIBLE OVER-THE-ROAD SOLUTION

Banyan continuously 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 for all OTR shipping.

Banyan Technology's real-time API connectivity can be a great enhancement to your system. Or, if you don't currently have a TMS, you can quickly and easily implement ours. 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. Additionally, our success with onboarding and training includes a comprehensive approach supported by a team dedicated to best-in-class service.

INNOVATIVE NEW FEATURES & FUNCTIONALITY

Banyan consistently develops 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 schedule 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.

NEW FUNCTIONALITY DELIVERED IN 2022

For the remainder of 2022, we are poised to tackle the shipping challenges you are facing. We've established an execution strategy for product development, and successfully delivered on that strategy, including the launch of the following new features in our platform this past quarter:

- Client Facing Rate Analysis Tool
- Business Intelligence: Carrier Cost Dashboard
- Business Intelligence: Carrier Performance Dashboard
- Enhanced Freight Bill Management
- QuickConnect – our decentralized and inbound freight purchase management tool

To support our aggressive growth and new product strategy, other LIVE Connect features to come 2022 include:

- Expanded First/Final Mile throughout the US and Canada – access to over 10,000 First and Final Mile carriers in the U.S. and Canada with multiple options for all pricing and secondary markets.
- Expanded Multi-Stop and Multi-Leg – to include rating and execution combining modes LTL and First/Final Mile modes.
- Multi-Mode On-Screen Rating and Execution - LTL, Truckload, First/Final Mile, and Parcel – allows you to book loads for all shipping modes (LTL, TL, final mile, and parcel) on one screen.
- LTL to Truckload Load Consolidation -- combine your LTL shipments into one Truckload with others moving in the same direction.
- Expanded Truckload Services – to include direct API, data boards and Guaranteed Truckload services.

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.

VISIBILITY & SCALABILITY WITH LIVE CONNECT

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 clients, our platform helps prepare customers, and allows them to be responsive to fluctuations in the supply chain landscape.

The LIVE Connect technology solution 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.

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.

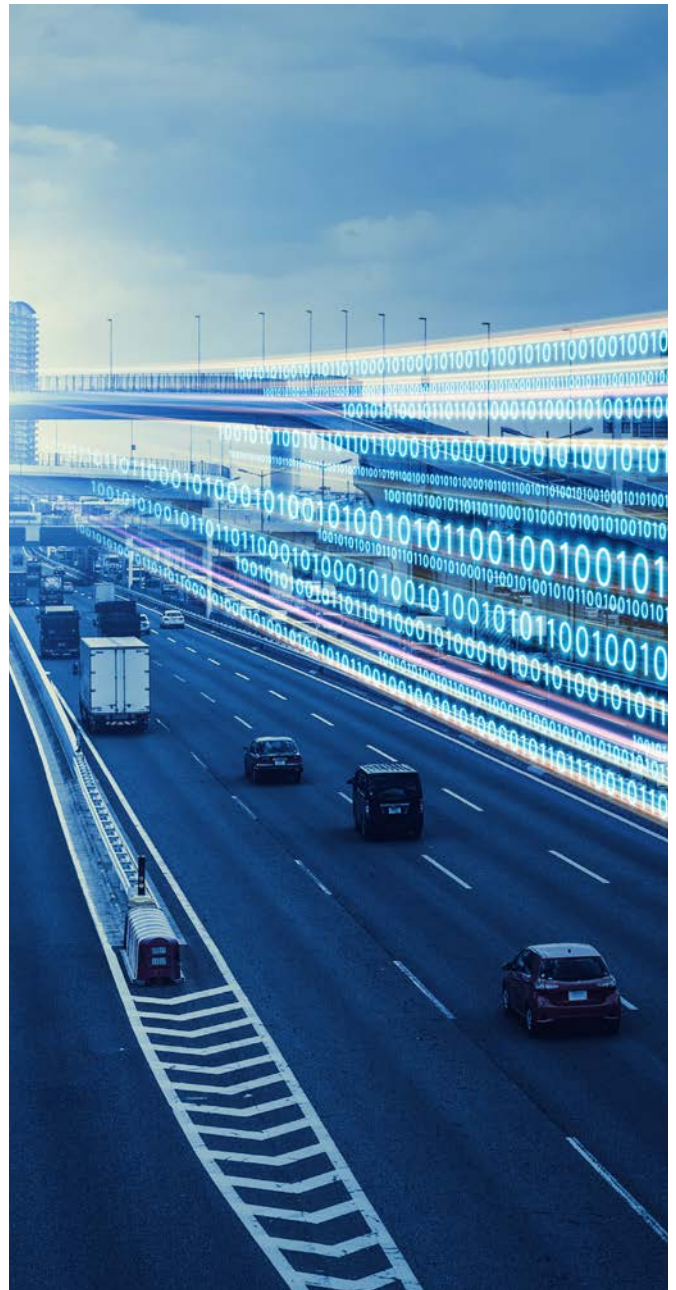


DIGITAL PROGRESS IS KEY TO REMAINING AGILE

To maintain a competitive edge, you need to consistently assess your current operations, processes, partnerships, and, most importantly, your technology solutions. Technology advancements move at an accelerated pace, making it critical to partner with a provider who is constantly enhancing its offerings to meet the demands of the ever-changing supply chain.

Progress and innovation are the keys to success in any industry. While it can be easy to fall into a routine and remain stagnant, it will only hinder your company's growth and leave you behind the competition. Often companies cite cost as the biggest obstacle to updating processes, particularly when it comes to introducing technology or exploring other solutions. However, studies have shown that the benefits often outweigh the costs, and to compete in an ever-changing environment you need to partner with a technology solution that can help you respond to those changes with innovation and flexibility.

You need a solution that's flexible, scalable, innovative, and automated. You need a provider that is consistently asking you how they can better serve you. Banyan is the partner that will help you stay ahead of changes in the shipping environment, adapt to shifts in your strategies and processes, and scale to accommodate your growing business needs.



Banyan Technology has the ability to save clients more than 12% on their freight costs annually!

To explore the opportunity to partner with an innovative technology solution, please email Info@BanyanTechnology.com or call (844) 309-3911.



Connect with Us!



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