



**FULL SERVICE:
Multi-Mode Over-the-Road Technology
Adds Value, Attracts Customers**

IN THIS GUIDE

Streamline Your Approach With A Full Suite Of OTR

Shipping Capabilities

3

One Solution for All OTR Shipping

3

Benefits of a Multi-Mode Solution for OTR Shipping

4

Solutions by Shipping Mode

6

Crush the Competition

8

Banyan Technology's Single Solution LIVE CONNECT™

9

Features Still to Come in 2022

10

STREAMLINE YOUR APPROACH WITH A FULL SUITE OF OTR SHIPPING CAPABILITIES

It is often necessary for 3PLs to offer different over-the-road (OTR) shipping modes to cost-effectively meet customer's needs. Each shipping mode – Less-than-Truckload (LTL), Truckload, First/Final Mile, and Parcel – brings with it different processes and complexities, often requiring the use of disparate systems or solutions to schedule a shipment. Additionally, the system providers may be operating at different levels of digital maturity, with each varying so drastically that it becomes an inefficient, time consuming and expensive process. Simplify the process and minimize your expenses by partnering with a digital solution that offers a single platform for all OTR shipping to manage your shipping operations more effectively.

ONE SOLUTION FOR ALL OTR SHIPPING

Multi-mode technology solutions for OTR shipping provided by a partner with integrated capabilities helps 3PLs drive down freight spend by shedding light on rate, carrier and mode options all in one digital freight management solution. Doing so reduces shipping costs and eliminates the need to outsource to multiple technology providers.



Shifting to a singular multi- mode solution could potentially help drive and leverage volume discounts and identify shipping options across multiple modes making carriers more likely to offer more competitive rates and offer priority scheduling.

Finding a solution that allows Shippers to execute all modes on a single screen rather than having to toggle between screens for each mode, is a big cost- and time-saver. It will improve Shippers' operations by increasing efficiencies in a single screen.

BENEFITS OF A MULTI-MODE SOLUTION FOR OVER-THE-ROAD SHIPPING



OPTIMIZE

Optimize and consolidate loads for your shipments in multiple modes



IMPROVE

Improve customer satisfaction across all OTR shipping



TRACK & TRACE

Track & trace shipments in real time with immediate connectivity



ANALYZE

Analyze data with tools & reporting capabilities

SAVE

Save more than 12% on your freight spend for all modes



COMPARE

Compare all modes side-by-side for the best rates



GAIN

Gain a single source of truth for all shipment information creating continuity

Gain powerful business intelligence & visibility into all modes

Find value in the supply chain and augment efficiency without dramatically increasing costs.



MULTI-LEG/MULTI-STOP SHIPPING

Rate and execute shipments combining all legs and stops for the LTL and First/Final Mile modes.



BUSINESS INTELLIGENCE

A single technology provider will capture data for all OTR shipments creating enhanced visibility and a single source of truth to help 3PL customers make better business decisions.



TRANSPARENCY

Build better relationships with carriers in all modes by increasing the flow of data and creating more transparency in the supply chain.



REAL-TIME CONNECTIVITY

Streamline shipping operations by taking advantage of real-time rating and scheduling for all modes in one platform.



FLEXIBILITY

Compare and choose the modes that will work best for all OTR shipments in one system, helping save valuable time searching rates in separate systems.



TRACKING

Strengthen OTR shipping processes and gain visibility with real-time shipment status updates to help identify shipment delays.

SOLUTIONS BY SHIPPING MODE

A single technology solution for all OTR shipping modes makes a significant impact on ensuring the successful execution of each OTR shipping mode – LTL, Truckload, First/Final Mile, and Parcel – providing a reliable source for successfully navigating the supply chain. Taking that a step further, a digital solution that can help you rate, schedule, and track shipments for all OTR shipments on one screen creates unique benefits when determining which mode is best.

LESS THAN TRUCKLOAD

3PLs know the advantages of using LTL shipping, however, as the supply chain evolves, they are turning to another way to ensure their customers' freight is getting to its final destination without delays or breaking the budget – LTL load consolidation. Currently options for platforms that automate, and support load consolidation are limited. Look for a partner who understands the nuances of all OTR shipping and can accommodate your unique needs in that space.

3PLs can help their customers save time and money by consolidating their freight with LTL load consolidation. Combining shipments into one truck with others moving in the same direction or to the same areas reduces transfers and touchpoints, allowing shipments to reach their destinations faster. To experience the full impact of load consolidation, consider how an automated process with a single, digital solution provides valuable visibility and reporting capabilities, creating even more efficiency in their customers' operations.

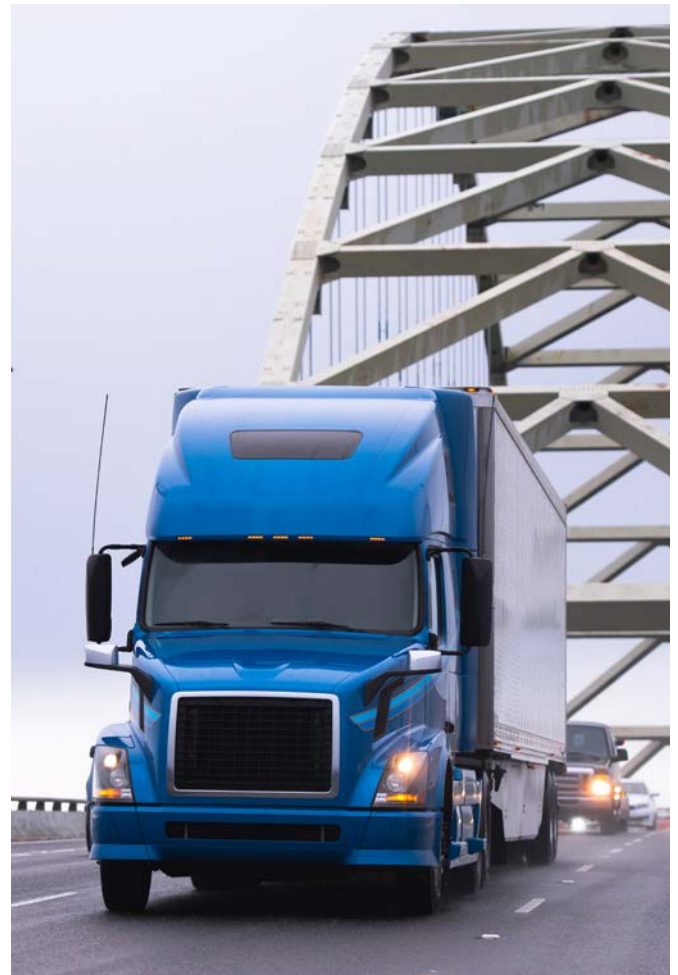
TRUCKLOAD

Having a single solution for OTR multi-mode shipping allows a lot of flexibility in terms of more automation in the shipping process, the ability to shift to local carrier selection as needed, shipment planning, data capture, tracking and freight performance evaluation to help identify gaps and opportunities for shifting modes and improving processes.

Additionally, consolidating LTL shipments to this mode makes more sense than shipping multiple loads of the same freight more frequently. This process can be automated making it more cost-effective and efficient.

FIRST/FINAL MILE

First/Final Mile delivery can be very complex however, many 3PLs offering multi-mode digital solutions already have the technology available to their



customers to provide real-time visibility and enhanced freight-rating accuracy that is becoming more desirable in this mode.

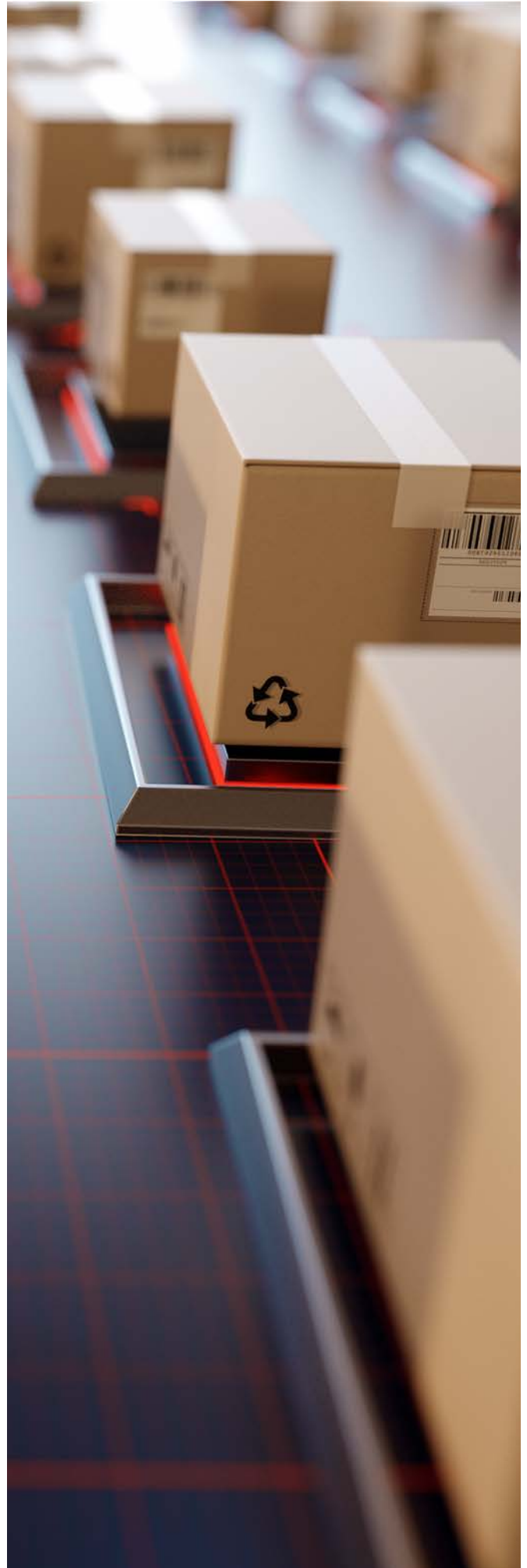
More than 50% of local shipments for First/Final Mile and express delivery are B2B, and some experts believe it's as much as 80% of the total \$200+ billion global market. Some industry experts would argue that the need for a comprehensive First/Final Mile technology solution has been heightened equally, if not more, in the B2B world and will continue to escalate and elevate its significance in the supply chain.

Unlike mode-specific platforms, a multi-mode solution lowers risks inherent in First/Final Mile, creating solutions for enhanced visibility and added efficiency with real-time tracking. 3PLs can help their customers optimize the shipping process by accessing the OTR shipping data for all modes to determine best lanes, modes, rates and times of day for transit.

Access to local carriers covering First Mile, Final Mile, Expedited, Courier is a clear and immediate need for Shippers in today's shipping environment. A technology solution with real-time connections to a large number of those carriers will help fulfill those needs.

PARCEL

A multi-mode solution that automates processes and leverages real-time shipment data will help improve visibility, manage spend, and boost customer satisfaction for 3PL customers needing Parcel capabilities. The flexibility of a multi-mode, digital solution allows for a more omni-channel distribution approach when it comes to shipping to the end customer, making it an easier and more efficient way to get them their shipments. It is important to partner with a technology provider that is connected to a large group of carriers equipped to handle parcel shipments. One that has capabilities for shipping all OTR modes would offer more carrier options to ensure successful pickup and delivery.



CRUSH THE COMPETITION

A single digital platform for all OTR shipping modes will add value to a 3PL's business, help attract new customers, and improve profit margins by providing powerful tools to streamline shipping operations. 3PL providers can leverage real-time intel, actionable insights, and instant access to data for their end users to provide a one-stop shipping solution.

Granting access to powerful business intelligence that will serve as a single source of truth for customers while also enabling a seamless experience with options for all modes will make the 3PL stand out in a competitive market. That powerful shipping data helps your customers make better freight management decisions. LTL may have been the best option for them for certain shipments in the past, however

Truckload may be more economic or timely in the current shipping environment. With a multi-mode technology solution, 3PLs can give their customers tools for evaluating carrier or lane performance, freight rates, delivery status and more. The full spectrum of OTR data also helps them gain a significant advantage for forecasting the future of their freight management.

Better shipment data, automated processes, and end-to-end, real-time shipment visibility, as part of a multi-mode digital strategy can only be attained through an effective technology solution that offers those capabilities. The right solution will help reduce freight spend, eliminate disparate and varying systems, and mitigate the challenges 3PL customers face in each mode.



Banyan Technology's Single Solution- LIVE Connect™

Banyan Technology's LIVE Connect™ platform offers access to the industry's most carriers and brokers through a single platform for LTL, Truckload, First/Final Mile, and Parcel shipping. This includes our recently announced and greatly expanded Local Carrier Mode - offering comprehensive expedited, first and final mile shipping with access to more than 10,000 assets and drivers throughout the U.S. and Canada.

LIVE Connect is an affordable solution that was developed with savings and efficiency in mind to help streamline processes through automated, real-time connectivity. 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 carrier connections available through our APIs, more than 3x 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.

The LIVE Connect platform gives clients the ability to make better business decisions by capturing complete shipment information in a single location. Our clients have access to powerful business intelligence through comprehensive data and document retrieval functionality, thereby improving operational efficiencies. Additionally, our agility and flexibility to the changing needs of our clients and the 3PLs who serve them, helps prepare customers and allows them to be responsive to fluctuations in the supply chain landscape.

**Banyan Technology's
LIVE Connect™ platform
offers access to the
industry's most carriers
and brokers through a
single platform**



FEATURES STILL TO COME IN 2022

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 just announced our Business Intelligence Suite and the expansion of our First/Final Mile product offering in the LIVE Connect platform. Additional LIVE Connect features to come in 2022 includes:

- **Enhanced Truckload** – to include expanded carrier direct APIs, data boards and guaranteed TL services.
- **Expanded Multi-Stop and Multi-Leg** – to include rating and execution combining modes LTL and Final Mile.
- **Multi-Mode Rating and Management On-Screen** – allows you to rate, compare and manage loads for all shipping modes -- LTL, Truckload, First/Final Mile, and Parcel -- on one screen.

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.



Contact Banyan Technology at (844) 309-3911 or Info@BanyanTechnology.com to get setup with LIVE Connect and any of our innovative features today so you can start saving 12% on your freight spend.



Connect with Us!



1-844-309-3911



info@banyantechnology.com



www.banyantechnology.com



Banyan Technology



@banyantechnology



@BanyanTech