

MAPPING YOUR SUCCESS:

Make 2022 the year you reduce your freight spend and increase your bottom line





ROADMAP TO SUCCESS IN 2022

Arguably, the most critical piece when planning a cross-country road trip is mapping out the drive. Years ago, people relied on paper maps or printed TripTiks from AAA to determine the route they should take to get from point A to point B. Today, there is digital mapping technology that can help decide the best route based on distance, toll cost, landmarks, etc. The digital version is certainly quicker, easier to use, and often updated in real-time to account for construction and accidents, but some still rely on the old-fashioned way and use a paper map to plan their trip because they are comfortable with it even though it may not be the most efficient way.

Similarly, in the supply chain, many Shippers still depend on dated methods for obtaining carrier rates, lane availability and scheduling. Printed documents, rate tables, emails, and

spreadsheets are still being utilized to drive a rate and book a load or tender a shipment. To effectively plan for the challenges facing the current supply chain environment that will continue into the upcoming year, you need to embrace advances in technology, particularly APIs, to help navigate the ever-changing freight procurement landscape.

One dynamic that is influencing the supply chain is more fluidity in carrier pricing as capacity constraints have increased. To ensure you're in the best position in 2022, you need a technology platform that captures the fluctuations in the market. A technology partner who leverages API solutions will get you the real-time information you need to make better business decisions for carrier rate procurement, shipment tracking, data analytics and reporting.

IN THIS GUIDE

Tackling Current Supply Chain Issues	4
Aligning Your Business Needs to a Tech Partner with Connections	6
Embrace Automation Technology to Drive Down Costs and More Effectively Align with Available Capacity	8
Upgrading Your Technology Now to Succeed in 2022	10
Why Banyan Technology and LIVE Connect™?	12

TACKLING CURRENT SUPPLY CHAIN ISSUES

A technology partner that is constantly innovating to evolve with the industry is a critical resource during this challenging time.

According to industry experts, Shippers, like you, should be planning for spring 2022 now, and if not, you may miss opportunities to impact your bottom line. According to FreightWaves, an increase of 3-5% above current rates is expected in 2022. It is important to leverage technology, specifically real-time API solutions, to offset those costs, understand the current challenges in the supply chain, and identify where carriers have capacity to generate significant savings.

It's well known that the supply chain remains strained as carrier capacity issues, labor shortages, and embargoes plague the shipping ecosystem. But did you know that according to a recent report from CNN, the supply chain is so stretched that it warns of a "system collapse". The news outlet cited quarantines, travel restrictions and complex COVID-19 vaccination and testing requirements as the kinks in the chain. Add in the continued boost in ecommerce, and it is no surprise that experts are predicting that the already fragile system will continue to face adversity in 2022.

Anyone paying attention knows that eCommerce has experienced an increase overall with quicker online and on-demand shopping sites and apps, but even today, the demand is being intensified due to the pandemic, impacting the supply chain significantly. Shippers are urgently seeking carriers to handle various types of volume in the less-than-truckload (LTL), truckload (TL), parcel and final mile shipping modes.

A technology partner that is constantly innovating to evolve with the industry is a critical resource during this challenging time. And one that supports your needs across multiple channels can prove invaluable when it comes to managing your freight spend and soft costs associated with your logistics needs. It's time to embrace technology now, not only to make an impact on your business in 2022 and navigate supply chain challenges, but to help leverage relationships with your carrier partners through systematic transparency and visibility.

Partnering with a technology resource who can help with all modes -- LTL, TL, parcel, and final mile -- is critical to your 2022 plan. Find a company that offers a collaborative approach and can assist you with all of your shipping needs. An effective supply chain technology partner is equipped to create affordable, customized, and easy-to-implement solutions that address any gaps in your processes and help your business grow.



ALIGN YOUR BUSINESS NEEDS TO A TECH PARTNER WITH CONNECTIONS



Transparency ultimately leads to stronger relationships between you and your carriers

The best way to ensure your shipping needs are met this coming year is to align with a software solution that has intimate knowledge of a carrier's ability to instantaneously provide you with valuable shipping information. For example, rates and lane restrictions are being modified by carriers weekly, if not daily. You need to align with a resource that has a flexible API solution that can alert

them of carrier updates and changes in real time, giving you heightened transparency and visibility into your shipments. An API technology solution can also instantaneously and simultaneously connect you to multiple carriers to secure the best shipping rates in real time.

Stop and ask yourself, why wouldn't you want to utilize these tools to allow for increased visibility and transparency and substantial costs savings to your business? As you gain deeper access to data through

technology solutions, you will understand the demand to share information in a timely manner with your carrier partners for better pricing alignment is crucial to effective cost management. Transparency ultimately leads to stronger relationships between you and your carriers, so it is essential to think strategically about how freight management technology can help achieve that goal. The agility technology provides helps build true partnerships that maximize effectiveness and lead to measurable benefits for all supply chain stakeholders and your customers.

At the same time, you as a Shipper are requiring enhanced visibility on the part of your freight carriers to enable improvements in your manufacturing and distribution operations to help secure efficient and productive service at the best possible rates. That visibility also ensures you have enough merchandise to meet production demands and get them delivered to your customers in a timely manner.

Technology solutions that embrace API connectivity are the key to visibility in freight management because they instantaneously integrate shipping, rating, and tracking functionality directly into companies' existing platforms to share and transfer data. They also improve capabilities while minimizing human errors and delays in the manual transfer of data to supply chain partners, ultimately helping your company save money. The data collected helps make better business decisions, specifically to map out production, manage your business and shipping processes, serve your customers, and make a positive impact on your bottom line.



**#1 MOST COMPREHENSIVE
CARRIER CONNECTION
PLATFORM**



**PARTNERING WITH OUR
CLIENTS - FOCUSING ON
FLEXIBILITY AND CREATIVITY
- CREATING THE MOST
BENEFICIAL RELATIONSHIP,
SERVICE AND SUPPORT**



**INCREASED CLIENT SAVINGS
THROUGH DIRECT DOLLAR
SAVINGS AND DRIVING
EFFICIENCIES**

EMBRACE AUTOMATION TECHNOLOGY TO DRIVE DOWN COSTS AND MORE EFFECTIVELY ALIGN WITH AVAILABLE CAPACITY

The addition of automation technology within logistics has created greater efficiencies and cost savings for those who have embraced it throughout the supply chain. Given the added stress on shipping in the current environment, it is essential to update processes now through the features and enhancements technology offers.

For those who are still using the “paper roadmap” in shipping and haven’t made the switch to a technology system to eliminate the manual processes, it is time you took a serious look at your options, and your resistance, to dramatically impact your bottom line. Some updates to outdated technology are very affordable and can be easily transitioned and integrated to minimize downtime and delays, and maximize the impact to your organization, thereby creating a more profitable and efficient process allowing for business growth.

Static documents that lay out specific guidelines and rates for carriers and Shippers are outdated almost as soon as they are printed. Routing guides

are typically drafted once a year establishing costs for your estimated freight for that entire year based purely on projections. Switching to a more dynamic pricing strategy that incorporates real-time freight-pricing APIs gives you a quick and easy way to quote freight rates as needed. They create an automated routing guide that compares carriers’ rates for each load, on one screen, in real time. Adding in multi-mode options for LTL, TL, parcel, and final mile makes the process even easier and more efficient.

Cloud-based APIs allow for all the same sharing of data and services in real time and enhanced visibility into the entire shipping process. In addition to freight rates, APIs can automatically tender shipments to carriers and relay the carrier’s confirmation back to you offering increased freight tracking and visibility throughout the supply chain. For companies without an existing TMS, an API can be accessed through the provider’s user interface. For those with a TMS, updating to add an API solution will set you up for success in 2022.

UPGRADE YOUR TECHNOLOGY NOW TO SUCCEED IN 2022

Updated technology can add efficiencies and cost-savings and reduce risks for companies in the supply chain and shipping industry. For Shippers, it is especially important to partner with a technology company that is constantly innovating and updating its software to cater to your needs and help you manage your freight spend. Upgrading the technology to one that includes API connectivity provides significant cost savings and eliminates potential risk during this tumultuous time.

Utilizing updated technology has proven to have a meaningful impact on your bottom line. Through the collection and transfer of real-time data, it can provide the following cost-saving elements:



Visibility

A technology solution that leverages APIs is the key to visibility in freight management because they integrate shipping, rating, and tracking functionality directly into a companies' existing platforms to share and transfer data.



Automation

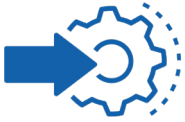
A platform with API connectivity enables the automation of many manual processes. For example, you can reduce the need for freight-bill audits by setting thresholds to flag orders outside the preset limits. Instead of manually reviewing each invoice, systems can flag exceptions for further review. Tracking and tracing can be automated as well, with alerts sent to you and receivers for specified events, eliminating the need for time-consuming check phone calls.



Efficiency

Utilizing fully integrated APIs to automate repetitive tasks reduces the number of employees needed to manage manual processes, freeing up valuable labor resources that are better focused elsewhere. By automating

several administrative and tedious tasks, such as requesting quotes, submitting yearly RFPs, manual tracking and document retrieval, APIs create operational efficiencies throughout the organization.



Integration

With a comprehensive technology solution as your shipping platform, you can complement your existing applications and systems to ultimately empower your team with leaner business processes. Plus, setting up an API is simple and cost-effective. The built-in features resolve exhaustive, day-to-day challenges ensuring business operations and performance go uninterrupted.



Scalability

The ability to adapt and leverage API-based technology to scale your business will prove essential to your success and growth. It allows you to be highly connected for better freight management spend and helps you provide the premium service that customers expect.

Mapping your success for 2022 should be top-of-mind for Shippers like you. Navigating the supply chain with continued labor shortages, rate increases, carrier capacity issues, and lane restrictions that have driven up rates will be important for the coming year. As you shift your focus to risk mitigation and supply chain visibility to manage peak-season challenges, plan now to add automation and 100% visibility into outdated processes that will push efficiencies and savings within your organization.

Adopting a technology solution that provides API connectivity is not a difficult process. Most integrate seamlessly into your existing TMS giving you improved visibility and savings that will outweigh the cost of upgrading to a technology-based solution. Now is the time to update your systems and processes to one that includes a comprehensive technology partner to ensure 2022 is the year you reduce your freight spend and increase your bottom line.



HOW THE IMPACT OF TECHNOLOGY OUTWEIGHS THE COST

Investing in technology solutions can be costly for businesses, so it makes sense that many choose to continue using dated processes. But failing to update to technology solutions is making your company fall behind the competition and may even be putting you at risk.

Implementing innovative, updated technology offers real benefits to companies in the supply chain and shipping industry, including cost savings, added efficiencies, increased productivity, and that competitive advantage.

TECHNOLOGY CAN MAKE AN IMPACT ON YOUR COMPANY

71%

of businesses experienced a revenue increase from digital initiatives.

74%

of businesses saw an increase in profitability from digital initiatives – 18% saw 10% or more.

40-50%

of businesses became more efficient, by implementing digital technologies such as analytics, AI, and platforms into their processes.

BASED ON EXPERIENCE



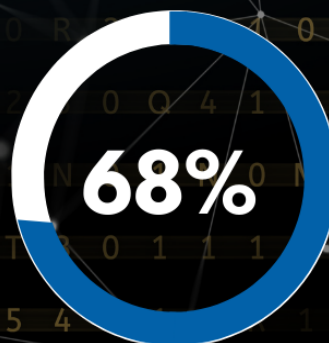
Based on experiences with **24 industrial companies**, it has shown...



...that businesses can reduce indirect costs by as much as **15-20%**



...in the first 12 to 18 months of their digital implementation.



Cost savings in business were the primary driver for digital implementation, according to 68% of the decision-makers polled in a survey.

WHY BANYAN TECHNOLOGY & LIVE CONNECT™

Banyan has developed a client-centric platform that keeps you and your customers prepared for fluctuations in the supply chain landscape

Banyan Technology continuously innovates and creates flexible client solutions to solidify our position as North America's top transportation management technology partner, providing better data for better freight management. We constantly focus on innovating our technology to better unite shippers and 3PLs with highly efficient, real-time carrier data. Our flexible solution, LIVE Connect™, is designed to provide optimal client benefits based on their unique business needs, not just for LTL shipping, but in TL, parcel, and final mile shipment modes as well.

We continuously update our API connections and develop new product solutions for our TMS, providing innovative new tools developed in collaboration with our valued clients. We add these new features to LIVE Connect™ to help our clients get the best carrier rates, effectively manage their overall spend, efficiently tender shipments, toggle between shipment modes, and enable tracking notifications. We have the most carrier connections in the industry available through our APIs, more than doubling the number of any other freight rating provider in the industry. We continue to add more connections as the need arises.

Freight Bill Management (FBM) and the Lane Restrictions (LR) tool are features of Banyan's platform and can aid in the challenges within the supply chain. FBM is designed to audit and manage your freight bills. Specifically, it automates reporting to only include exceptions, like flagging any differences in quotes and what the carrier billed. This frees up your internal resources to focus their time on invoice exceptions rather than having to review all of them. It also eliminates the need for third-party auditors and helps identify pricing miscalculations to better plan for future shipments.

LR allows Shippers to restrict rating quotes from specific carriers or based on certain parameters. For Shippers, they use Lane Restrictions to limit a carrier's ability to

service defined service areas where the carrier is either refused by the client and other factors. 3PL clients can use this tool to help align the carriers they use to service specific customers. This is particularly important now with managing the embargoes carriers have placed on weight or certain areas and locations.

Additionally, Banyan recently added QuickShip™ to its suite of integrated features. This tool streamlines data entry in as few as 5 data points and steers efficiencies by giving access to clients' suppliers and other decentralized users to ensure their contracted carriers are utilized in the most efficient manner. Clients involved in the beta testing of this product experienced a savings of greater than 10% on their inbound freight spend using QuickShip™.

Early 2022 LIVE Connect™ features will include Multimode and Push Tracking Notifications. Shippers will be able to book loads for LTL, TL, parcel, and final mile all on one screen in Multimode and have even more visibility into their shipments through real-time updates and notifications sent directly to them with Push Tracking Notifications.

By continuously innovating, Banyan has developed a client-centric platform that keeps Shippers prepared for fluctuations in the supply chain landscape. Our LIVE Connect™ platform is built for savings, efficiency, and streamlining processes to make your business profitable and eliminates the outdated methods of managing freight spend.

Banyan is connected to more than three times the carriers than any other provider, granting customers access to their preferred carriers. We continue to add new connections as needed, including local, regional, and super-regional carriers. Offering the largest grouping of carrier APIs in the industry allows our customers to purchase freight at competitive prices while carriers win the additional freight they need.

Early 2022 LIVE Connect™ features will include:

- Multimode
- Push Tracking Notifications

Shippers will be able to book loads for LTL, TL, parcel, and final mile all on one screen and receive real-time notifications.



 BanyanTechnology.com

 Info@BanyanTechnology.com

 31011 Viking Pkwy, Westlake, OH 44145