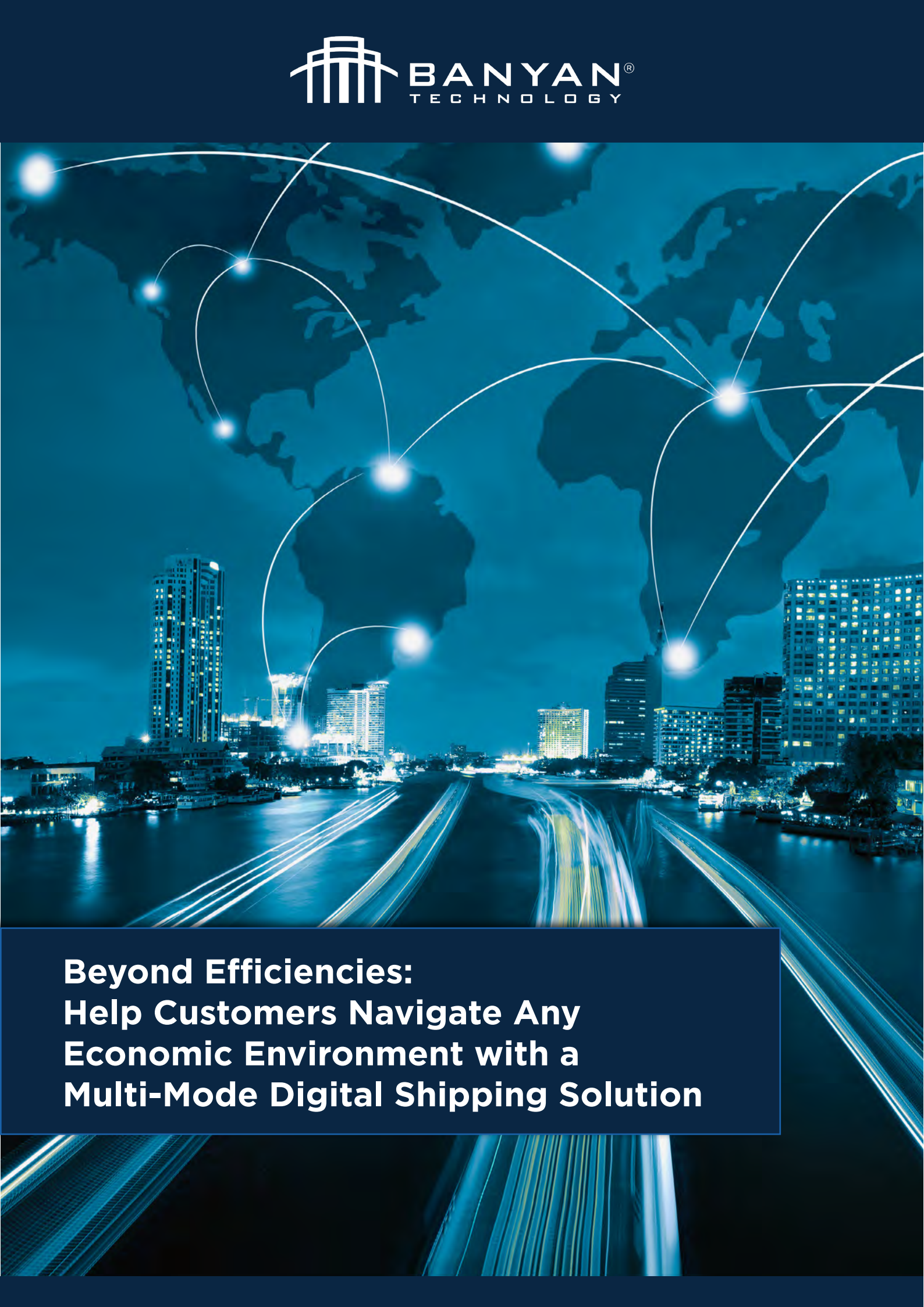
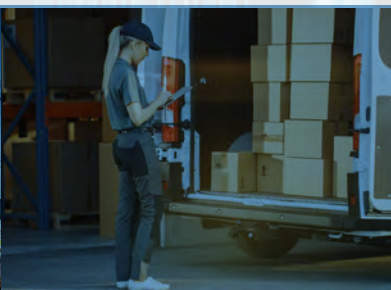




**Beyond Efficiencies:
Help Customers Navigate Any
Economic Environment with a
Multi-Mode Digital Shipping Solution**

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SOLUTIONS TO HELP ADDRESS SHIFTS IN THE ECONOMY

As inflation hits industries across the country due to a weakening economy, the supply chain continues to see rising costs impact shipping as businesses shift their focus to maintaining the status quo. Rising shipping costs are exacerbating concerns for businesses trying to minimize economic impact to their bottom lines, but those heightened costs can be remedied with the right technology solution.

Even with an uncertain economy and more unforeseen changes to come in the supply chain, 3PLs should not panic. To prepare for this shift in the economy, implementing or switching to an innovative technology solution that allows them to offer rating

and executing for over-the-road (OTR) shipments from a single screen is their best bet. Having shipping options that are financially and operationally efficient is key, in addition to flexibility within their business model to determine best cost and use-case scenario.



MORE OPTIONS TO HELP YOU REMAIN NIMBLE AMID UNCERTAINTY

Shifting to a singular multi-mode digital solution helps 3PLs remain flexible in their operations by offering access to real-time alternatives to their traditionally used OTR shipping modes. For example, 3PL customers who typically ship freight using less-than-truckload (LTL) services may want to consider TL in the current economy to save money. The TL spot market has seen rates drop 40% since a February peak, according to FreightWaves. The publication also is predicting that spot rates will continue to decline 5% to 7% in the fourth quarter of 2022.

3PLs may also want to offer an easier solution for consolidating loads, which is easier to do with a single platform for managing all modes, specifically for moving freight between modes properly and avoiding

losses. Consolidating shipments helps to reduce freight spend by splitting the cost of the load either with other shipments or with freight from another 3PL customer. There also are fewer transfers and touchpoints when using load consolidation, allowing the shipments to reach their destinations faster while minimizing the opportunity for damage or losses.

**Truckload
spot market
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BENEFITS OF A SINGLE PLATFORM FOR ALL MODES

For OTR shipping, LTL has been leading the way in the adoption of digital solutions to transport freight. API connectivity established in this mode has been slow to translate into Truckload shipping. 3PLs can add value to their operations from a single digital platform offering real-time connectivity to a large pool of carriers for all modes, including integrations for load boards and spot rating creating API connectivity for Truckload shipments.

With the uncertainty of the current shipping environment and economy, a technology partner who can offer booking capabilities for shipping in multi-modes is invaluable. In addition to more options for carriers, multi-mode shipping capabilities also offer significant cost savings, better freight rating, and can increase the timeliness of deliveries.



Improving Freight Spend:

With the use of a single solution for rating and executing all modes, 3PLs have access to historical data to predict which mode is best for similar shipments in the future. Reducing the number of systems amounts to faster, easier processing of orders, shipments, and scheduling.



Shipping Analytics and Reporting:

Another key benefit of using a technology platform with multi-mode shipping capabilities is the increased analytics and advanced reporting functions that will help measure performance and share information within the supply chain.



Moving Freight Faster:

Increase the number of available carrier connections within the supply chain by accessing more modes through a single freight management solution. These connections may include finding available capacity within a tight market, utilizing a different mode than usual to move freight more efficiently, consolidating freight when appropriate, and evaluating performance in all modes through data capture and analytics.



Determining Best Mode for Shipments:

Having the ability to consider all modes for all shipments is essential to compare and choose the method that works best for your shipping needs. What works for one may not work for another. Even more valuable is being able to determine that in one screen, saving both time and money.



OPEN UP THE SAVINGS POSSIBILITIES WITH AN EVOLVING DIGITAL SOLUTION

The Journal of Commerce is reporting that the Truckload U.S. producer price index (PPI) fell 1.5% and is down 5.1% from its March peak and the LTL PPI fell 4.7% from July, following a revised 3.9% drop that month, according to data from the U.S. Bureau of Labor Statistics. This can open up the possibilities for shipping freight cost-effectively in this economy.

Implementing a technology solution that is constantly evolving can help mitigate issues quickly while satisfying increased B2B customer demands in OTR shipping. 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 or demand hours of costly manpower.

Find value in the supply chain and augment efficiency without dramatically increasing costs. Multi-mode technology solutions for OTR shipping provided by a partner with integrated capabilities helps deliver a clearer insight into shipping operations for all OTR modes, how they work, and the ability to evaluate which shipping methods work best.

The right partner will take the time to understand your business and proactively recommend cost-saving measures and changes to your shipping operations that will help minimize overspending and create a more efficient shipping strategy. A valuable technology provider adopts a client-centric approach, collaborates with clients, responds to feedback, and leads with a client-first approach to product development, service, and support. Collaboration with clients is a critical component to a successful client-focused approach to product development. Leveraging client feedback helps the technology provider enhance their platform and improve its functionality to respond to the clients' changing needs.

**Truckload
PPI fell 5.1%
from March/
LTL PPI fell
4.7% from
July**

BANYAN TECHNOLOGY'S MULTI-MODE APPROACH TO OVER-THE-ROAD SHIPPING

Experience multi-mode rating inside LIVE Connect™, Banyan Technology's industry-leading freight management platform with the most real-time over-the-road (OTR) carrier connections. Multi-Mode On-Screen allows you to rate and dispatch shipments across all OTR modes, including LTL, Truckload, Local Carrier, and Parcel from a single screen.



LTL

Banyan's extensive history and first-to-market approach for API connectivity for less-than-truckload (LTL) has revolutionized shipping for that mode.

Truckload

Banyan's expanded Truckload solutions allow clients to easily rate and execute Truckload shipments via access to the public Spot Market, direct carrier APIs and automated management of contracted rates through the LIVE Connect platform.



Local Carrier

With access to more than 10,000 assets and drivers through Banyan's enhanced Local Carrier services, clients can now rate, schedule, and track Local Carrier shipments to anywhere in North America from a single API connection.



Parcel

Banyan's comprehensive shipping solution now includes real-time Parcel rating, scheduling, and tracking to deliver a rich customer experience and reduce freight spend across all over-the-road (OTR) modes.





BETTER WITH BANYAN TECHNOLOGY

Banyan Technology's LIVE Connect™ platform delivers real-time intel, actionable insights, and instant access to information to help drive greater operational efficiencies and cost savings for shippers, 3PLs, and supply chain partners. Our industry-leading freight management platform with the most real-time carrier connections has evolved into the industry's most innovative and comprehensive freight technology solution.

LIVE Connect is a complete solution for all OTR shipping to rate, schedule and track shipments for all modes from a single screen, providing increased efficiency and automation that results in significant savings on their freight spend. The comprehensive features and functionality help increase data availability and shipment visibility to help make better business decisions.

To satisfy the evolving needs of our clients and help them remain successful as the shipping industry changes and the economy shifts, Banyan continues to seek out partnerships with vetted companies that share the same goals. For example, our recent innovative [Truckload expansion](#) was possible due to partnerships with companies like Trucker Tools, Truckstop.com, Transfix and Flock Freight. Each brings a unique piece to help our clients successfully execute Truckload shipments through LIVE Connect. Banyan remains committed to providing innovative solutions for LTL, Truckload, Local Carrier, and Parcel shipping. Our client-centric approach to product development and our commitment to service and support continues to drive our aggressive product development plan for ongoing innovation and collaboration to evolve with the changing shipping industry.

Contact Banyan Technology today to learn how you can take advantage of our multi-mode solution that allows you to rate and execute all OTR modes from a single screen. evolve with the changing shipping industry.



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