The Future of Freight!

Big Picture

Efficient ≠ Effective

We're not there yet --
Today it's about Misaligned Incentives.

Misaligned Incentives - Do rewards motivate anyone? Misaligned. They motivate people to get the rewards. Improper incentive design.

“Me” Sucks - Understanding and addressing the misalignment of incentives.
"Me" Sucks

The Power of ...

Sadly, that shift has not occurred in the supply chain for retail products.

Getting from “Me” to “We”
Here’s an issue --

Spot market rates dropped 15 percent in 2015.

Dry van spot market rates

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Source: Truckstop.com
Case Study: Retailer-driven

Case Study: Manufacturer-driven

Case Study: 3PL-driven, retail consolidation

The Retailer is the Key
Supply Chain Nirvana

Rivals? Reaching Across the Aisle

Steps for the Demo
- Data is inputted from the combined inventory data after the overlap is done
- The code key is copied from the zip code
- Click on the button
- Move to Zip Code

The Power of Partnerships
Connecting Trucks

Network Operations Center

Real-time/Cloud Surveillance
Platooning Only
When Safe
Where Safe
Correctly Ordered
Dynamic Adjustments to Conditions

Advanced Data Products
Platooning Sensor Data
Driver, Vehicle and Route
Maximize Context

Active Braking
Always On
Cloud Hazard Alerts
Cloud Optimization

Platooning
Active Braking Systems Linked
Both Drivers Steer
Both Trucks Save Fuel

You make great products that people love.
Our job is to get them to market.