

## Carrier Intelligence Program

Transporta has developed technology and processes to assist shippers in managing their carrier information. This includes the ability to share your carrier knowledge internally and fill information gaps. The Transporta Carrier Intelligence Program (CIP) is designed to help manage fragmented information internally and externally to your operation.

The Transporta platform allows you to turn information into intelligence by:

- 1) Easily capturing what you know to make it an asset
- 2) Mapping your transportation requirements to find actionable options
- 3) Reducing carrier communication time to accelerate decision making

The Transporta Carrier Intelligence Program (CIP) decreases the time to build a profile and leverages our support staff to deliver answers to your challenges.

### **The Transporta CIP will:**

#### BUILD YOUR PROFILE

Transporta will import your data to capture current transportation information. From there, Transporta will build your profile allowing you to:

- Manage relationships with current and target carriers
- Determine carrier best fit using geographic analysis with your facilities
- Review lane activity with a heat map (concentrations, gaps, and regions)

#### IDENTIFY OPPORTUNITIES

The Transporta platform will help you visualize your transportation environment to:

- Determine how to best utilize carrier strengths
- Build a better carrier mix to meet specific requirements
- Run “what-if” scenarios to address your challenges

### **Why Now?**

Prior to COVID-19, many carriers were already filing for bankruptcy. As we transition into the post-virus era, the carrier segment will have been further reshaped leaving uncertainty for shippers. The Transporta platform with over 682,000 power units and 25,000 carrier facilities will become a tool for quick decision making. The goal is to help you answer the important question “have all options been considered?”

### **Program Scope and Fee**

The initial engagement is 3-4 weeks from MS-Excel data transfer to a final report (identify unseen carriers, solve problems, propose ideas). Includes 12-month full platform access for \$500/year. If you are interested, contact us at [info@transportasolutions.com](mailto:info@transportasolutions.com) or 970-480-7895 to accelerate how you make decisions.