How

SmarTT Capacity
by TruckerTools

Helps Brokers Increase Micro Carrier Volume and Efficiency

Trucker TTools

Problem: As the number of owner-operators and micro carrier companies has increased, load matching, tracking and efficiency have become increasingly fragmented and complex for brokers and 3PLs.
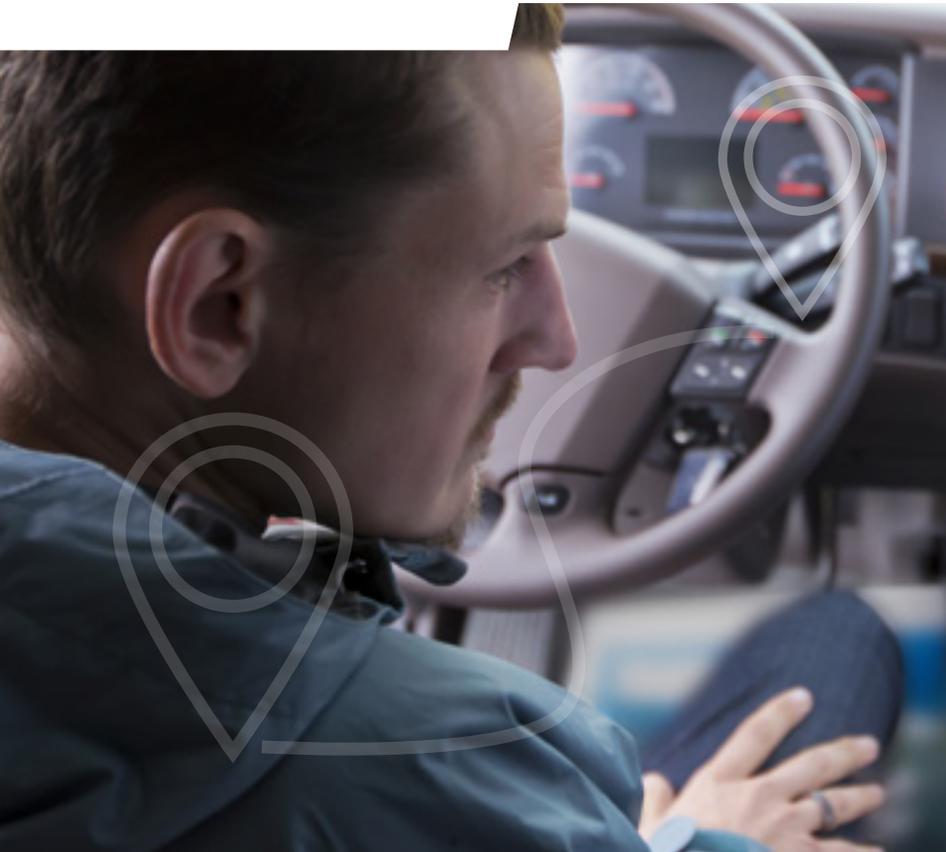
More than 600,000 drivers currently use the Trucker Tools driver mobile app, which provides real-time information to truckers on available loads, routes, fuel stops, parking and more.

The transportation industry has changed significantly in the last decade, as many truckers have shifted from driving for large carrier companies to becoming owner-operators or working for micro carrier companies of 10 trucks or less. Since 2012, twice as many drivers have chosen to work for small carrier companies versus large fleets. As a result, owner-operators and small trucking companies currently move approximately 80 percent of all truckload freight volume in the United States, according to a recent study.

CASE STUDY

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> **There are more than 125,000 unique carriers who are currently using Smart Capacity, Trucker Tools' platform for carriers, brokers and 3PLs.**

Without a universal platform or system for matching available trucks with freight, brokers and micro carriers have come to depend on load boards, phone calls and email correspondence to match loads. There are many different load boards and the data on load boards is not real-time, so it is often outdated shortly after it is posted. Phone calls and emails take time and can hurt efficiency for both carriers and brokers.

Trucker Tools Load Matching: Buy-in from Owner-operators and Micro Carriers

More than 600,000 drivers currently use the Trucker Tools driver mobile app, which provides real-time information to truckers on available loads, routes, fuel stops, parking and more. These drivers are able to access accurate load information with just a few swipes on their smart phones, which increases efficiency and revenue.

There are more than 125,000 unique carriers who are currently using Smart Capacity, Trucker Tools' platform for carriers, brokers and 3PLs. Micro carriers use Smart Capacity to select and match optimal loads for their trucks – all in real-time. This load optimization is conducted over Trucker Tools' confidential, private network and via the smartphone app.

At present, Trucker Tools' micro carrier users and drivers are matching over 40 percent of their loads directly through the mobile app and 21 percent through the

Smart Capacity carrier portal. With the recent release of a new Book It Now feature in the app, which automates load booking, those percentages are predicted to increase significantly in the near future.

Contrary to the popular belief that micro carriers are averse to adapting technology, they are embracing the Trucker Tools digital freight matching platform, Smart Capacity. Nearly 90 percent of the load matching that occurs through Smart Capacity is initiated by carriers. Putting load matching in the hands of carriers makes load matching efficient, because it allows carriers to choose specific loads that meet their needs. As a result, brokers spend less time covering freight, which ultimately increases the number of loads covered by each carrier sale and increases revenue.

Smart Capacity Load Booking by Channel

APP   CARRIER PORTAL   EMAIL   BROKER PORTAL


13.0%

40.2%

25.7%

21.0%
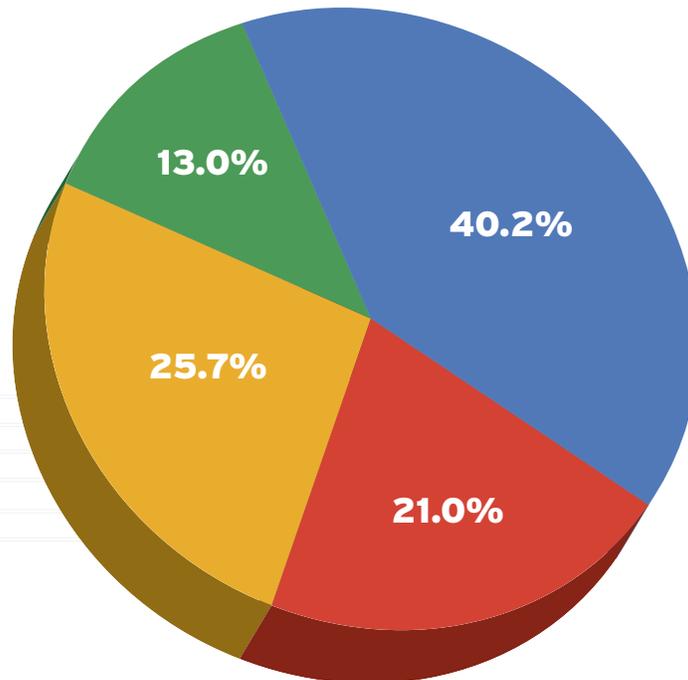
Smart Capacity: Move More Freight Through Small Carriers

Smart Capacity outpaces the market in success with small carrier and owner operators, a highly sought-after segment of the transportation market. Smart Capacity has 60 percent more success with owner operators in matching loads compared to the general broker market. At the micro carrier level, Smart Capacity has 27 percent more success with micro carriers and 12 percent more success with carriers with 25 or less trucks when compared to the broker market.

The real-time information, easy to understand user interface and aggregation of data provided through the Trucker Tools app combined with predictive analytics, machine learning, artificial intelligence and natural language processing in the fully confidential and private platform are driving this higher success rate, as is the resulting increased efficiency and potential for increased revenue. Brokers who use Smart Capacity can access real-time, accurate information on available apacity, reducing the time spent on finding capacity and therefore increasing revenue potential.

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Smart Capacity vs Market - Load Matching by Carrier Size

Market vs Trucker Tools


MARKET **SMART CAPACITY**
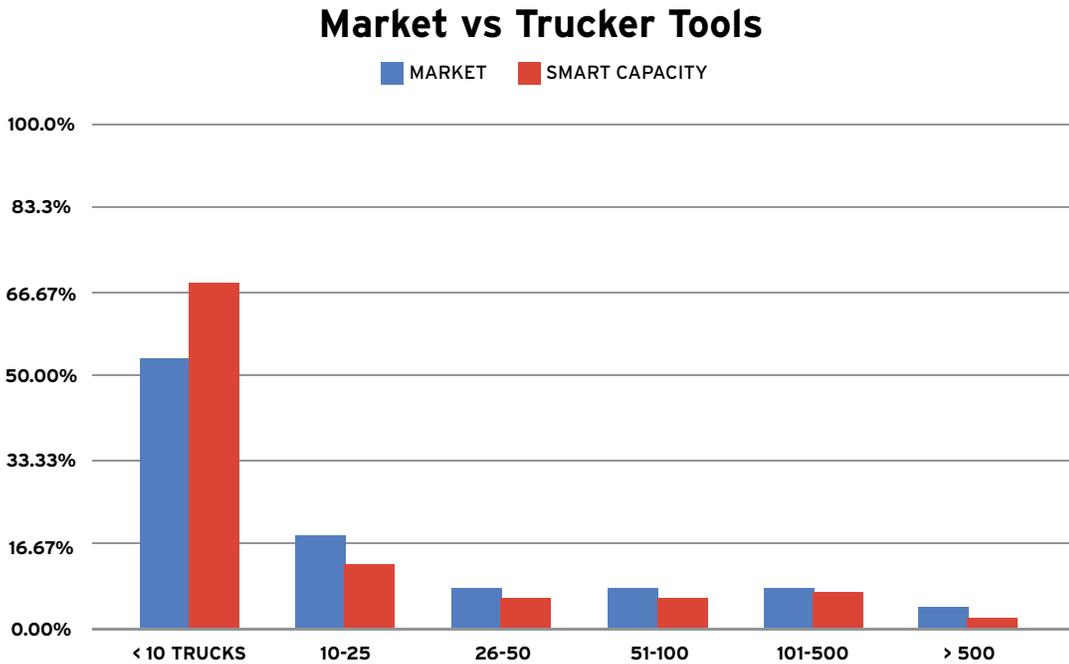
Tracking Success Rate

Today, freight visibility has become a standard service offering from brokers, as it enables brokers to proactively identify and address exceptions with the pickup and delivery of freight. Tracking freight with owner-operators and micro carriers has traditionally been problematic for brokers and 3PLs due to the lack of an existing standardized communication and information-sharing platform. While large carriers can invest in technology such as custom APIs and mobile apps to facilitate tracking and check-ins, owner-operators and micro carriers often cannot due to the costs associated with this technology.

With Trucker Tools' Smart Capacity platform and driver app, brokers can see aggregated data from multiple carriers and track freight closely. Trucker Tools' current tracking success rate is approximately 70 percent from start to finish, and that success rate continues to increase at a time when other tracking solutions in the marketing are seeing much lower success rates, in many cases single digit numbers.

Tracking Success Rate
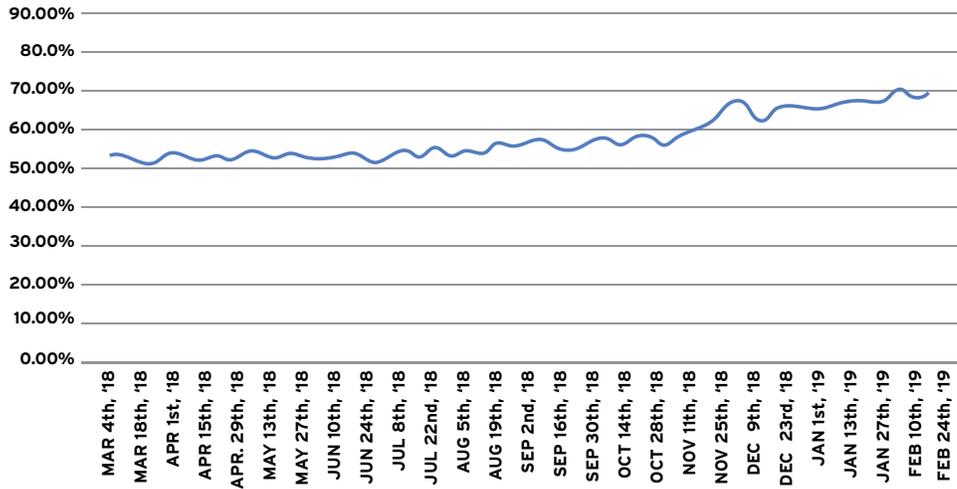
By helping truckers save money and simplify life on road, Trucker Tools has gained the trust of drivers. From its inception, the driver app has functioned as an all-in-one driver centric app that provides the essential tools that truckers need, including 16 different tools that truckers can use when on the road. The tracking feature included in the driver app is one of many valuable features offered by the app, and as a result, it is often seen viewed more favorably by truckers and micro carriers than stand-alone tracking apps.

With the addition of real-time freight availability and a continued focus on addressing the needs of this community, the Trucker Tools development team has become a leader in aligning product development with drivers' practical and evolving needs. The recent demise of cell-triangulation (app-less tracking) technology has exponentially increased the number of brokers using Trucker Tools' tracking.

SOLUTION:

Trucker Tools gives brokers access to real-time, accurate information on available capacity and freight tracking, reducing the time spent on finding capacity and therefore increasing revenue potential.

For more information on how Trucker Tools
can help your brokerage track
and match loads more efficiently,
visit www.truckertools.com.
To request a demo of Smart Capacity,
email sales@truckertools.com
or call 703-955-3560.

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