



**CONNECT. CARRY. CONQUER.**

*Innovative Practices in Freight  
Process Management*

# Freight transportation has a unique industry structure

- Big (\$1.5 trillion logistics spend in US)
- Hyper-fragmented
- Transaction intensive, with multiple parties involved in each transaction

# Fragmentation in freight transportation

## For Hire, Class 8 Trucking

~400,000 companies

90% 6 trucks or less

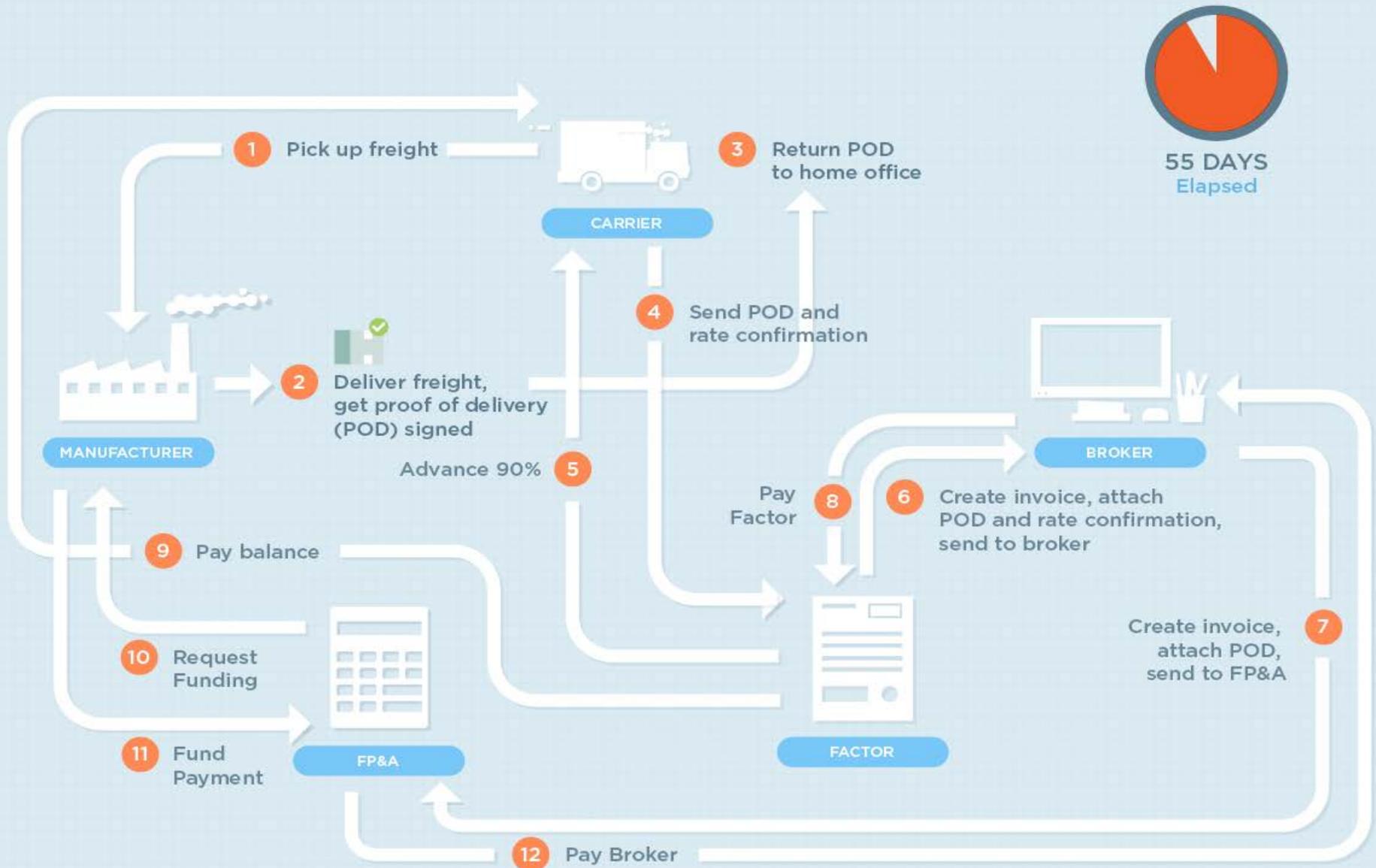
Over half the freight hauled  
by fleets under 20 trucks

## Brokerage

>10,000  
companies

**Why so many???**

# One load generates multiple transactions with a variety of parties



# Upshot of big + fragmented + multi-party

- Lots of small players
- Episodic and spot business relationships
- Low trust
- Thin margin



- Low tech
- No standards
- Poor information flow
- Inefficiencies and cost

# How transportation companies have been competing



# VCs have noticed... and incumbents are also responding



Uber Freight

FLEXPOR

TRANSFIX 

project 

KEEP TRUCKIN



CONVOY

 HubTran

DESCARTES<sup>™</sup>  
MacroPoint

# Investment \$ are funding innovation in optimization, visibility and load matching

In contrast, HubTran is focused on the settlement process (and documents)

A P GREEN REFRACTORIES 1 of 1

**SHIPPER PROVIDED SHORT FORM BILL OF LADING NOT NEGOTIABLE**  
All parties hereto and their assigns are familiar with, and agree that, this bill of lading is subject to: (1) the contract terms and conditions uniform straight bill of lading as set forth in the National Motor Freight Classification; and (2) the applicable tariff and classifications in effect as of the date hereon.

**CHEMTRAC # 800-424-9300**

<b>CARRIER:</b> CUSTOMER ROUTING		<b>DATE:</b> 01/09/15	<b>BOI:</b> D0860023-0			
<b>PRO No:</b>						
<b>SHIP FROM:</b> 1470 A P GREEN REFRACTORIES SPROUL PA FLT 2926 QUARRY ROAD CLAYSBURG PA 16625 UNITED STATES		<b>SHIP TO:</b> ARCELORMITTAL BURNS HARBOR U.S. HIGHWAY 12 DOOR 3034 CASTER CONSIGNMENT BURNS HARBOR IN 46304 UNITED STATES				
<b>THIRD PARTY FREIGHT CHARGES BILL TO:</b> ANH REFRACTORIES C/O CT LOGISTICS TEAM 11 PO BOX 303382 CLEVELAND, OH 44130		<b>FREIGHT CHARGE TERMS:</b> Collect: <input checked="" type="checkbox"/> Prepaid: <input type="checkbox"/>				
<b>Sales Order(s):</b> 384434		<b>Purchase Order(s):</b> CASTER CONSIGNMENT				
<b>Special Instructions:</b> DELIVER ASAP !!!!! DELIVER TO CASTER DOOR 3034 RECEIVING HOURS: 8AM - 2PM WEEKDAYS CONTACT: JOHN PETERS PHONE: 219-746-1026						
*** CONTINUED AT END OF DOCUMENT ***						
<b>CUSTOMER ORDER INFORMATION</b>						
PIECES	IN	HM	DESCRIPTION	NMFC	WEIGHT	CLASS
2	36X48DF	N	HIGH TEMP BOND MORTAR	32280 sub 3	8,092.00 LB	50
1	40X48SPCN	N	PLASTIC FIRECLAY FIRECLAY	32330 sub 0	3,410.00 LB	50

# Example of what it takes to process an invoice – now multiply by a billion

Receive invoice by email or hard copy via US Mail

- If emailed PDF, open attachment
- If hyperlink, open hyperlink
- If hard copy, scan

Find load or reference number in invoice

Navigate to TMS load

Name and save each separate document type within the invoice (e.g., Invoice, BOL, Lumper Receipt, etc) individually

Attach documents to the relevant load (and/or shipments)

Create invoice in TMS and enter data (invoice number, amount, date, references, etc)

Communicate document gaps and related issues to carrier by phone or email

# HubTran has solved for this problem using AI

## HubTran is a networked machine learning platform

- Reads transportation docs
- Simplifies workflow
- Connects trading partners
- Integrates with operating systems

The screenshot displays the HubTran software interface. At the top, a dashboard shows key metrics: 10 New, 0 Exception, 0 Replies, 1 Waiting, and 8 Processed. Below this, there's a table of sender information with columns for Sender Information, Date, Carrier, and Actions. The table lists two entries from 'Ned Bard & Son Co'. A detailed view of a document is shown, including a 'Load ID' table with columns for Load ID, Status, Carrier, Shipped, Amount, Origin, and Destination. The 'References' section lists Customer, Load ID, Pickup Reference, Pickup Reference, and PO Number. A 'Documents should be' section indicates the document is assigned to a new Ned Bard & Son Co. invoice. On the right, a 'Document' view shows a yellow 'BARD SPECIALIZED CARRIER' invoice with various fields and a 'POD' (Proof of Delivery) section.

# Case study: NFI Industries



- \$1.3B transportation company
  - Brokerage
  - Managed transportation
  - Trucking
  - Intermodal
  - Drayage
  - Forwarding
- Multiple transportation management systems
- US and Canada
- 4X productivity gain (doubled volume, reduced back office costs by 50%)
- Better carrier relations
- Accelerated cash flow
- Fewer verification and carrier inquiries