

SemiCab

THE NETWORK ADVANTAGE

How SemiCab Rewired Freight Economics
Using Orchestrated Collaboration™

AN INDIA CASE STUDY





THE PROBLEM

30–35% of truck miles have run empty.

Not because of poor execution — but because freight is planned as transactions, not networks. **The cost of this inefficiency is borne by everyone: carriers, shippers, LSPs and the infrastructure.**



THE HYPOTHESIS

Utilization is a network property, not a load-level outcome.

Waste created between loads can only be resolved when demand and capacity are planned across the network.



THE SOLUTION

SemiCab builds **orchestrated freight networks** that eliminate non-utilization system-wide.

A neutral orchestration layer + network intelligence converts fragmented demand and capacity into **continuous, planned movement loops** — creating **shared economic benefit across the ecosystem.**

THE PROBLEM, EXPLAINED

Freight **inefficiency is structural.**

Planning still happens shipment by shipment, lane by lane, contract by contract. Inefficiency doesn't live inside trips. It lives **between** them — across return legs, regions, customers, and time windows. India didn't create this problem. It exposed it — at extreme scale.



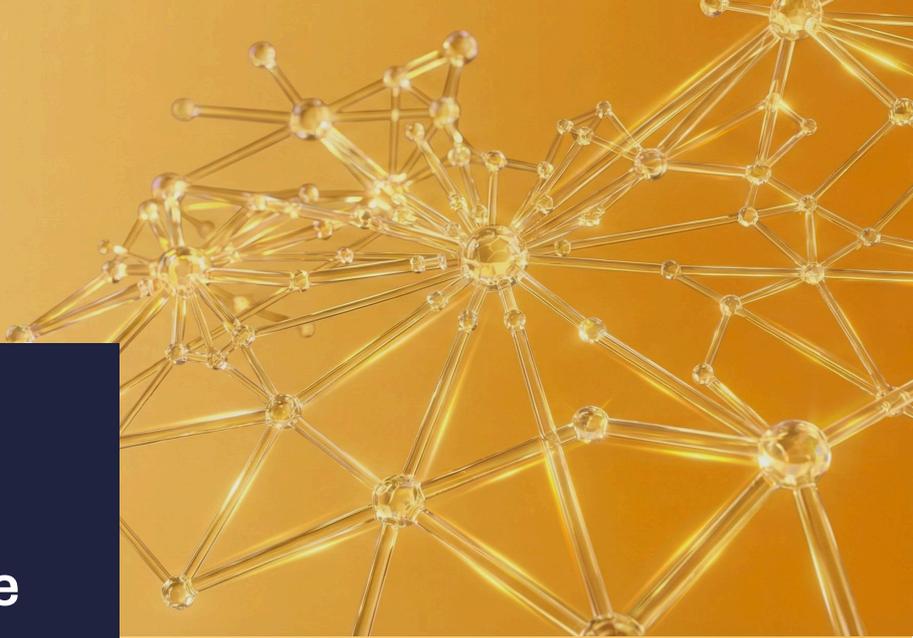
Trucks go full one way and return empty



Capacity gets stranded in the wrong geography



Execution improves, but waste stays the same



INSIGHT

You can't optimize your way out of a broken system.

Optimizing individual loads improves only local efficiency. But non-utilization is systemic — it compounds between movements, across the network. Until freight is planned as a network, inefficiency remains designed in.

BREAKTHROUGH

Scale wasn't a milestone. *It was a prerequisite.*

Most freight collaboration efforts fail because they never reach true network density. They stop at partial pooling and leftover utilization. SemiCab engineered density deliberately — not to move more loads, but to make system-level planning possible.

20+

Fortune 500 and large enterprise customers

277

Active lanes

20

States (~80% population footprint)

110

Active carriers

~70%

of qualifying loads executed through a dedicated fleet



SYSTEM

From contracts to coordination: Orchestrated Collaboration™

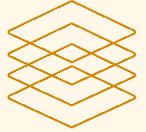
Traditional collaboration is contract-led — and fragile. Contracts silo optimization, create bilateral dependencies, and break under variability.

Orchestrated Collaboration™ replaces this with a network-first system.

Participants collaborate with the network, not with each other. This enables utilization as a system property, not a negotiated outcome.

A neutral network orchestrator

A shared orchestration layer plans demand and capacity across participants — removing bilateral dependencies and contract-by-contract coordination.



System-wide demand and supply visibility

All loads are visible at the network level, enabling planning decisions that optimize utilization across movements, not within isolated lanes.



IMPACT

Measured outcomes (India):

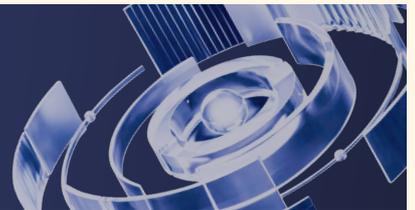
>70% **Reduction in empty miles**
Consistently below 10% for dominant equipment types

3% **Shipper savings**
without margin compression

>40% **Improvement in asset productivity**

Predictable carrier earnings via fixed + variable models.

Performance improved as the network grew.
Utilization was no longer chased. It was **designed into the network.**



WHY IT MATTERS

If it survives India's fragmentation,
it scales globally.

The case study demonstrates not a market-specific advantage, but system-level principles that hold across large freight networks.



Freight efficiency is not a pricing outcome.



Collaboration cannot be contractual.



Utilization is a network-level result.

This is not a better way to move loads.

**It's a new way
to run freight.**

