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EBOOK

Lane Connect: Unlock the Hidden Capacity in Your Freight Network



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Why Collaborate?

The logistics industry is currently plagued with waste and under utilization of assets. Empty miles are a pervasive problem; some estimates of the number of trucks driving empty are as high as 40 percent. Much of this empty capacity lies in the truckload market, especially private and dedicated fleets, which have rapidly expanded over the past few years to meet new consumer expectations of same-day or next-day delivery.

If shippers, carriers, 3PLs and brokers were able to tap into this unused capacity and maximize the productivity of their own fleets, it would unlock efficiency across the logistics industry. With Lane Connect from FourKites, now they can. Lane Connect helps companies identify round-trip opportunities in their own networks, and uncover overlapping lanes with other companies with whom they can partner to share capacity and eliminate empty miles.

The benefits of collaboration extend far beyond better asset utilization, however. By collaborating with others to share capacity, companies can avoid the volatile spot market, embrace more sustainable business practices, and maximize driver satisfaction through increased productivity. At FourKites, we believe collaboration is the future of efficient supply chains. Read on to learn about how companies are leveraging Lane Connect to establish successful partnerships and transform their supply chains.

Collaboration in Action

The Trading Partner Alliance strengthens partnerships and drives sustainability with Lane Connect

The Trading Partner Alliance (TPA), formed by the Consumer Brands Association and FMI, is a joint trading partner leadership alliance that exists to develop a shared manufacturer/retailer agenda on key industry issues affecting supply chain efficiency, transparency and sustainability. To alleviate the trucking capacity challenge, members of the TPA Supply Chain Executive Council sought to reduce empty miles by utilizing FourKites' Lane Connect platform to identify and leverage shared lanes between trading partners.

One of the first identified opportunities for collaboration was between TPA members Land O'Lakes and one of the country's largest grocery distributors, whose private fleet was able to pick up regional backhaul for Land O'Lakes between Ohio and Tennessee. The partnership resulted in cost savings of 20-25% for Land O'Lakes, and reduced empty miles for the wholesaler by 502 miles per trip, twice a week. This first collaboration was so successful that both companies are expanding to other lanes across the country, and exploring additional partnership opportunities with other members of the TPA.

“Lane Connect is giving us the invaluable ability to collaborate with other grocery manufacturers and food retailers who share common lanes. That translates into higher utilization and better cost management, and helps to ensure that we’re collaborating with carriers to keep trucks moving.”



YONE DEWBERRY
CHIEF SUPPLY CHAIN OFFICER
LAND O'LAKES

FMI



Consumer Brands Association



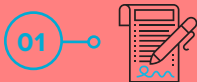


What Is Lane Connect?

Lane Connect analyzes historic lane patterns to remove empty miles in the supply chain for shippers, carriers and brokers. Users can evaluate their internal freight networks for opportunities to consolidate lanes into a single round trip, or they can establish partnerships to find mutually beneficial overlapping lanes on which to share capacity.

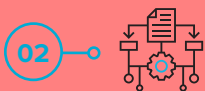
If you have multiple operating platforms or decentralized shipment and capacity planning in your network today, Lane Connect can generate efficiencies within your own organization. With Lane Connect, companies across the logistics ecosystem can maximize efficiency, sustainability and productivity across their supply chains.

Getting Started:



OPT IN

Join the Lane Connect network by signing the opt-in form, which can be requested from laneconnect@fourkites.com.



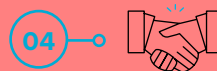
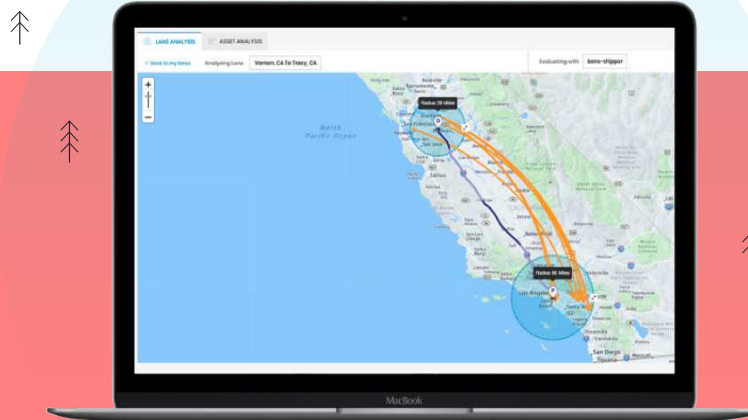
PROVIDE DATA

Lane Connect requires 12 months of historical lane data to analyze. Once opted in, current FourKites customers will see their lane data automatically populated in Lane Connect. Companies that do not track their freight via FourKites can simply submit relevant data based on a template FourKites provides.



ANALYZE YOUR INTERNAL NETWORK

Use Lane Connect to conduct an internal network evaluation, which will highlight round-trip opportunities within your own company's lanes.



INVITE PARTNERS

Invite others within the Lane Connect network as partners. Lane Connect leverages a proprietary machine learning algorithm to score partners on a scale of 1-10 to help users select optimal partners.



IDENTIFY OVERLAPPING LANES

Once selected partners have accepted your invitation to collaborate, the algorithm scores all lanes and identifies the best opportunities for collaboration with that partner.



The Collaborative Journey

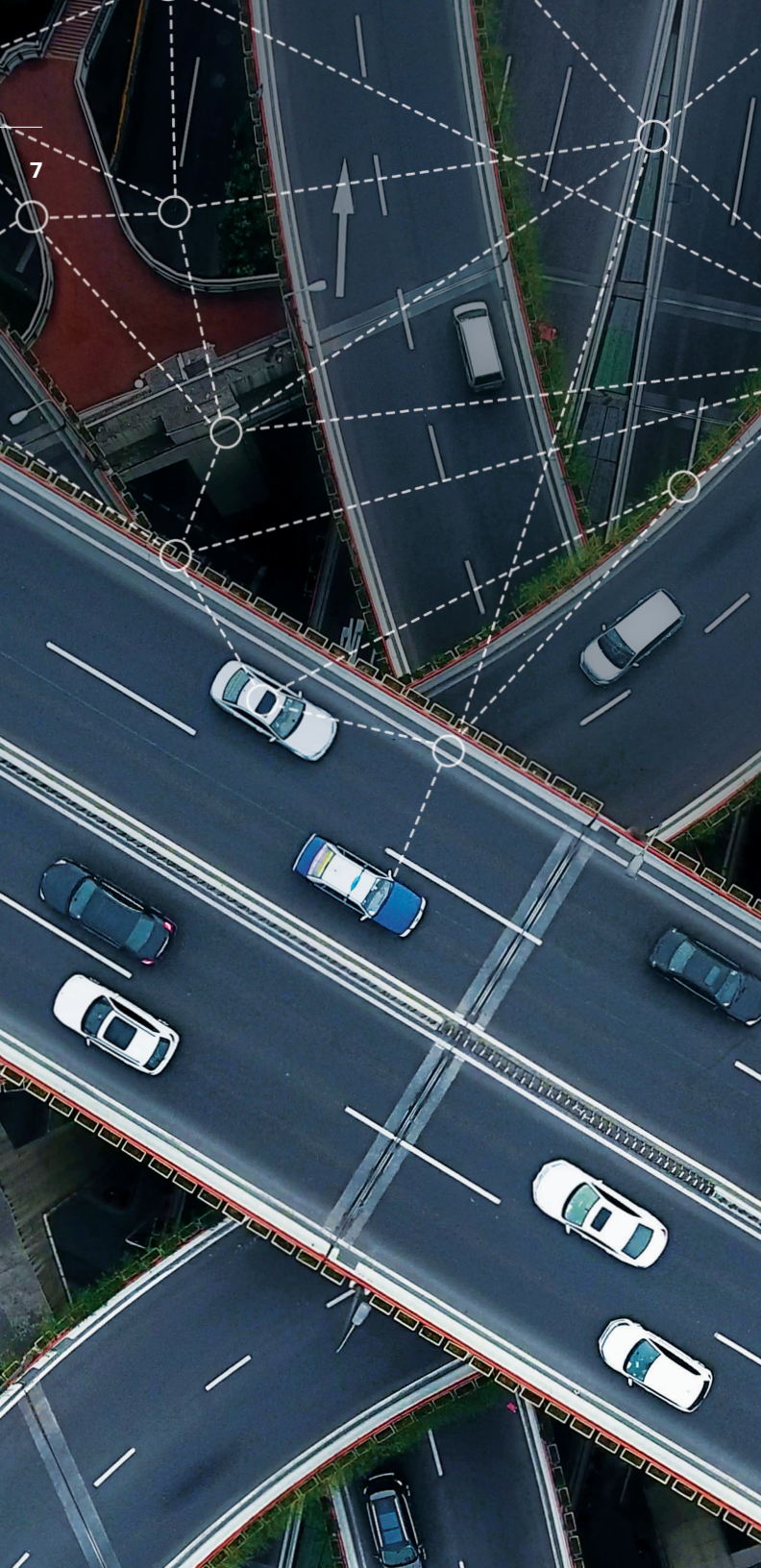
We're with you every step of the way.

Enterprise-level collaboration is a journey. Lane Connect provides the foundation for companies to share resources across overlapping lanes so that they can build successful long-term partnerships to meet their sustainability and efficiency goals. From developing mutually beneficial partnership agreements to managing change throughout your logistics ecosystem, FourKites will help you navigate the collaborative journey from start to finish.



PEER-TO-PEER INSIGHTS

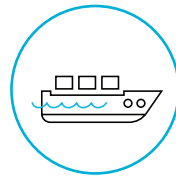
The FourKites Community is an online forum for our customers to share ideas and best practices, as well as discuss innovative solutions to today's supply chain challenges. Within the Community, the Lane Connect group is your go-to spot to find like-minded partners in the Lane Connect network, all of whom are eager to scale collaboration throughout their organization. Make connections, ask questions, and share your own experience. We fly higher together!



Network Size Matters

“Network effects” is a term that was coined when the original telephone networks took off more than a century ago. The basic idea is that a single telephone is completely worthless. Add a second and suddenly you have something useful. Keep adding phones and people, and the value of a telephone network multiplies.

The same is true for supply chain visibility. The lack of real-time data and inter-organizational connectivity has consistently held back the advancement and evolution of supply chain. As companies implement supply chain visibility platforms, the data and the benefits for participating companies exponentially increase.



More Shippers

=



More Data

=



More Value

By joining the Lane Connect network, you're gaining access to the world's largest network of shippers, carriers, brokers and 3PLs. You'll find plenty of strategic partners looking to build more sustainable, efficient supply chains. Best of all, you'll have the technology you need to seamlessly collaborate with those partners and make meaningful changes across your operations.

Build a Sustainable Future

There's no doubt that companies who prioritize sustainability will have a long term competitive advantage; a staggering 73% of consumers are willing to change their consumption habits to reduce their environmental impact. And since the largest source of greenhouse gas emissions in the US currently comes from transportation, there's no better place to start implementing sustainable changes than your supply chain.

Lane Connect empowers companies to make tangible progress towards their sustainability goals by reducing the amount of unnecessary miles driven in the supply chain. The result? A direct reduction in carbon emissions. As your supply chain expands across lanes, carriers, and partners, Lane Connect is an indispensable tool to ensure your network stays as efficient as possible.

Taking steps towards a sustainable future is on all of us. At FourKites, we're committed to helping our customers build sustainable supply chains through AI and network collaboration, just as we helped transform hundreds of supply chains with real-time visibility. With Lane Connect, we can build a sustainable future together.



Why FourKites?



UNMATCHED ACCURACY

Calculate the industry's most precise ETA's based on the broadest network of GPS-ELD integrations feeding up to-the-minute data into a continuous machine learning algorithm



LARGEST NETWORK

The largest network of tracking data in the industry enables greater collaborations among supply chain partners and deeper insights than ever before. In a single view. FourKites users can track loads across all modes anywhere in the world



MOST ROBUST PRODUCT SUITE

Our innovative solutions help you tackle all the challenges of today and tomorrow. Advanced Temperature Tracking protects fragile inventory; Network Visibility expands views on vendor managed freight; Predictive Capacity Management reduces deadhead; and Facility Manager streamlines warehouse operations and reduces dwell, to name just few.



QUICKEST TIME-TO-VALUE

Get up and running in weeks with our dedicated onboarding team and out-of-the-box integrations with carriers and leading TMS, GPS-ELD, and dispatch system.



SUPERIOR CUSTOMER SERVICES

Rest assured knowing our integrated services and training team is consistently cited by the customers as the most responsive and helpful in the industry, and is available by phone and email



FOURKITES

By tapping into FourKites' unparalleled network of shippers, carriers, brokers and 3PLs, in addition to the largest trove of freight data on the planet, FourKites gives users real-time visibility across their entire supply chain ecosystem. Shippers can now gain insight into their facility and yard activities, and even track their inbound unmanaged freight with FourKites. FourKites has the tools to maximize collaboration both within and outside of your organization to create efficiencies across your end-to-end supply chain. With FourKites, customers are armed with the predictive insights and real-time information they need to gain control over their supply chains like never before.

Contact us at hello@fourkites.com to learn more.