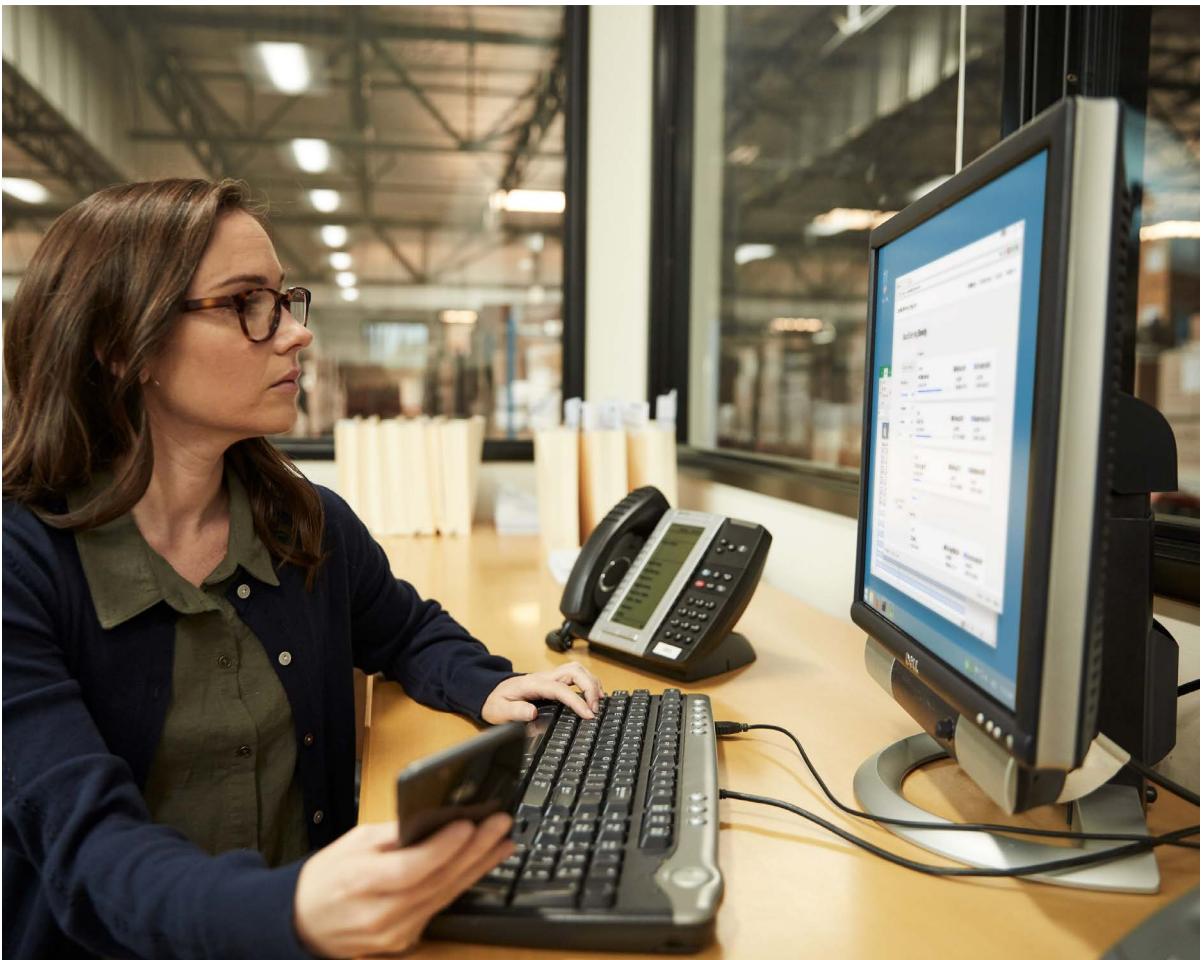


Uber Freight

MAKING THE CASE FOR

Leveraging the Power of a 4PL

By providing a high level of logistics services, expertise and technological prowess, fourth-party logistics providers (4PLs) allow companies to focus on what matters most instead of dealing with supply chain management complexities.



Uber Freight



The world is changing at the speed of light: managing in a highly unpredictable business environment



Volatility and change are the new normal in logistics and transportation markets and supply chain leaders are constantly challenged with sorting through all the information coming at them. With all that's going on, information blind spots are possible and can hamper good decision-making in critical areas, including inventory allocation and labor usage. And even when the decisions can be made quickly, they're often based on historical data that's no longer relevant—an issue that can quickly snowball into even bigger problems.

"The current environment of the rapid speed of change is a core issue that many companies just aren't used to dealing with," says Bob Daymon, head of TM operations at Uber Freight. "For companies with governance over how they change carrier assignments and inventory positions, for example, it can take a long time to change something as fundamental as a routing guide. By the time the change is made, it's already ancient history."

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As a fourth-party logistics provider (4PL), Uber Freight blends logistics technology and transportation management services to give its customers data-enabled control tower views of their supply chains across their network – warehouses, freight forwarders, modes of transporta-

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tion, shipping companies and shipping agents. With these insights at their fingertips, companies can collaborate effectively, share best practices and leverage capabilities not only with the 4PL but with other partners, too.

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A reliable 4PL that offers domain expertise, white-glove service, robust data insights and analytics helps companies better manage volatility and operate more resiliently. These are critical advantages in an environment where key challenges—labor issues, port congestion,

geopolitical issues, etc.—can change daily.

A partner to manage chaos head-on

Executives running logistics operations are facing increased pressure as they work to navigate business operations efficiently while staying

within budget, addressing shipper and carrier needs, and keeping their supply chains in motion. “The world we’re living in today is changing rapidly, and there’s a heavy demand for actionable data,” says Daymon. “What used to change in a month now changes within an hour.”

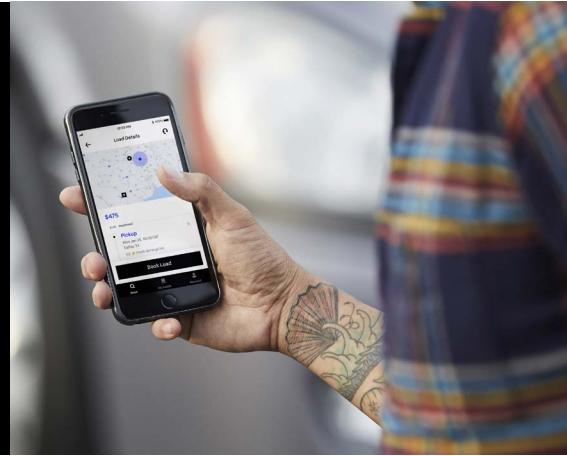
With a 4PL in their corner, shippers get a trusted advisor that’s always on the lookout and ready to step in and/or collaborate to solve problems as they emerge. “In this environment, you can only do so much yourself within your existing network, but having a 4PL provider that helps you see across multiple shippers, industries, carriers and geographies can drive

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synergy across all of those players,” says Chuck Papa, head of TM sales at Uber Freight. “It’s not just about the shipper itself anymore. To succeed in this market, companies have to be able to extend beyond their own networks.”

4PLs: Much more than just order fulfillment and delivery companies



A logistics model where shippers outsource the organization, management and oversight of their supply chain and logistics to a single provider, fourth-party logistics (4PL) includes all the assessment, design, development, management and continuous improvement needed to run well-oiled logistics, transportation and supply chain networks.

Using a managed services model, Uber Freight has domain experts, engineers and data scientists that are relentlessly finding creative cost and capacity improvements for shippers daily. With its customizable solutions, white-glove service and \$17 billion in combined freight under management (FUM), Uber Freight provides the data insights, analytics and reporting that companies need to operate efficiently in this uncertain business environment.

A single source of truth for data and information across all supply chain stakeholders, Uber Freight's advanced transportation management system (TMS) provides real-time visibility across more than 30,000 carrier partners. It effectively exposes any "blind spots" that may have existed with the shipper's networks and allows them to begin leveraging the high levels of visibility that all companies are working toward right now.

Equipped with data and insights, compa-

nies can also take advantage of industry best practices, benchmarking (where the company sits compared to its peer group) and other pertinent information. "We leverage our network to identify opportunities for shippers to drive shipper-to-shipper and shipper-to-carrier collaboration, optimize shipments, reduce transportation costs, minimize deadhead and wasted miles, and improve transit time" says Bob Daymon, head of TM operations at Uber Freight.

These are just some ways the 4PL amplifies the third-party logistics premise right when shippers need it most. Going a step further, Chuck Papa, head of TM sales at Uber Freight, says the managed service provider has also helped its customers keep their boardrooms and C-level executives abreast of current industry trends, pain points and opportunities. Using data generated by its advanced logistics platform, Uber Freight can pinpoint best practices and use them to solve problems across

multiple shippers at once.

“That capability is unique in our industry,” says Steve Barber, VP of product management at Uber Freight. Portable and flexible, the TMS platform is fully integrated with a shipper’s other systems of record, application and/or tools. “It provides an extremely specific focus on transportation logistics management that’s missing in many other core technology infrastructures,” Barber explains.

Visibility coupled with scale

Uber Freight can match available carriers of all sizes with high demand levels from the shipper side; the 4PL brings those two networks together to drive collaboration and efficiency across the network for all shippers and carriers.

This, in turn, creates better sharing of network assets, capacity improvements, planning improvements through good collaboration, higher levels of visibility into freight in motion, and improved inventory management. These “wins” directly impact the warehouse or plant floor, where Uber Freight’s technology platform can tell shippers exactly how much labor they’ll need in those areas 2-3 days out.

“This allows them to better utilize and plan manpower, versus just walking in and figuring out what they’re going to do from day to day,” says Papa. “When you can plan

ahead, it directly correlates to effective manpower management.” The same principle can be applied on the transportation front, where having good visibility equates to better planning. “Visibility coupled with the scale at which we can assess transportation networks creates a unique value proposition for both the shipper and the carrier.”

Managing complexity with ease

Uber Freight takes the burden off the shipper that’s being pressured to up its digital game while also managing complexity with ease. It also pro-

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vides the visibility platform, artificial intelligence (AI), machine learning (ML), analytics and other advanced options that today’s shippers rely on. Uber Freight’s tech-enabled logistics platform includes a powerful combination of technology, solutions and services, including the proprietary TMS, network services, logistics engineering, procurement, freight audit payment (FAP), parcel management, ocean and air management, and data insights. “This all comes as a package with a 4PL

aged transportation provider, Uber Freight helps companies increase their agility, efficiency and predictability, and optimize every aspect of their supply chain and logistics processes. It plans and executes logistics strategies and combines the industry’s broadest shipper-carrier network and a single, advanced logistics platform. The result is a highly flexible delivery model that enables nimble decision-making, drives continuous improvements, lowers operational risks and saves money.

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Everyone wins when companies partner with a 4PL to manage their end-to-end logistics and transportation networks.



The logistics manager: Challenged by the ongoing supply chain snarls, material shortages and labor constraints (among other things), today's logistics managers need better day-to-day, tactical visibility into their operations and networks. Equipped with these insights, they can focus on the areas that are out of whack and make quick decisions based on current, accurate data—not historical guesstimates.

"Any logistics manager that's not working with a 4PL probably spends most of the workday putting out fires," says Steve Barber, VP of product management at Uber Freight. "They're chasing problems, sending emails and following up with a lot of customer service reps to get the information they need." As a result, the logistics manager can never fully focus on solving the root cause of the problems. When a 4PL enters the picture, much of that responsibility will transition over to the provider, which will continually assess the network, carrier base, spot freight buys and other elements. This takes the pressure off the manager and allows them to focus on what's most important. "We let them work on the business, not in it," adds Bob Daymon, head of TM operations at Uber Freight, "and help logistics managers think holistically and strategically about resolving their tactical issues."

Using Uber Freight's benchmarking reports and KPIs through Data Insights, VPs can better understand how their organizations' delivery performance compares to industry peers and then use timely market data to drive improvement within their supply chains.

For the VP of supply chain: In the trenches with the logistics manager, many VPs of supply chain have taken on more prominent roles within their organizations because of the global pandemic, which thrust supply chains into a brighter spotlight. With broader oversight into key strategies, demand planning, inventory placement and/or customer service, VPs of supply chain need accurate and relevant data to make the best decisions. They also need consolidated, singular views of that data and one company to call when problems arise.

Fourth-party logistics companies provide all this and more and give VPs of supply chain the firepower they need to keep their organizations competitive, productive and efficient. “Strategic thinkers by nature, VPs want to look forward, avoid problems and figure out what to do next,” says Daymon. “They also like talking to their peers, benchmarking and understanding what’s going on in the broader market, and then being able to plow all of that back into their businesses.”

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For the CFO: As they work to identify and mitigate risks, ensure stability and create long-term business value, CFOs need reliable supply chain data, analytics and reporting. With this information, they can develop budgets that align with their companies’ current needs, challenges and opportunities. They also need accurate visibility into metrics like landed cost and cost to serve, which can significantly impact an organization’s bottom line.

When their companies align with a 4PL, CFOs better understand other bottom line impacts like logistics costs and transportation savings. Other vital benefits include no CapEx investment for supply chain management technology (administered through the 4PL) and high visibility into daily financial performance. Using Uber Freight’s dashboards, CFOs can see what they’re spending daily, determine whether that outlay matches the budget, and see how it supports the accrual process.

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Time is money in the logistics world



Whether a shipper is seeking network synergy with other companies, real-time shipment visibility or a planning and execution technology platform, Uber Freight provides customized logistics solutions to meet those business needs. Once in place, its portfolio of offerings helps customers reduce transportation costs, improve service, automate processes and streamline execution.

These are key in a business environment where black swan events are emerging daily, and e-commerce sales volumes continue to tax traditional logistics, transportation and supply chain networks. One port closure in China, unanticipated product recall or shortage of a critical electronic component can have both immediate and lasting impacts on global supply chains.

"Companies across the board are dealing with a lot of stress and strain right now, and all at a time when business is fairly brisk and consumer sentiments remain largely positive," says Bob Daymon, head of TM operations at Uber Freight. "For help, more companies should be looking to 4PLs that can take the weight off of their shoulders and allow them to put more focus on business growth."

Of course, few (if any) companies had their crystal balls out in early-2020 when the pandemic emerged and began taking its toll on supply chains worldwide. For many, the shift from shipping pallets and other large quantities of goods to retailers and sending individual shipments to consumers turned their supply chains on end. Now, these companies are rethinking their strategies, dealing with the "now" while also planning ahead.

"Companies are dealing with a lot of challenges just within their own four walls, let alone out in their transportation and supply chain partner networks," says Steve Barber, VP of product management at Uber Freight. To fill in those gaps, organizations are assessing their data, trying to figure out what's missing

and then attempting to fill in with point technology solutions. This approach is expensive and time-consuming in an era where every minute counts.

"Addressing everything that's going on in the market is nearly impossible for the individual company attempting to keep up on its own," says Barber. To shippers that are reaching a tipping point with their logistics and transportation systems and are ready to enlist the help of a reliable, proven 4PL partner, Daymon says now is the time to make that move. "The longer you wait and the more volatility we encounter," he says, "the more money and time you're wasting."

For more information on Managed Transportation Services, visit uberfreight.com.

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