

APIs LTL APIs

CL CzarLite[®]

BM^{XL} BatchMark^{®XL}

RW^{XL} RateWare^{®XL}

CC^{XL} CarrierConnect^{®XL}

B\$ BidSense[®]

FC FastClass[®]

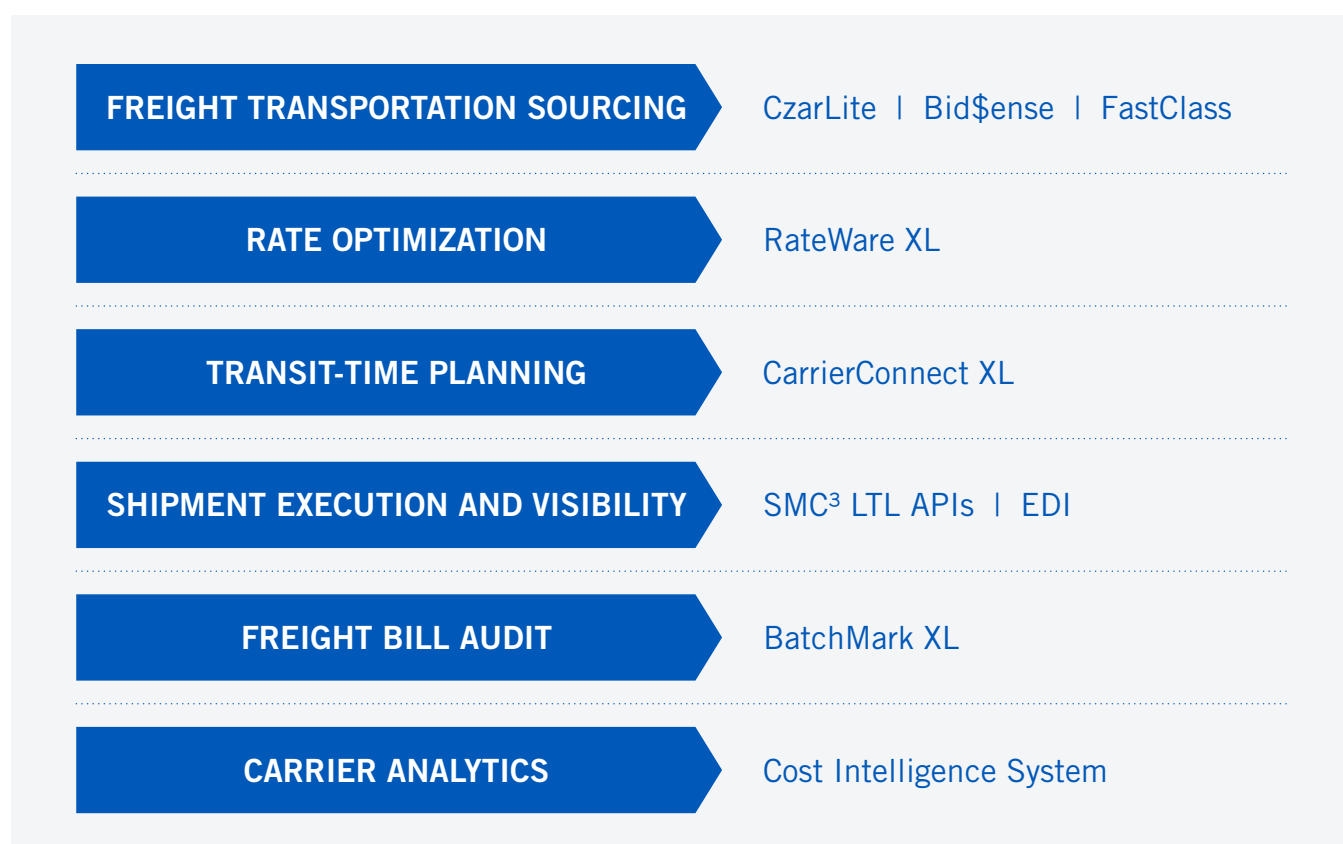
CIS Cost Intelligence System

Holistic Transportation Solutions

For decades, SMC³ has empowered shippers, carriers, 3PLs and other transportation stakeholders with technology solutions that optimize the supply chain, allowing for greater collaboration across the industry. SMC³ creates rating, transit-time and shipment execution and visibility technology solutions that benefit the entire industry. Thousands of industry trading partners rely on SMC³ technology solutions to make informed business decisions, achieve higher returns on their transportation investment, and meet ever-changing market demands.

This holistic approach to supply chain technology includes both data-driven analytical transportation solutions and transactional, a la carte, shipment visibility and execution APIs. Logistics participants can streamline the over-the-road transportation side of their supply chains with solutions that automate inefficient manual tasks, saving them time and money.

SMC³ provides the only integrated suite of intelligent technology and data solutions designed to optimize the entire shipment lifecycle. SMC³ solutions assist users with:



With SMC³, shippers and 3PLs can find the right capacity in tight markets, which also benefits carriers, leading to strong symbiotic relationships. Every step the company takes is driven through a service mentality and a desire to push the supply chain industry forward to meet the needs of logistics stakeholders.

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CzarLite[®]

The CzarLite family of modern LTL base rates is the foundation for successful shipper, carrier and third-party pricing agreements. CzarLite levels the playing field, providing unrivaled data that reflects the true realities of today's freight market.



Compare pricing from various carriers using a carrier-independent base rate



Ensure the competitiveness of carrier rate offers



Simplify business processes such as negotiations, contracts, payment and costing



Evaluate the impact of carrier rate adjustments



Easily incorporate pricing data into transportation management systems



Manage both classification-based and density-based pricing

A Uniform Base Rate

The starting point for every successful transportation agreement between shippers or third-party logistics providers and carriers should be the use of a neutral, uniform base rate. SMC³'s **CzarLite**[®] is the basis for thousands of LTL contracts that account for billions of dollars in managed transportation, enabling shippers or 3PLs to make informed LTL purchases by negotiating their transportation spend using the same base rate system, regardless of the carrier.

The CzarLite base rate currently reflects analysis of 235.9 million freight bills from 25 of the largest LTL carriers, a data set unique to SMC³. Annual market reviews and updates ensure that the CzarLite base rate annually remains the top used rate in the LTL industry.

The Case for CzarLite

In the highly competitive carrier market, LTL shippers and 3PLs already face a multitude of pricing and service options. Using the CzarLite[®] base rate when negotiating and comparing carrier's pricing is the smart move; it is entirely independent of any individual carrier's system of rates. Utilizing a single, neutral base rate across your carrier partners simplifies your comparison carrier price proposals by removing a variable in your price agreements.

Benefits of using the CzarLite base rate as a pricing starting point include:

- **Geographic Rating**
 - Pricing levels for each shipment are updated depending on factors like short vs. long haul, regional vs. national and more. Rates are rationalized based on distance.
- **Accessorials and local price influence**
 - The base rate incorporates modern market freight-flow patterns and high-cost areas, reflecting the most current economic and geographic complexities of North America's distinct regions.
- **Stability**
 - There is less volatility in the CzarLite rates as CzarLite is not reactionary to temporary economic factors (e.g., stock market fluctuations, severe weather impacts).

Figure 3: CzarLite Territories



A Borderless Baseline Pricing Solution

The standard CzarLite base rate covers pricing among all points in the contiguous United States and has been used in thousands of national and regional LTL contracts. **CzarLite North America** rates can be used to rate shipments moving between the United States and Canada or Mexico, and for shipments moving between Canada and Mexico. Class, weight and minimum charge structures have been equalized so all CzarLite products use the same rating and classification logic. SMC³ has developed door-to-door CzarLite structures that utilize density rating.

CzarLite Mexico provides U.S. shippers with a set of base rates for goods moving within and from Mexico to the U.S. and Mexico to Canada. The product offers rating solutions based on dimensional weight, modeled on Mexico-to-Mexico postal codes and delivered in Mexican pesos. Before the introduction of intra-Mexico pricing, shippers and logistics service providers working in Mexico did not have a reliable way to compare the pricing data they received from carriers.

CzarLite Canada is a focused base-rate solution for shippers operating inside Canada. Intra Canada rates represent regional variations according per data obtained annually from Statistics Canada and the Freight Carriers Association of Canada.

Combine the CzarLite family of products to receive door-to-door LTL transportation pricing throughout North America.

PRODUCT	GEOGRAPHICAL TRANSPORTATION POINTS
CzarLite United States	United States
CzarLite North America	United States, Canada and Mexico
CzarLite Canada Cross-Border	United States and Canada
CzarLite Mexico Cross-Border	United States and Mexico
CzarLite Canada	Canada
CzarLite Mexico	Mexico



“CZARLITE GIVES YOU A LEVEL PLAYING FIELD. IT MAKES OUR ANALYSIS WORK FOR OUR CLIENTS EASIER AND ALSO ACTUALLY MAKES WORKING WITH THE CARRIERS EASIER FOR US AS WELL. THEY GET USED TO THE STANDARDIZATION, AND WE UNDERSTAND WHERE THE BASELINE IS WITH OUR CUSTOMERS.”

— CHAD EARWOOD, PRESIDENT & CEO, eSHIPPING



Integrating CzarLite

Both large and small shippers benefit from integrating their transportation pricing within their business systems and technology platforms. SMC³ has built collaborative relationships with shippers, carriers and their technology vendors to simplify integration as well as operating and profitability strategies. Implementation is rapid and painless, requiring only a simple installation procedure.

- CzarLite can be used in a multitude of platforms.
- SMC³ teams up with leading software providers to ensure compatibility.
- More information on SMC³ software alliances can be found on in the Alliance Partnership section.

RateWare XL Integration

SMC³'s **RateWare[®] XL** provides at-a-glance access to CzarLite and other industry pricing data, allowing users to rate data at speeds of up to 60,000 shipments per minute. Like CzarLite, RateWare XL technology is designed to work seamlessly within a variety of transportation management systems, meaning shippers can immediately start utilizing the power of SMC³ solutions. Learn more about this no-hassle solution to shipment rating on in the RateWare XL section.

Other CzarLite Technologies

The CzarLite Online rating system contains many features that allow users to establish the pricing details that correlate with each of their carrier agreements. Included in these settings are discounting, minimum charges, fuel surcharges (by individual carrier or national average), FAKs, and a multipurpose rate-adjustment factor to handle other rate increases or decreases. The discounting feature is robust, allowing for simple discounts, weight-break discounts or discounts attached to very specific geographic lanes.

Another way to achieve pricing visibility without systems integration is through the **CzarLite Windows Rater**, an extensive software program for managing the LTL pricing results from carriers in the transportation RFP process. In addition to the LTL rating function, the system provides custom setup capabilities for managing individual carrier pricing agreements. The system is simple to use and has several default settings that allow users to optimize the programs. For projects requiring analysis, the CzarLite Windows Rater allows customers to capture individual shipment records for importing into spreadsheets and database programs. Individual transaction images can also be saved to a file. Both are excellent methods for carrier bid analysis.

The Pricing Standard

The top LTL carriers in the market all have different network requirements and service offerings, and these business needs are reflected in the way they calculate LTL shipping rates. Without a neutral, standardized pricing foundation that takes shifting freight flows and modern market pressures into account, it's impossible for customers to accurately and reliably compare one LTL carrier to the next. SMC³'s CzarLite base rate is a must-have for shippers and 3PLs seeking to operate efficiently and effectively as the LTL market continues to evolve.

Contact SMC³ today at sales@smc3.com or 800-845-8090 to get started with the CzarLite LTL pricing base rate.

Bid\$ense[®]

Bid\$ense is a cloud-based, strategic transportation procurement solution that automates, facilitates and manages LTL and truckload bidding among carriers and shippers. Users can optimize the sourcing process and create a strategic RFP plan by using Bid\$ense to connect LTL carriers through a single portal. Any U.S. DOT registered carrier can be added to the Bid\$ense platform.

Easy to use and intuitive, Bid\$ense integrates seamlessly into existing supply chain processes and technology systems. Whether conducting an RFP with the intent to manage transportation spend or increase provider options, Bid\$ense adds structure to the proceedings, resulting in improved efficiency, reduced errors and faster bid turnaround times.



Quick access to hundreds of providers, giving visibility to the current market rate



Customized carrier scoring based on price, service and your business' unique requirements



Self-service data cleansing and process managements tools



Access to SMC³'s freight industry expertise



Receive competitive, sustainable pricing for providers



Savings potential—Bid\$ense customers saved an average of 15% in freight spend

The Right Carriers for Every Truckload & LTL Bid

Shippers of all sizes turn to SMC³'s **BidSense**® to make their transportation sourcing dollars go further and save time finding the best carrier partners for their freight.

BidSense helps you:

- React to quickly changing market dynamics
 - Subscription-based service is available enabling you to run large procurement events and unlimited mini-bids throughout the year
- Data Analytics
 - Built-in data analytics empowers you to quickly compare carrier proposals and ascertain future transportation spend of various carrier award scenarios.
- Automate aspects of the RFP process
 - Leverage technology to reduce your administrative burden by electronically communicating with incumbent and prospective carriers, calculating the impact of competing bid proposals, and reporting out RFP results
 - Reduce Transportation Costs Structured RFPs with a broad set of competing carriers and high fidelity data quality lead to the most competitive and sustainable carrier price proposals

With BidSense®, shippers can access bid information from more than 500 LTL carriers and more than 1,000 truckload carriers. The typical BidSense user incorporates an average of 30 carriers in each bids broadening their provider set and increasing the likelihood of finding savings and increasing available capacity.

BidSense customers can leverage SMC³'s lifetime of transportation technology expertise to incorporate pricing, claim ratios, on-time performance and transit times into bidding requirements, and in some cases, we can provide professional services to help ensure the process goes smoothly.

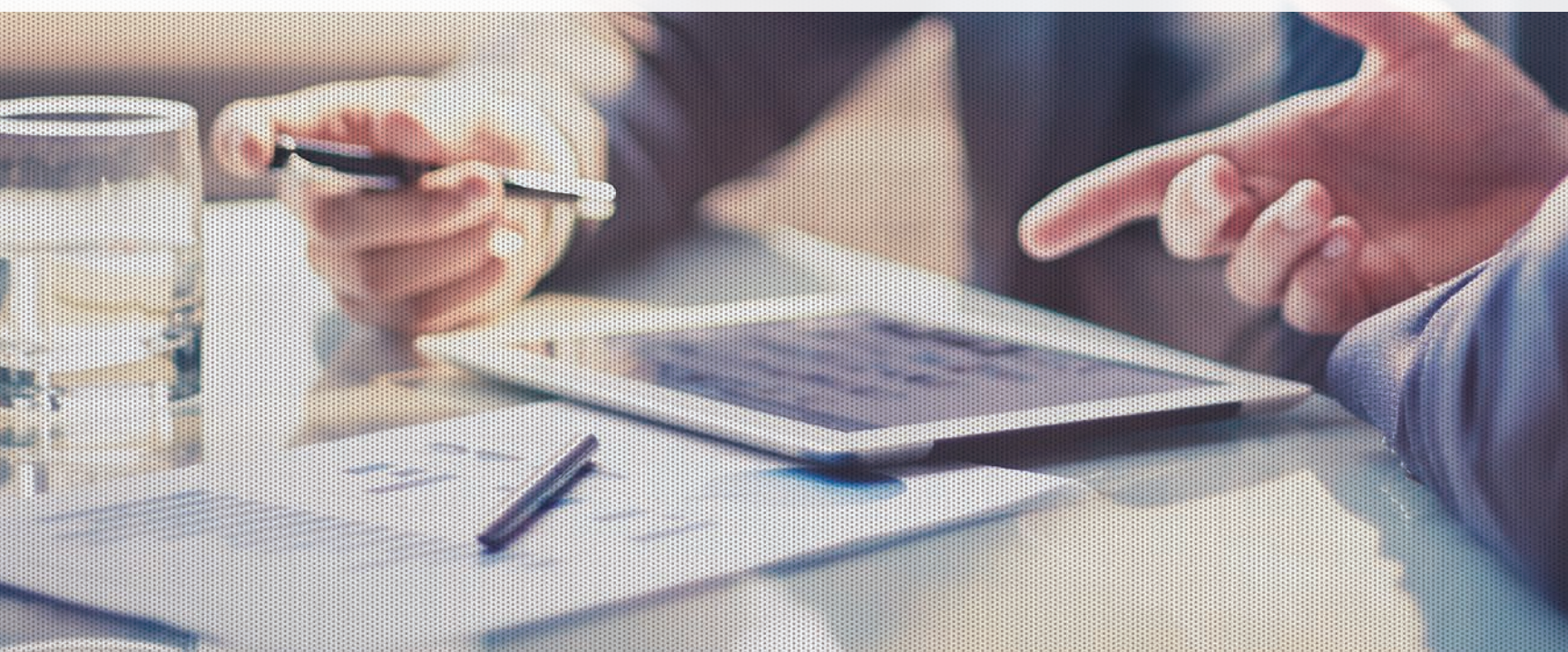
Optimizing Over-the-Road Transportation RFPs

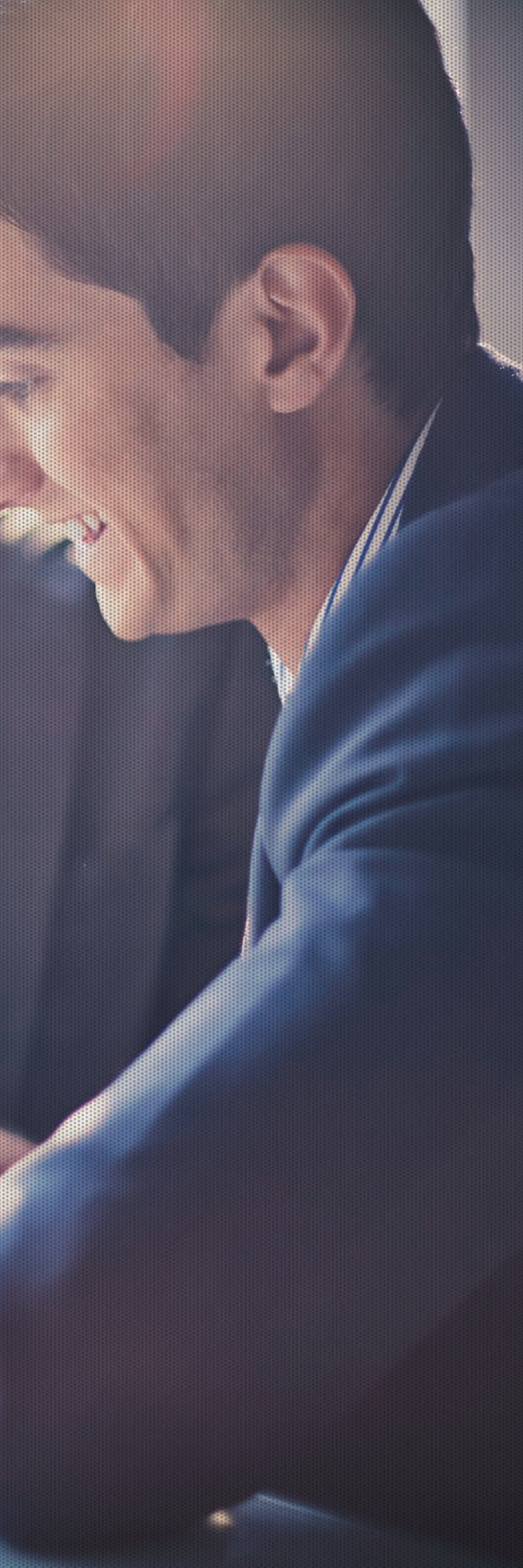
Before each bid event, each shipper's submission goes through a data cleansing process to make sure every carrier involved in a BidSense bid receives the same, complete description of the shipper's needs. This lets them respond with their best offer. In turn, the customer receives uniform responses from each carrier. Best of all, the seamless integration of **CzarLite** base rates means that common rating structures are shared across all participants, resulting in an "apples to apples" comparison of carrier rates.



“BID\$ENSE MAKES THE BID PROCESS EXTREMELY EASY. IT TAKES A LOT OF THE COMMUNICATION OFF MY PLATE IN TERMS OF HOW TO ENTER EVERYTHING AND COMMUNICATING WITH THE CARRIERS ABOUT GETTING DATA IN.”

— DAVID KNUTH, LOGISTICS SPECIALIST, IEWC





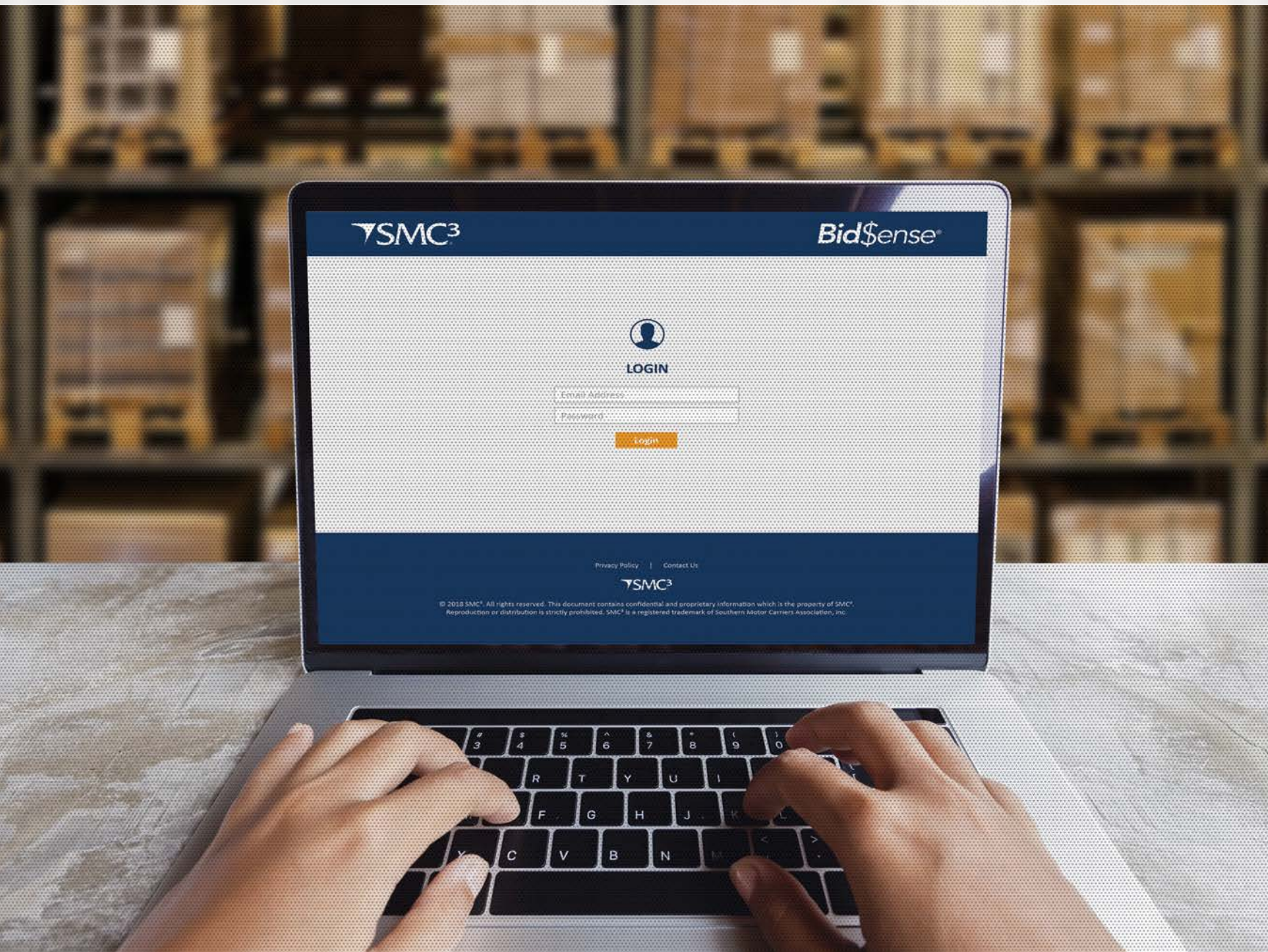
A Simple Solution

Transportation buyers face a dizzying array of options when preparing for and administering an RFP. From gathering the appropriate in-house information to evaluating carrier data and managing the RFP event, multiple layers of management and communication are involved. Bid\$ense—a true, end-to-end transportation procurement process that combines detailed pricing scenarios with powerful tools for carrier response analysis—streamlines the process. Bid\$ense facilitates and manages a collaborative bid process between shippers and carriers.

Bid\$ense is all about simplicity. As a shipper, it's about getting the most out of each RFP process by eliminating manual tasks. Automation not only saves time, but provides rigor and a level of confidence that simply isn't there with manual tools. By standardizing the bid responses and automating the process, shippers can also vastly reduce the likelihood of errors.

BID\$ENSE DEFINITELY HAS HELPED DRIVE SAVINGS. ANY TIME YOU GO OUT THERE AND YOU DRIVE THAT COMPETITIVENESS WITH THE CARRIERS AND THEY KNOW THEY'RE IN A BID ENVIRONMENT, IT SEEMS TO SHARPEN THEIR PENCILS.

**— JESSE BURNETT, NATIONAL TRANSPORTATION PROJECT
MANAGER, CENTRAL GARDEN & PET**



Simple, Sophisticated Truckload & LTL Bid Analysis

The most important step in any RFP process is analysis. Once the carrier bids are received, users must be able to easily and accurately manipulate the bid data for what-if scenarios and bird's-eye views. The Bid\$ense solution incorporates SMC³'s expertise in LTL and truckload pricing structures and processes carrier bid responses accordingly. Bid\$ense helps you:

- Automate the onerous RFP process to streamline your transportation spend
- Evaluate and pre-qualify LTL and truckload carriers on performance metrics, rather than price alone
- Build relationships with carriers tailored to your specific business
- Leverage analytics to optimize carrier selection by service and price

While most bidders embarking on the RFP process don't have visibility beyond their tier-one providers, Bid\$ense allows shippers and 3PLs to see deeper into the procurement process. Shippers that gain a complete picture of their supply chain end up with smarter, more rewarding carrier partnerships. Bid\$ense is a win-win for all involved.



SMC³ Bid\$ense Meets All Over-the-Road Transportation Bid Goals

FOR SHIPPERS:

- Streamline your procurement process
- Conduct unlimited bid rounds, or “mini bids,” as often as you wish via your annual subscription
- Reduce hours spent on individual RFPs through seamless integration to existing systems
- Save an average of \$150,000 per \$1 million in freight spend

FOR 3PLs:

- Compare and manage shipping rates from multiple truckload and LTL carriers
- Access a 360-degree view of carriers’ service qualifications—users can negotiate transportation savings for large or smaller clients

FOR CARRIERS:

- Use a single, standardized tool to analyze bids
- Receive and reply to bids with details necessary to optimize pricing and minimize risk

Why Truckload & LTL Carriers Like BidSense

When receiving an RFP, carriers are often presented with inaccurate data and many widely varying formats. These inaccuracies result in incorrect pricing and poor decisions that impact all parties involved. When carriers have the opportunity to take part in a BidSense RFP, the outcome is win-win. This is because BidSense creates a fair playing field for carriers, shippers and 3PLs, where bid responses receive equal treatment. The complete shipper data provided to carriers removes costly steps from their process, reducing uncertainty and allowing for greater flexibility in their response to the shipper.

With BidSense, carriers can work with shipper data online or, if they choose, via a simple download to their existing pricing system. The carrier simply uploads the lane data responses, and the information becomes available to the shipper. Online alternative processes automatically link to standard pricing through **CzarLite**, **CarrierConnect® XL** and other SMC³ products. BidSense also enables the carrier to view the package as a whole—not simply as lane-by-lane data. This helps the carrier better optimize their network and operations to present the best pricing to the client.

Success with BidSense

Today's shipping managers and logistics professionals are eager for practical technology solutions that reduce excess steps and unnecessary manual labor. Nowhere is this truer than with the freight transportation procurement process.

SMC³'s characteristic understanding of transportation pricing and processes has made BidSense a unique solution in the area of transportation procurement. Shippers, logistics service providers and industry consultants have used this program to streamline their RFP process, cut their overall transportation spend and award their business with confidence.

Strategic bidding is a win for all parties involved. Contact SMC³ today at sales@smc3.com or 800-845-8090 to get started with BidSense.

FastClass®

For LTL shippers, pricing begins with the National Motor Freight Traffic Association's classification index. While this standard is the baseline for all freight moves, it's sometimes hard for shippers to navigate. Accurate and timely LTL freight classification is critical for accurate shipment rating, and the classification index is a living document that shifts and adapts to fit the needs of the marketplace.

Under agreement with the NMFTA, FastClass provides reliable and speedy LTL freight classification content. FastClass is continually updated as the NMFTA adjusts its standards, providing customers with an unrivaled product capable of lightning-fast, accurate classification rating of even the most complex shipments.

With FastClass, users can also:



Avoid unexpected rerates due to freight misclassification



Package freight according to industry standards



Plan new product packaging and distribution scenarios with shipping costs in mind



Gain instant access to pertinent NMFTA data

Apply the Correct Classifications to Freight Every Time

The dynamic world of LTL transportation is ever-changing, and when it comes to rating an LTL shipment, accounting for all the factors can lead to confusion. NMFTA's classifications were created to make sense of the unending rotation of commodities traveling on the nation's roadways by assigning specific classifications based upon a shipment's:

- Density
- Stowability
- Handling
- Liability

User-Friendly Features

FastClass® ports data directly from the NMFTA and provides the information through a variety of easy to-use features and functions. Through a powerful search engine, including enhanced export functions, FastClass provides users with all the tools they need for instant access to the NMFC. FastClass also includes a simple density calculator, allowing users to accurately calculate the densities that may be needed when tendering freight. Unlike the NMFC book, FastClass gives users a quick view of the articles, rules and packages that were changed in any NMFC supplement.

Simplified Access to Classifications

FastClass is available in several formats; users can choose the level of accessibility that works for their classification needs—individual, group or company-wide. Purchase FastClass as a software program for the Windows operating system or access it online at www.smc3.com. For those who want to develop their own system or load the classification data into existing systems, SMC³ maintains the data to accurately reflect changes as they occur.

Contact SMC³ today at sales@smc3.com or 800-845-8090 to classify shipments the easy, accurate way with FastClass.

RateWare[®]XL

The nature of LTL freight rating is complex and multifaceted. RateWare XL enables customers to manage UPS and FedEx parcel pricing and LTL rating complexity, for both class and density rates, with the fastest, most comprehensive rating and pricing solution of its kind. With industry-leading speed, reliability and security, SMC³'s RateWare XL LTL rating engine integrates seamlessly with transportation management system applications to deliver rate detail and precision.

When combined with CarrierConnect XL, users can command a complete view of LTL pricing, transit times and carrier services.



Experience dramatic performance in rating speed, accuracy and agility



Quickly and accurately calculate LTL rates from 4,000 tariffs



Integrate with ease into enterprise-wide business and supply chain applications



View carrier service and pricing data seamlessly throughout any organization

Comprehensively Manage Carrier Pricing

When base rate pricing and carrier agreements are in place, shippers can efficiently and accurately manage shipment pricing and transportation analysis with **RateWare XL** all in one comprehensive system. The solution lets shippers manage all carrier-specific pricing, including calculating discounts, minimum charges, deficit rating and FAK charges.

The Best Rating Anywhere

Freight rating involves several factors that combine to produce a net price. To get the most accurate pricing, these details must be accounted for on a carrier-by-carrier basis. Many solutions that promise a full solution can miss key inputs, such as line-item discounts, FAK charges, floor minimums and other shipment rating details. These omissions can lead to errors that result in selecting the wrong carrier or unexpected shipment charges.

Additionally, many technology solutions apply workarounds that use estimates and rate modeling instead of specific rate calculations. This can create serious errors in the end pricing results and affect transportation planning, execution and payment applications.

With RateWare XL, users can:

- Analyze rates with line-item discounts, FAK charges, floor minimums and other details
- Optimize UPS and FedEx small-package shipment pricing
- Protect against API rating errors with additional checks and balances

Figure 4: SMC³ XL Technology Architecture

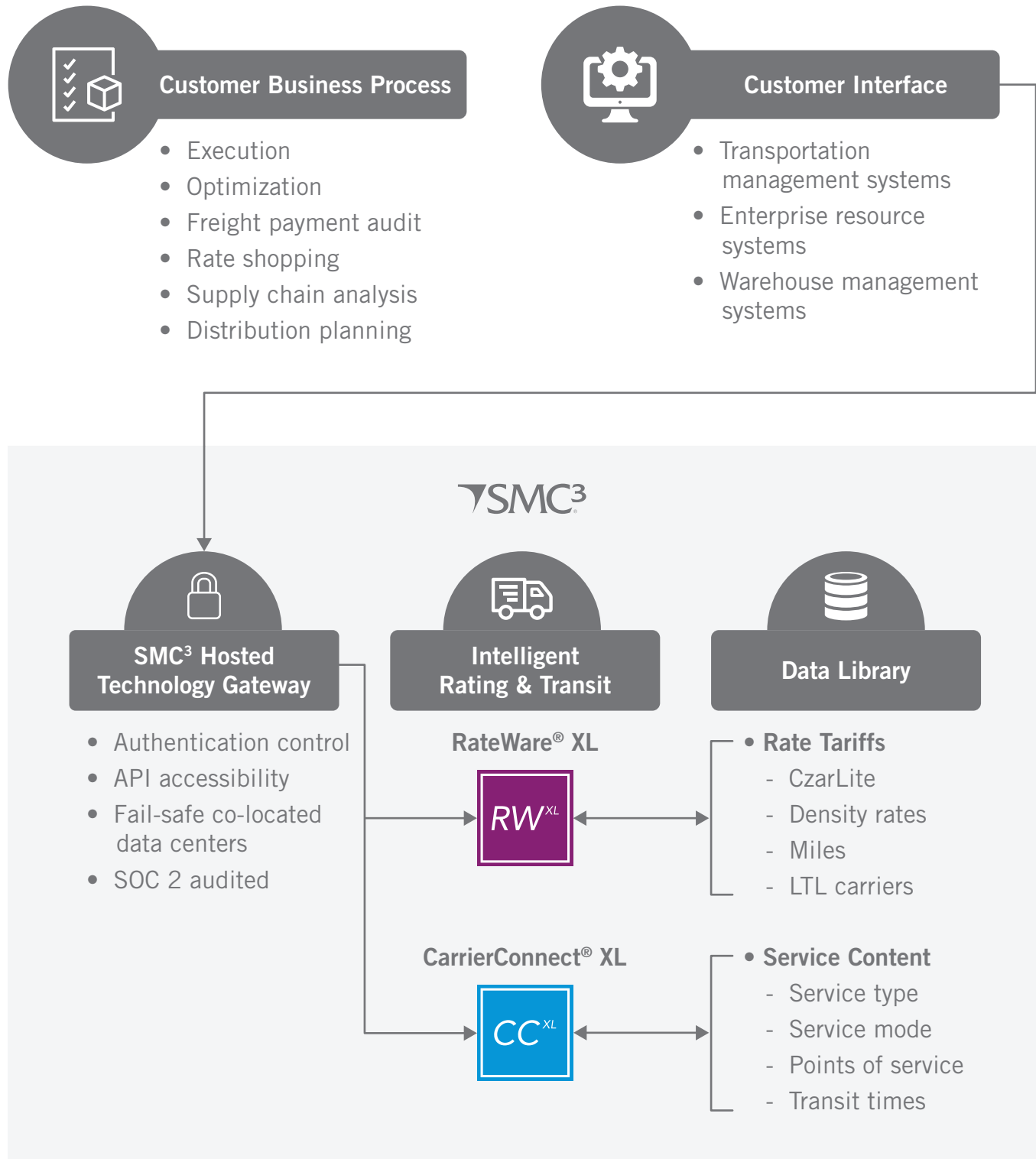


Figure 4: SMC³ XL Technology Architecture

Web-delivered services and service oriented architecture allow SMC³ to combine transportation pricing (RateWare XL) and service content (CarrierConnect XL) to enhance business processes.

Intelligent, Fast Rating

RateWare XL utilizes SMC³ pricing science to provide users receive immediate, accurate rating for:

- Freight procurement
- Budget planning
- Project management
- Settlement

RateWare XL can return rates in milliseconds, but also enables customers to batch rate, returning rates at a speed of 60,000 shipments per minute.

RateWare XL's comprehensive rating engine reduces the number of tools required for supply chain pricing. The solution enables a more sophisticated analysis of the options involved in comparing and selecting among multiple modes of transportation.

Additionally, RateWare XL works with SMC³'s CarrierConnect XL to obtain transit times and produce a service qualified rate. With this approach, scheduling is an inherent part of the equation when determining the rate. And through CarrierConnect XL integration, the transit time, points of service and detailed service guide information accessed by RateWare XL are maintained on a consistent, timely basis.

Leading-Edge Technology

Today's complex supply chains require ultimate flexibility in technology architectures, IT systems and integration capabilities to accommodate rapid changes associated with customers, vendors and business strategies. RateWare XL provides this flexibility by using service-oriented architecture to deliver complete freedom of choice among hardware, operating systems, databases and software applications.

RateWare XL leverages APIs to eliminate system-integration hassles. RateWare XL can run anywhere on any platform and can be modified as business processes change. The fully hosted solution provides access to the most current carrier data at all times, because carriers use SMC³ SOA to dynamically update their service information.



“BEFORE RATEWARE® XL, GETTING A RATE WAS A LABOR-INTENSIVE PROCESS AND ONE OF THE BARRIERS TO ENTRY TO SOME OF THE MARKETS WE ARE NOW PLAYING IN. I CAN’T IMAGINE TRYING TO OPERATE A BUSINESS LIKE OURS—AND WORK EFFICIENTLY FOR OUR CUSTOMERS—WITHOUT A PRODUCT LIKE RATEWARE® XL”

— CHAD EARWOOD, PRESIDENT & CEO, eShipping





Simplifying LTL Pricing

The SMC³ transportation database consists of data from more than 5,000 price lists. All SMC³ pricing modules can be easily installed to SMC³'s programming APIs, software interfaces and rating tools. These data modules simplify LTL pricing and eliminate the costly mistakes of sourcing, programming and maintaining data from multiple carriers.

Amid the pricing data is a complete history of the entire **CzarLite** family of base rates, as well as a comprehensive list of individual carrier price lists. These individual carrier modules are date-effective and cover pricing throughout North America.

LTL Freight Rating Complexity

40,613

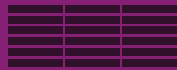
5-digit ZIP codes in the U.S.

$40,613 \times 40,613 =$
1.7 Billion

ZIP-to-ZIP combinations forming the ZIP matrix

18 x **9** = **162**

Classifications



Weight breaks



LTL rate classifications

162 x **1.7B** =

LTL rate classifications

ZIP-to-ZIP combinations

276 Billion

ZIP-to-ZIP rate configurations

276B x **4,000+** =

ZIP-to-ZIP rate configurations

Possible base rates

1.10 Quadrillion

(Infinite possibilities once FAKs and discounts are factored in)

Best-of-Breed Integration

SMC³ teams with leading software providers in all areas of the industry to ensure the tightest integration capabilities. Companies like Oracle, Blue Yonder, SAP, MercuryGate and Manhattan Associates are just a few of SMC³'s alliance partners. With proven, seamless integration of RateWare XL into their application modules, these companies have recognized and recommended SMC³ as the transportation pricing solution provider of choice.

For companies that want to conduct their own integrations, RateWare XL has multiple APIs designed to support and work within these and other best-of-breed technologies. In fact, RateWare XL APIs have been used to connect SAP and internally developed systems to RateWare XL's pricing data and functions. SMC³ can also assist customers by providing consulting and programming assistance for developing their own interface to RateWare XL.

Contact SMC³ today at sales@smc3.com or 800-845-8090 to learn more about RateWare XL technology and its myriad benefits.

CarrierConnect[®]XL

CarrierConnect XL provides the most accurate LTL transit times and carrier details available. Via both RESTful and SOAP APIs, CarrierConnect XL compiles and continually updates transit times and carrier service detail from more than 300 leading national, super-regional and regional carriers across North America.

The comprehensive CarrierConnect XL database provides pertinent information collected directly from carriers and other transportation industry data sources:



Identify operational capabilities, including points of service and transit times



Add any U.S. DOT registered carrier with one call to SMC³



View detailed, terminal-level carrier contact information



Point specific messaging



Analyze historic transit times and service areas



Predict day of arrival with provider-specific calendar logic

Stay on Top of Individual Carrier Information

CarrierConnect XL is the engine that combines the operational capabilities, points of service, transit times and detailed contact information from carriers into one easy-to-use system that integrates the information into each customer’s system.

With the CarrierConnect XL database, customers don’t have to spend time searching multiple carriers’ websites or carrier directories and publications—SMC³ provides and updates the latest, most accurate carrier contact and service information for you!

The Complete Picture

When combined with RateWare XL, CarrierConnect XL integrates carrier-specific points of service and transit times with rates to provide a holistic view of the LTL transportation landscape from optimization and planning to post-shipment auditing.

Figure 5: Carrier Interaction with SMC³ SOA Technology

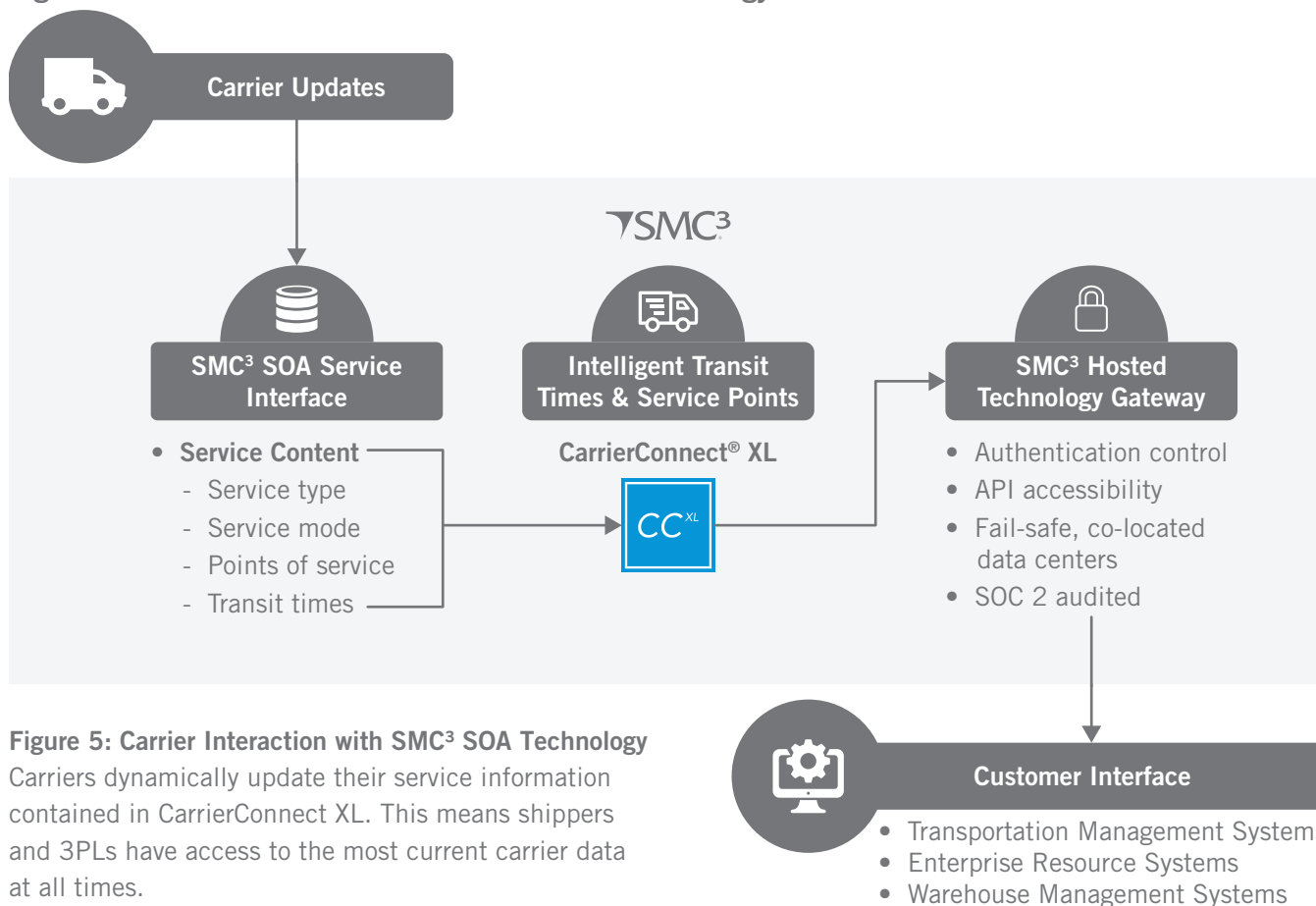


Figure 5: Carrier Interaction with SMC³ SOA Technology
 Carriers dynamically update their service information contained in CarrierConnect XL. This means shippers and 3PLs have access to the most current carrier data at all times.



"CARRIERCONNECT XL IS A GAME CHANGER FOR OUR BUSINESS. CUSTOMERS UTILIZING THIS PLATFORM HAVE THE ABILITY TO TAKE ADVANTAGE OF OUR DAY-SPECIFIC TRANSIT TIMES AND UTILIZE THE SERVICE OFFERINGS WE HAVE AT AN ECONOMICAL PRICE."

— FRANK HURST, PRESIDENT, ROADRUNNER FREIGHT

Contact SMC³ today at sales@smc3.com or 800-845-8090 to learn more about CarrierConnect XL.

SMC³ LTL APIs

With SMC³ APIs, customers can integrate directly to freight transportation carriers and enable real-time shipment communications that ensure complete visibility throughout the entire LTL shipment lifecycle. SMC³'s API's are now integrated within leading TMS platforms like MercuryGate and Oracle's OTM. Additional integrations are coming soon.

With SMC³'s best-in-class suite of API solutions, customers can:



Eliminate the costly and inefficient manual processes associated with querying LTL volume, contract, broker and dynamic pricing rates and data.



Receive immediate confirmation the carrier received your pick-up request via API.



Receive immediate visibility to shipment tracking with our automated PRO # assignment service; SMC³ has the only fully managed PRO Assignment system.



Use Electronic Bill of Lading (eBOL) to digitally transmit shipping information to carriers quickly and securely.



Receive automatic, relevant shipment status updates. SMC³ is the only API provider that augments pricing calls with complete transit info including location phone and address details via CCXL.



API connections return the actual physical document image; SMC³ standardizes those documents so the user receives them in PDF format. API services can return documents not available via EDI such as weight certificates and signed proof of delivery.

Execution and Visibility APIs

SMC³'s suite of RESTful API solutions can integrate directly to freight carriers and enable realtime communications to ensure an orchestrated process between price quoting, shipment execution, carrier dispatch, status tracking and document services. SMC³'s individual APIs can easily integrate to create rule-based workflows within third-party systems.

SMC³'s LTL API's give the user the power to:

- Enable automation of full LTL shipment lifecycle by integrating to a single suite of standardized APIs: Get quotes and transit time, schedule pickups, get pre-assigned PRO numbers, get status tracking and shipping document images.
- Enable automation of otherwise manual LTL execution and visibility tasks, e.g. Volume spot quotes, document image retrieval, etc.
- Reduce up-front onboarding & development effort and cost compared to alternative solutions, e.g. direct carrier API integrations or EDI.
- Reduce cost and effort of API upkeep with SMC³ ongoing maintenance of carrier connections at no additional charge.
- Reduce visibility gaps when using pre-assigned PRO Numbers with Status Tracking.
- Reduce cost and effort to add new API connections by having SMC³ add them on request and at no additional charge.

Delivered through the proven SMC³ cloud—which handles millions of transactions every day – the SMC³ LTL APIs allow customers to choose the level of computing power to match their business needs.

API Benefits

SMC³'s API solutions allow freight transportation stakeholders to digitize the LTL shipment lifecycle from quote to delivery. By integrating these solutions with solutions like the RateWare XL and CarrierConnect XL analytic APIs, the CzarLite base rate and EDI messaging protocols, customers can command a 360° view of LTL pricing, transit times and carrier services.

The API offer several benefits to users looking to increase transactional speed and take advantage of the ease of digitization.

Pricing

- Pricing stays within the TMS, saving pricing teams valuable time by not having to search website by website or making phone calls to each carrier to track down rates

PRO Number assignment (if one is needed, some customers have arrangements in place with carriers)

- Automatically assign PRO#'s up front, avoiding the need for mid-shipment matching. This helps carriers as well, efficiently minimizing manual processes

Dispatch

- Automate dispatch and tender request processes, accelerating the transactions while receiving immediate pickup confirmation to help answer downstream location requests

Documents and Imaging

- Retrieve actual images for a single PRO#, including bills of lading, weight and inspection certification, proof of delivery, and invoices

Shipment Status

- Get fast, updated information via API connection to resolve any potential delivery incidents more quickly, and before they grow into bigger issues

Figure 6: SMC³ LTL APIs



Figure 6: SMC³ LTL APIs

Eliminate gaps in shipment visibility, automate manual processes and redeploy resources to revenue generating activities.

Managed EDI for No-Hassle Communication

EDI messaging has long been the communication standard in the industry, and while API is the “new kid on the block,” EDI and API can work very well together—and SMC³ can help ensure the best combination for your business!

SMC³ Integration Services provides an instant, tailored EDI infrastructure for each client that supports connections among all their TMS providers, including LTL-specific data translation—broadening the variety of document types able to be transmitted via existing EDI platforms.

There’s no need for costly and onerous on-premises EDI implementations; SMC³’s customized EDI processes fit each client’s exact specifications.

SMC³’s reliable and secure Managed EDI infrastructure comes with 24/7 monitoring, unrivaled customer service and decades of institutional knowledge.

With SMC³’s no-maintenance, cloud-based service, customers can:

- Augment existing EDI messaging solution with real-time API data
- Scale messaging requirements with ease to serve growing businesses
- Secure reliable communications at a fraction of the in-house cost

Holistic Messaging for a Connected Supply Chain

Finding the right provider who can service both API and EDI messaging needs is crucial. As a single-source provider for both types of communication, SMC³ augments traditional EDI messaging with real-time API visibility and execution information.

Enhanced communication via API and EDI protocols is in the backbone of SMC³’s suite of freight visibility and execution products. By providing solutions using both APIs and EDI, SMC³ delivers a range of tools that deliver enhanced carrier connectivity.

Contact SMC³ today at sales@smc3.com or 800-845-8090 to learn more about SMC³ LTL APIs.

BatchMark[®]XL

For Shippers and Logistics Service Providers

BatchMark[®] XL provides access to the industry's most comprehensive library of more than 4,000 carrier-specific tariffs, 3rd party base rates and CzarLite—to ensure accurate freight billing across every carrier agreement.



Process an unlimited number of class/weight combinations



Evaluation of budgets impact due to shipping locations changes



Carrier bid proposal comparison and analytics



Impact analysis of base rate, FAK, and/or discount charges



Audit accuracy of freight billing, ensure your invoices are lining up with your contracts

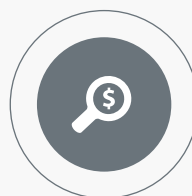
BatchMark[®]XL

For Carriers

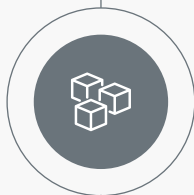
Carriers can manage freight-flow volatility, changes within traffic segments, and competitive pricing to accomplish revenue and yield goals. BatchMark XL helps analyze discounts, minimum charges, class/weight combinations, surcharges and other pricing features to improve overall operating ratios.



CzarLite and other base rate visibility



Impact analysis of charging base rates, FAK, or discount



Batch rate thousands of shipments in minutes



Assess cost/savings from changing shipping locations



Evaluate competing price offers from providers



Uncover pricing patterns and opportunities for cost efficiencies

BatchMark^{XL}

SELECT DATA MODULES

DATA MODULE CONSTANTS

TRANSIT TIME OPTIONS

MAP INPUT FILE

MANAGE FILE MAPS

Rachel B

10

TRANSACT

SELECT DATA MODULES

SELECT DATA MODULES

Select from Licensed Data Modules
(Max 20)

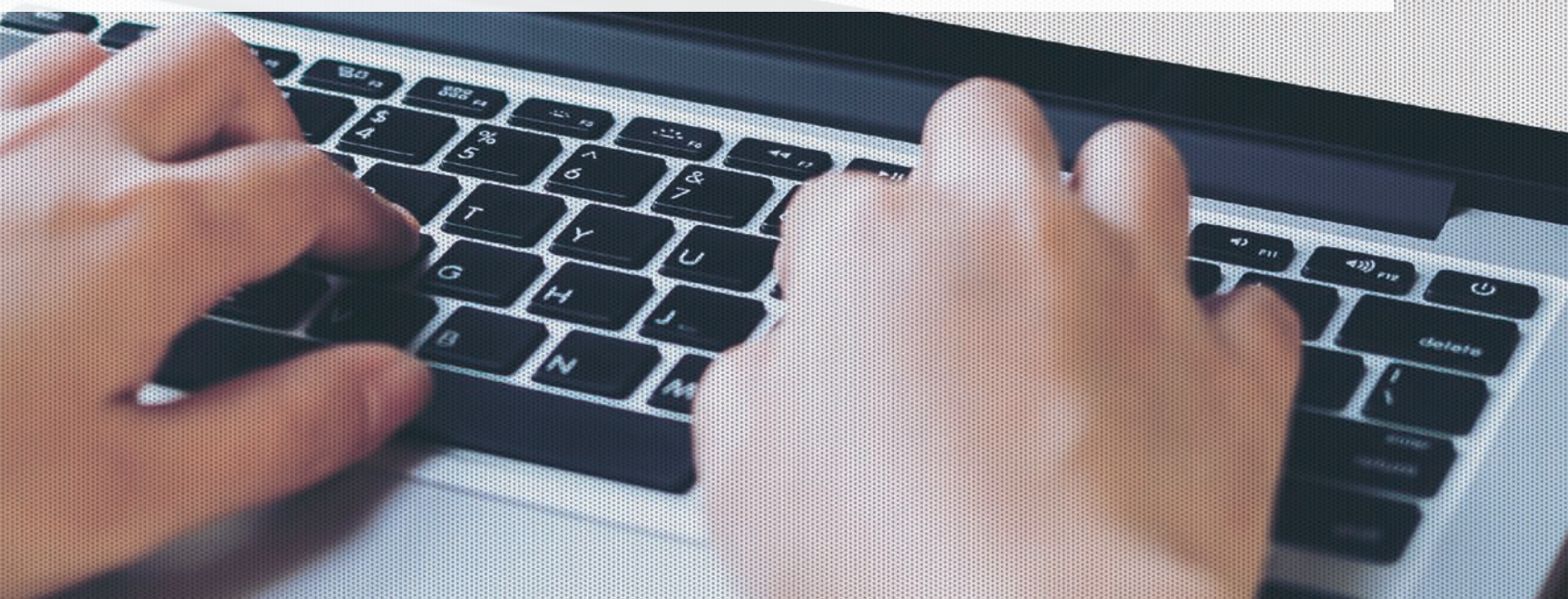
AACTCZ02 2000-09-01 (Class-Based)
AACTCZ02 2001-08-06 (Class-Based)
AACTCZ02 2002-08-05 (Class-Based)
AACTCZ02 2003-08-01 (Class-Based)
AACTCZ02 2004-06-07 (Class-Based)
AACTCZ02 2005-05-02 (Class-Based)
AACTCZ02 2006-04-03 (Class-Based)

Selected Data Modules*

0 Selected

“BATCHMARK IS A GREAT TOOL BECAUSE WE CAN USE IT TO RATE SHIPMENTS IN A VARIETY OF DIFFERENT FORMATS, ALLOWING US TO DO A LOT OF ‘WHAT-IF’ COMPARISONS AND ANALYSES.”

— MARK REDINI, VP, PRICING, ECHO GLOBAL LOGISTICS





Batch Rating for Pricing Analysis

Using the accuracy and agility of RateWare XL, SMC³ created a user interface that allows customers to analyze and predict freight transportation costs at a detailed level. **BatchMark[®] XL** is a pre-bid tool with a fast, easy-to-use interface that doesn't require Web services expertise.

A SaaS solution, BatchMark XL returns rates for up to 100,000 records in seconds. A user-friendly template for quick and easy data formatting incorporates columns for discounts, minimum charge floor and other factors, producing a highly detailed response. BatchMark XL also includes seamless access to a dynamically updated content library of more than 4,000 carriers, private shippers and other industry base price lists, including SMC³ CzarLite.

Contact SMC³ today at sales@smc3.com or 800-845-8090 to learn more about BatchMark XL technology.

Cost Intelligence System

Carriers place value on solutions that help them operate more efficiently, more competitively and more profitably. SMC³'s Cost Intelligence System is an activity-based costing model and profitability management solution for truckload and LTL carriers, providing comprehensive insight into the profitability of their operations. Unlike optimization and cost-averaging systems, CIS shows carriers accurate and credible costs at the shipment or load level. The solution seamlessly integrates existing operations and financial management systems, and SMC³'s costing team provides continuing technical, operational and analysis advice.



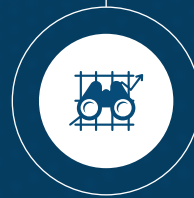
Profitability analysis and solutions



Comprehensive and customizable reporting



Full reconciliation to the general ledger



Sophisticated cost modeling and forecasting

Examining the Costs of LTL Moves

Each LTL shipment is a unique combination of weight, pieces, density, origin and destination. These shipments are susceptible to loss and damage, handling requirements and other factors. All of this makes cost averages meaningless. Such shipment cost variances must be properly accounted for if carriers are to make valid pricing, marketing, financial and operational decisions.

SMC³'s LTL **Cost Intelligence System** (CIS) costing model contains unit costs and statistics developed directly from each carrier's general ledger and operating data. Carriers using LTL CIS for pricing may also have a separate costing model with budgeted or projected unit costs.

Whether carriers are more concerned with customer profitability, analysis of existing traffic, or the development of cost-based rates for pricing and traffic activities—or all of the above—LTL CIS can be tailored to fit to provide resounding results.

Deep Dive for Truckload Carriers

Evaluating the profitability of truckload freight seems simple enough: Rates are expressed in dollars per mile. The major cost, labor, is paid the same way. But truckload service is much more than a linehaul move from one point to another. Loading and unloading, stop-offs in transit, headhaul/backhaul implications, varying pay scales, use of owner-operators and empty mile allocations all complicate the task.


SMC³'s TL CIS costing model simplifies this complex equation by developing the cost of moving individual loads, of making specific trips, and of handling entire customers. The system does this easily on an historical or prospective basis, using a specially designed model tailored to each carrier customer.

TL CIS interfaces with the files and mileage calculation programs carriers already have in place to make the costing process as automated as possible.



“OTHER SYSTEMS WE’VE USED LACKED COMPREHENSIVE DATA AND THE ABILITY TO ACCURATELY ACCOUNT FOR CIRCUMSTANCES AFFECTING COSTS. THE COST INTELLIGENCE SYSTEM ALSO HAS SUPERIOR REPORTING CAPABILITIES THAT PROVIDE EXTENSIVE ANALYSIS OF PROFITABILITY.”

**— MARK DAVIS, VICE PRESIDENT, PRICING AND TRAFFIC,
AVERITT EXPRESS**



Contact SMC³ today at sales@smc3.com or 800-845-8090 to learn more about the Costing Intelligence System.

A True Partner for Pricing Information Technology

Best-in-class technology partners across the globe recognize SMC³ as the hub of LTL technology solutions. SMC³ counts among its Alliance Partners enterprise resource planning and supply chain management firms; transportation management system/WMS companies; and supply chain design and planning firms. These strategic partners incorporate SMC³'s niche expertise for a complete, integrated solution with smooth implementation.

SMC³'s Value to Alliance Partners

- SMC³'s Execution and Visibility APIs give partner's shippers, third-party logistics providers (3PLs), and other users direct access to pricing, PRO # assignment, dispatching, document imaging, and shipment status information for multiple LTL carriers from within their own TMS.
- Dependable technical support throughout the implementation cycle with the Alliance Partner's customers.
- By integrating these API solutions with core SMC³ offerings like the RateWare[®] XL and CarrierConnect[®] XL Analytic APIs, the CzarLite[®] base rate and EDI messaging protocols, customers can command a 360° view of LTL pricing, transit times and carrier services.
- Increased visibility and support through collaborative marketing projects.

SMC³ is recognized and recommended by the biggest technology companies doing business in the supply chain arena as the top LTL solutions provider:

- BluJay Solutions
- Blue Yonder
- Descartes
- eShipping
- FourKites
- Oracle USA
- MercuryGate
- And more

SMC³'s dynamic relationship with its Alliance Partners provides an all-encompassing solution in which the customer receives the highest level of service possible. These partnerships enhance both companies' products and services, and provide partners with the most resources for handling business opportunities as they arise.

Contact SMC³ today at sales@smc3.com or 800-845-8090 to learn more about how SMC³'s pricing technology integrates with other best-of-breed systems.



SMC³ is the one-stop knowledge hub for less than truckload technology, data and education, delivering unrivaled LTL analytical capabilities and shipment visibility data. Best known for its trusted RateWare and CarrierConnect rating and transit solutions, SMC³ also delivers industry leading direct-to-carrier LTL APIs. SMC³ solutions travel beyond simple connectivity and empower shippers, 3PLs and carriers to collaborate and optimize decision making throughout the entire LTL lifecycle. Customers rely on SMC³ solutions to make informed business decisions, achieve higher returns on their transportation investment, and meet ever-changing market demands.

To learn more about SMC³'s array of freight transportation technology solutions, visit www.smc3.com or contact your SMC³ sales representative.

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