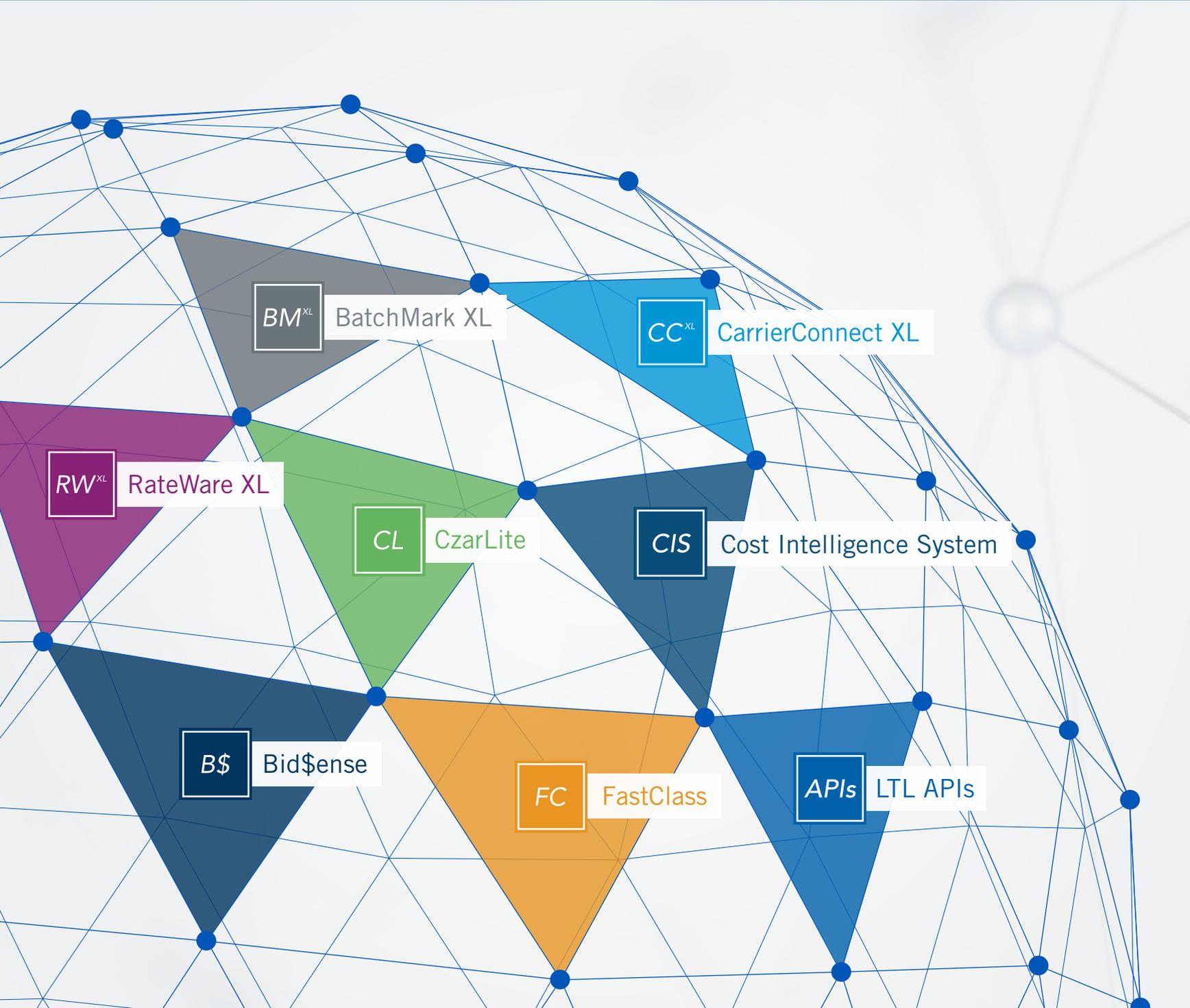




Product Catalog 1.0 | www.smc3.com



BM^{XL} BatchMark XL

CC^{XL} CarrierConnect XL

RW^{XL} RateWare XL

CL CzarLite

CIS Cost Intelligence System

B\$ BidSense

FC FastClass

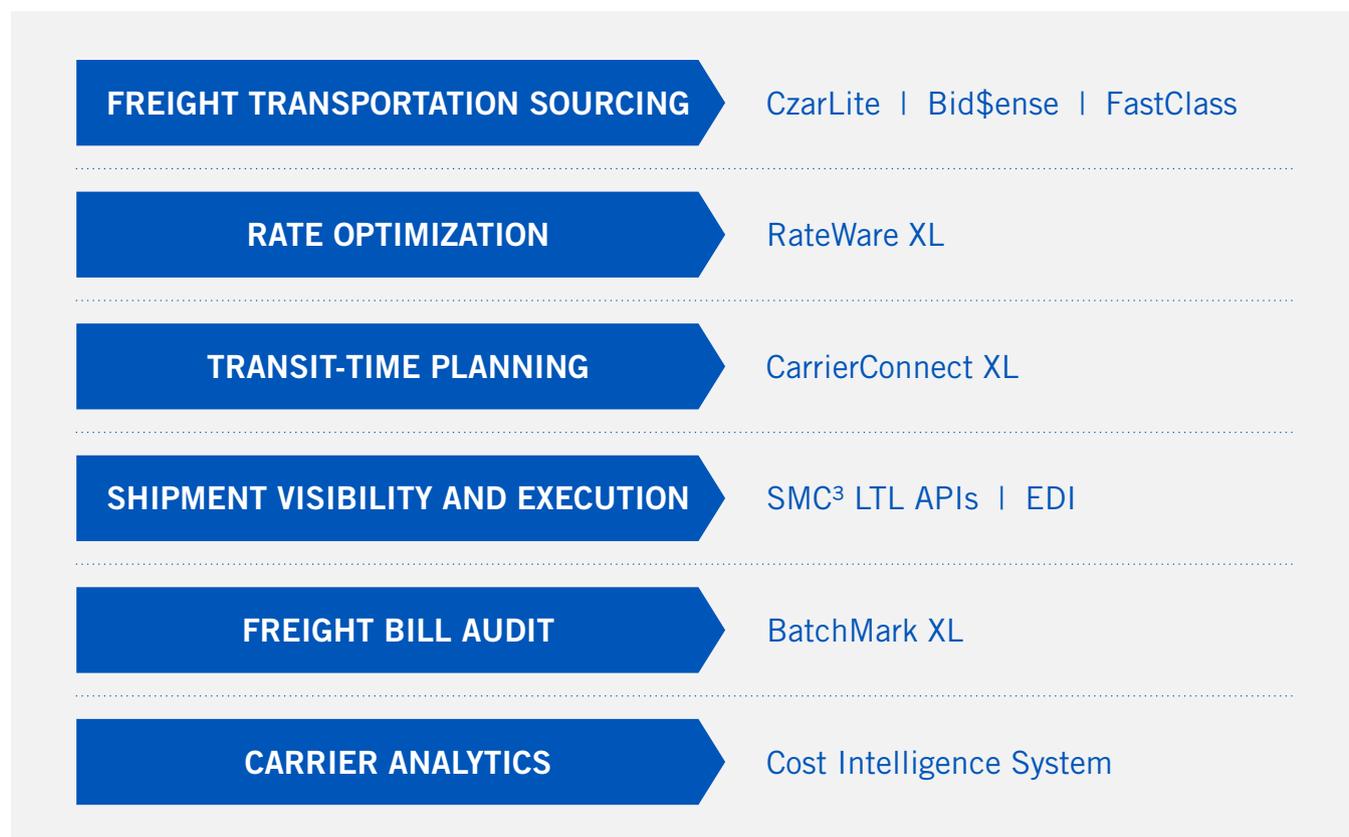
APIs LTL APIs

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

A neutral, uniform base rate serves as a pricing foundation from which all carriers can build their overall pricing offers. Without one, it is impossible to easily determine which carrier is promising the best bottom-line pricing on LTL shipments. SMC³'s **CzarLite**[®] is the basis for thousands of LTL contracts that account for billions of dollars in managed transportation. The focal point for successful shipper, carrier and third party transportation agreements, CzarLite enables shippers to make informed LTL purchases by negotiating their transportation spend using the same base rate system, regardless of the carrier. The solution reflects analysis of 116.8 million freight bills from 33 of the largest LTL carriers, a data set unique to SMC³.

The Case for CzarLite

LTL shippers and 3PLs face a multitude of pricing and service options in a highly competitive carrier market. Establishing CzarLite as a basis for negotiating and comparing carrier pricing is a smart move, because it is independent of any individual carrier's system of rates. Furthermore, geographic components in CzarLite ensure that whether shipments are short haul, long haul, regional, multi-regional or national, each shipment benefits from pricing levels updated to reflect economic drivers as they change on a geographic basis. 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 myriad regions.

CzarLite's hybrid base of LTL rates reflects marketplace pricing, eliminates the local mileage premiums associated with some carrier systems, and prevents any individual carrier's operational and marketing objectives from overtly influencing the pricing system. Because CzarLite does not react to momentary economic issues (such as stock market fluctuations, severe weather impacts or carrier-lane adjustments), there is less volatility in the CzarLite rates.

Figure 1: CzarLite Pricing by Region

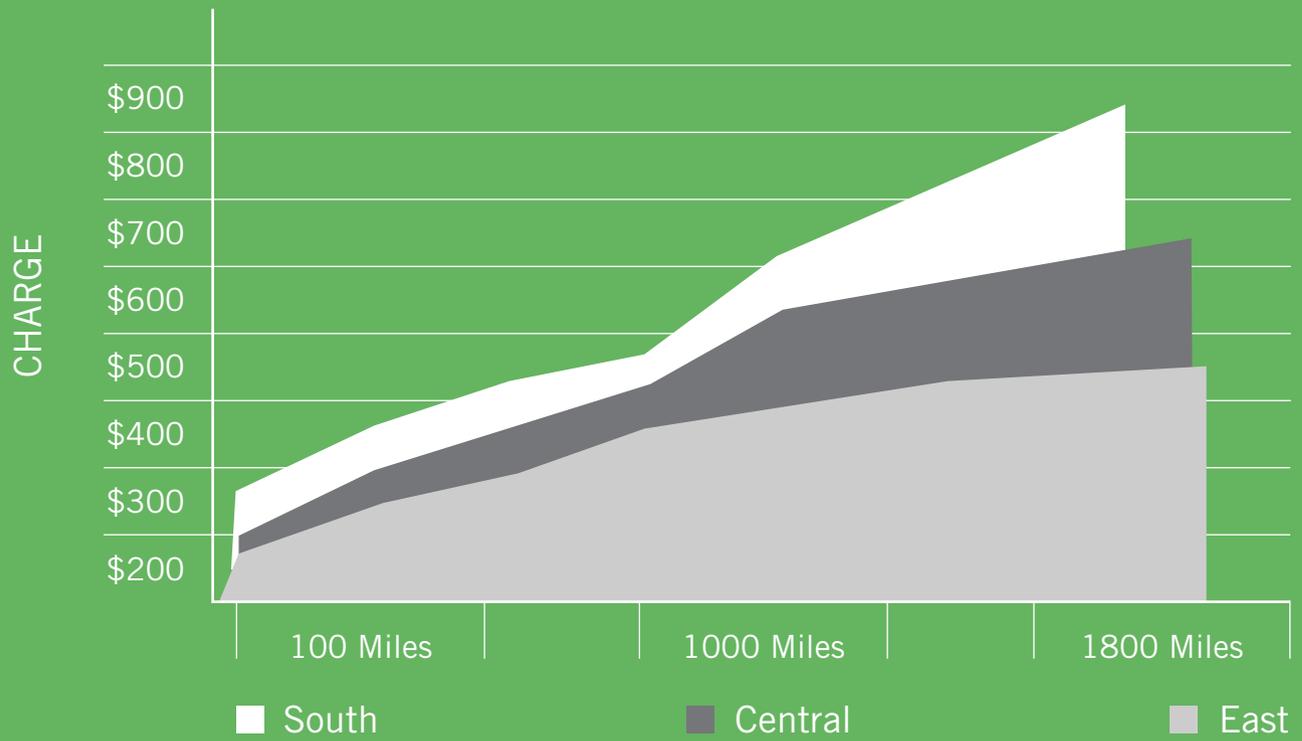


Figure 2: Rates by Mileage Segments

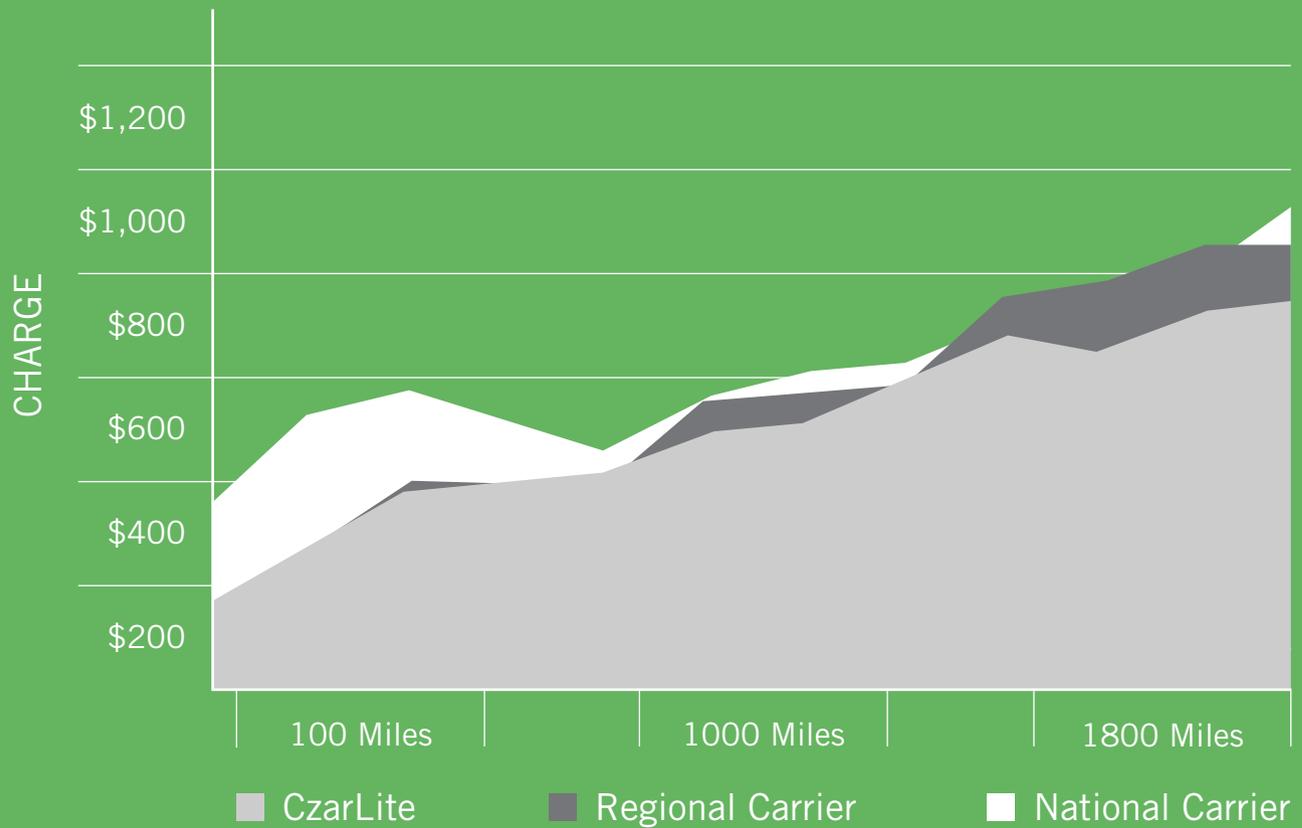


Figure 1: CzarLite Pricing by Region**Figure 2: Rates by Mileage Segments**

SMC³ CzarLite reflects the cost of transportation on a regional basis (**Figure 1**). When analyzed on a mileage basis (**Figure 2**), national and regional carriers' pricing conforms to their unique operational costs, while CzarLite's rates perform in a predictable and uniform manner in a given region.

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 Mexico. 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.

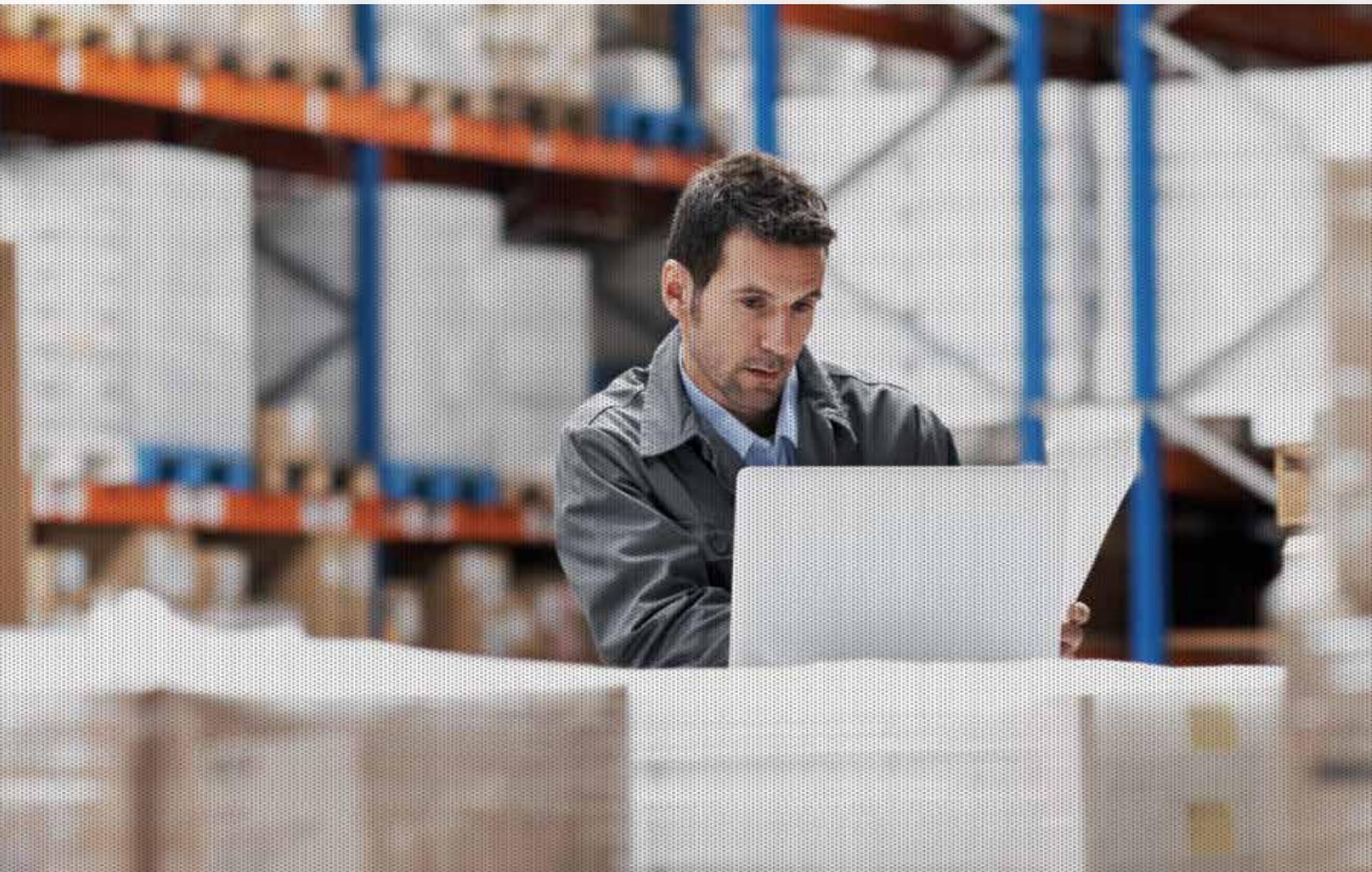
Combine the CzarLite family of products to receive door-to-door LTL transportation pricing throughout North America.

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 page 45

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 page 22.

Figure 3: CzarLite Territories



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 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 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 modern 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 with more than 500 LTL carriers through a single portal.

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.



Lock in sourcing pricing quickly in today's volatile transportation market



Evaluate carriers on service and performance levels, rather than price alone from a single portal



Easy data-cleansing tools ensure RFPs match up with the optimal carrier every time



Streamline and automate transportation sourcing with no-hassle integration to existing systems



Receive more accurate bids from carriers



Bid\$ense users save an average of \$150,000 for every \$1 million in freight spend

The Right Carriers for Every Truckload & LTL Bid

Freight transportation procurement is an integral part of the modern supply chain, but success requires a strategic implementation plan. Historically, transportation sourcing has meant spending countless hours tracking down responses from carriers. This time-intensive activity severely limits the scope of each RFP. Automating the processes leads to more accurate bid information and allows shippers to analyze bids from a wider array of carriers. With **Bid\$ense**[®], shippers can access bid information from more than 500 LTL carriers and more than 1,000 truckload carriers, typically receiving responses from an average of 30 carriers for bids.

With Bid\$ense, customers can leverage SMC³'s lifetime of transportation technology expertise to incorporate pricing, claim ratios, on-time performance and transit times into bidding requirements.

Optimizing Over-the-Road Transportation RFPs

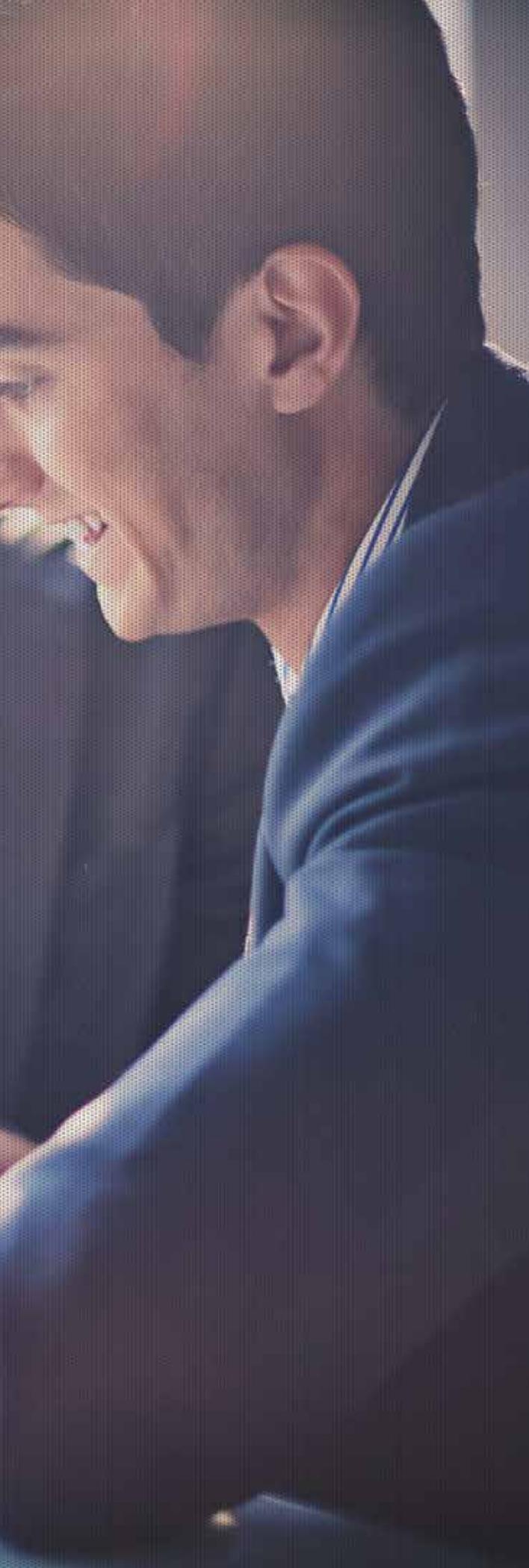
Before each bid event, each shipper's submission goes through a data cleansing process to make sure every carrier involved in a Bid\$ense bid receives the same, complete description of the shipper's needs. This lets them respond with their best offer. In turn, the customer receives uniform responses 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 HAS REALLY HELPED US IDENTIFY WHERE OUR VOLUME IS COMING FROM AND HAS TRANSFORMED THE PROCESS OF MANAGING BIDS WITH PROVIDERS. AS A RESULT, IT HAS ENABLED US TO INVITE MORE APPLICANTS TO IDENTIFY EVEN MORE SAVINGS IN THE FUTURE.”

— JOHN DILIBERO, TRANSPORTATION MANAGER, FLEETPRIDE



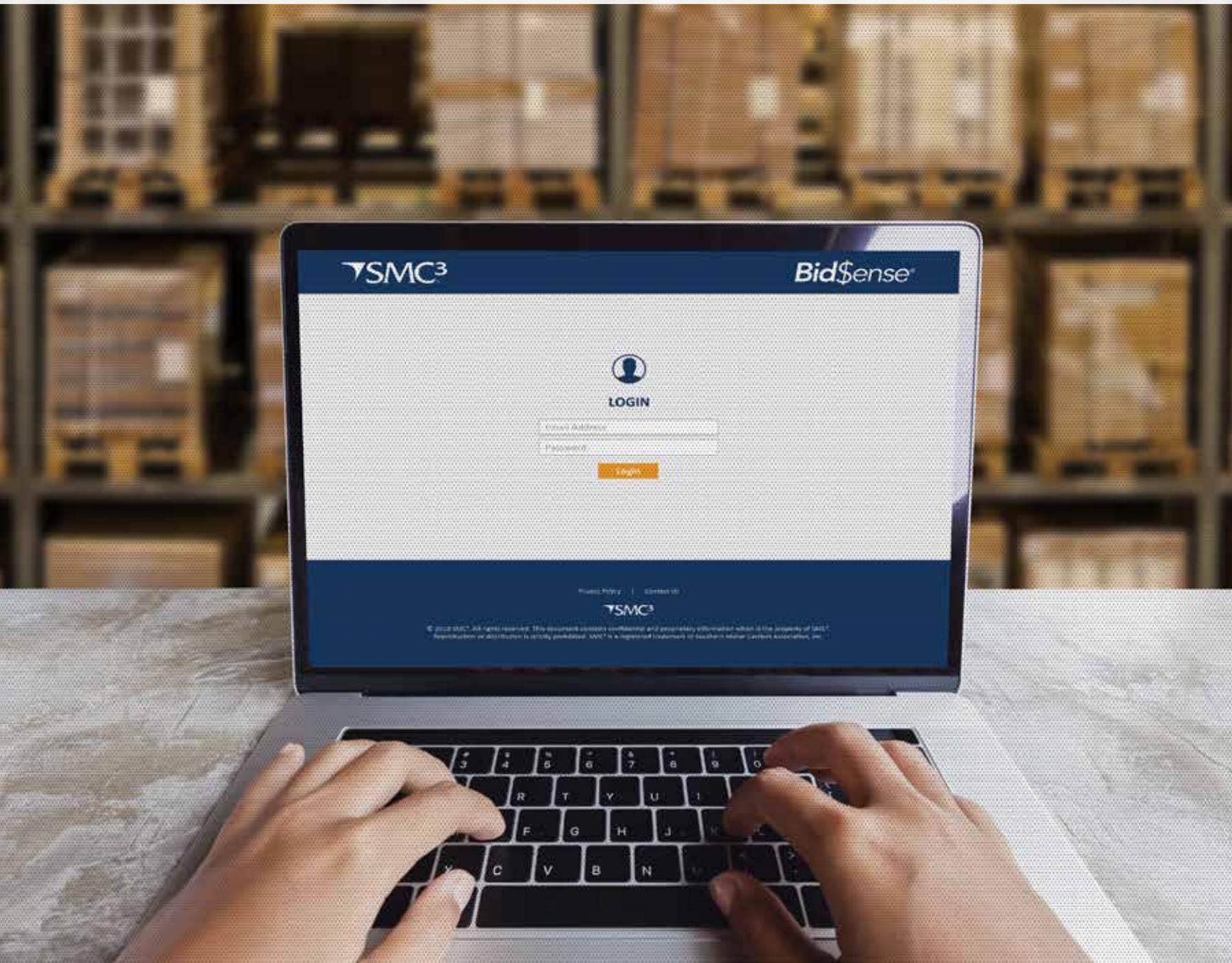


A Simple Solution

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.

SHIPPERS, LOGISTICS SERVICE PROVIDERS AND INDUSTRY CONSULTANTS HAVE USED SMC³'S BID\$ENSE TO STREAMLINE THE RFP PROCESSES, CUT THEIR OVERALL SPEND AND AWARD THEIR FREIGHT BUSINESS WITH CONFIDENCE.



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.

- Analyze rates with line-item discounts, FAK charges, floor minimums and other details
- Learn from the past during the planning of future sourcing events by utilizing Bid\$ense's personalized bid history
- Apply alternations, deficit considerations, FAKs, multiple weight-break discounts and more
- Analyze multiple layers of response information and benefit from simple, easy-to-understand comparisons

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 BidSense Meets All Over-the-Road Transportation Bid Goals

Automate RFP distribution and carrier bid collection	Yes
Supply detailed data to carriers for accurate bid responses	Yes
Allow corporate team members to jointly analyze bid responses	Yes
Analyze carrier responses based on transit times, special handling capabilities, locations served and technology provided	Yes
Consolidate the number of carriers used by the company	Yes
Improve supply chain efficiencies through an applied bid strategy	Yes
Modify specific carrier contract terms	Yes
Enhance relationships with core carriers	Yes
Save the company money on overall transportation spend	Yes

Why Truckload & LTL Carriers Like Bid\$ense

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 Bid\$ense RFP, the outcome is win-win. This is because Bid\$ense 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 Bid\$ense, 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. Bid\$ense 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 Bid\$ense

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 Bid\$ense 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 Bid\$ense.

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 this makes determining the price of shipping goods a sometimes onerous task. While the rating behind truckload shipping is relatively straightforward, pricing out LTL shipments is inherently complex. The 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 and liability.

User-Friendly Features

FastClass[®] contains the exact data of the NMFC and searches the information through a variety of easy-to-use features and functions. From a powerful search engine to 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 environment 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



Plan shipments with more flexibility through quick access to the latest information



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

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

Additionally, many technology solutions apply workarounds that rely upon estimates and rate modeling instead of specific rate calculations. This naturally creates quality errors through discrepancies in the pricing results generated by transportation planning, execution and payment applications.

With RateWare XL, users can:

- Analyze rates with line-item discounts, FAK charges, floor minimums and other details
- Manage UPS and FedEx parcel pricing and LTL rating complexity, for both class and density rates
- Protect against API rating errors with additional checks and balances

Figure 4: SMC³ XL Technology Architecture

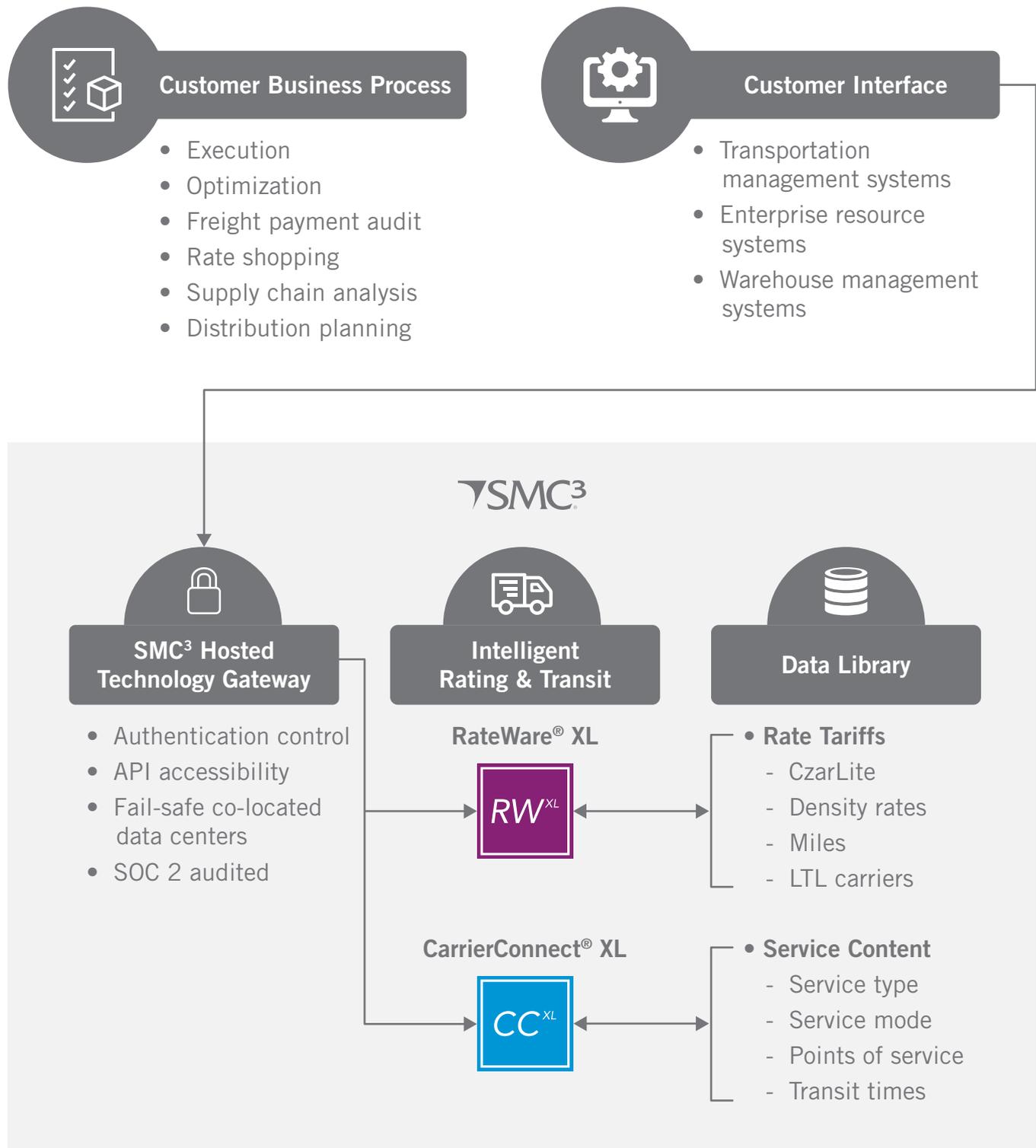


Figure 4: SMC³ XL Technology Architecture

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 make sure users receive immediate, accurate results regardless of whether rating is used for transportation procurement, planning, management or 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.

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

RateWare XL is designed to work with **CarrierConnect XL** to use transit times and produce a service-qualified rate. With this approach, service is an inherent part of the equation when determining the rate. And with CarrierConnect XL, 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.



“WE MOVE 4,000 LTL SHIPMENTS DAILY – THAT’S ABOUT 1 MILLION ANNUALLY. WITHOUT RATEWARE XL, WE WOULD NOT BE ABLE TO ACQUIRE THE CUSTOMERS THAT GENERATE THOSE SHIPMENTS, AND TENDERING THE SHIPMENTS WOULD BE VIRTUALLY IMPOSSIBLE.”

**— TOM MADINE, PRESIDENT & CEO
WORLDWIDE EXPRESS**





Simplifying LTL Pricing

The SMC³ transportation database consists of data from more than 3,000 price lists, as well as mileage and carrier service data. 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

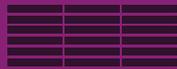
5-digit ZIP codes in the U.S.

$40,613 \times 40,613 =$
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, JDA, 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.

RateWare XL 2.0

RateWare XL 2.0 is built on the foundation of RESTful APIs, allowing for seamless integration to future rating tools. By switching from version 1.0, users can ensure that they experience no performance delays when upgrading to the latest solutions. The https-only version 2.0 solution also includes:

- API layer versioning capabilities
- Currency support
- Improved speed

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:



Add a niche carrier to the system with one call to SMC³



Identify operational capabilities, including points of service and transit times, terminal hours of operation and terminal-to-terminal networks



View detailed, terminal-level carrier contact information



Make accurate routing decisions with automatic data updates



Analyze historical data



Access transit data in calendar-day and transit-day formats

Stay on Top of Individual Carrier Information

CarrierConnect XL 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.

SMC³ makes it easy for shippers to have the latest, most accurate carrier contact and service information. With the CarrierConnect XL database, customers don't have to spend time searching multiple carriers' websites or carrier directories and publications.

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.

Figure 5: Carrier Interaction with SMC³ SOA Technology

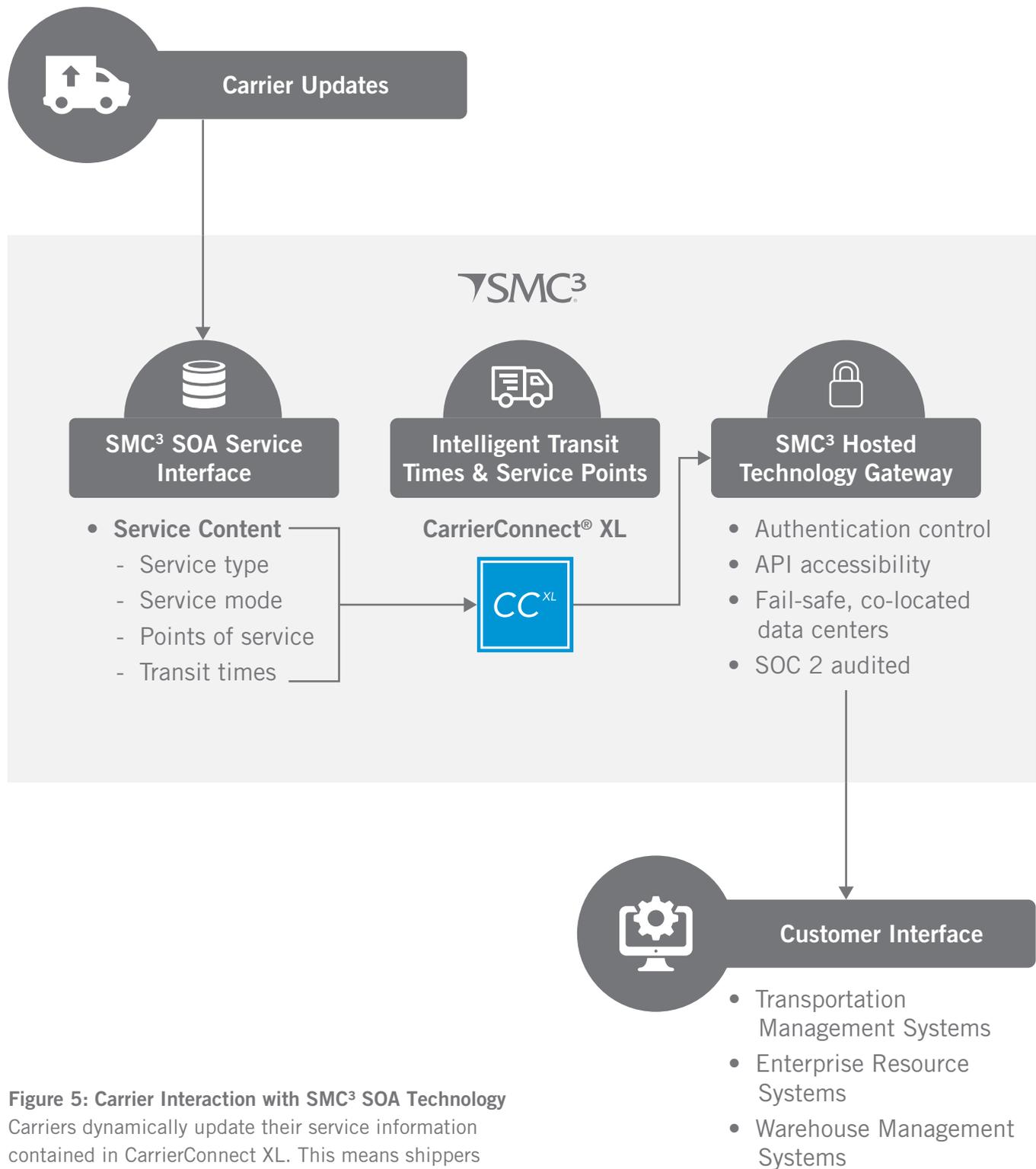


Figure 5: Carrier Interaction with SMC³ SOA Technology
 Carriers dynamically update their service information contained in CarrierConnect XL. This means shippers and 3PLs have access to the most current carrier data at all times.



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



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



Receive automatic, relevant shipment status updates



Start tracking a shipment as soon as it's picked up from the carrier



Bring order to various carrier terminologies by standardizing vocabulary across status codes and document types



Streamline workflows when orchestrating the dispatch of shipments

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.

Harnessing the power of SMC³'s LTL APIs empowers users with:

- Bring order to various carrier terminologies by standardizing vocabulary across status codes and document types
- Orchestrated dispatch
- Streamlined workflows
- Automatic shipment status
- Real-time shipment visibility
- Proactive response
- Instant proof of delivery

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.

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 been around for decades, and the communication standard is pervasive in the industry. SMC³ Integration Services provides an instant, tailored EDI infrastructure for each client that supports connections among all their TMS providers. 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 EDI messaging 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 supplies critical information for identifying opportunities in each customer's supply chain. Users can analyze LTL freight shipping costs by comparing base rates against historical and/or industry numbers.



Utilize the standard base rate CzarLite in pricing analyses



Compare multiple base rate discounts at one time



Process an unlimited number of class/weight combinations



Conduct site studies



Carry out vendor/supplier analysis to optimize supply chain relationships



Uncover freight bill auditing efficiencies

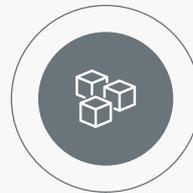
BatchMark[®]XL

For Carriers

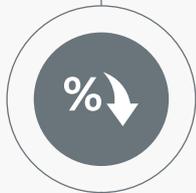
Carriers can manage freight-flow volatility, changes within traffic segments, and competitive pricing to accomplish revenue and yield goals. BatchMark XL helps analyze discounts, minimum charges, class/weight combinations, surcharges and other pricing features to improve overall operating ratios.



Perform pricing system analysis



Develop FAK best practices



Determine competitive discounting



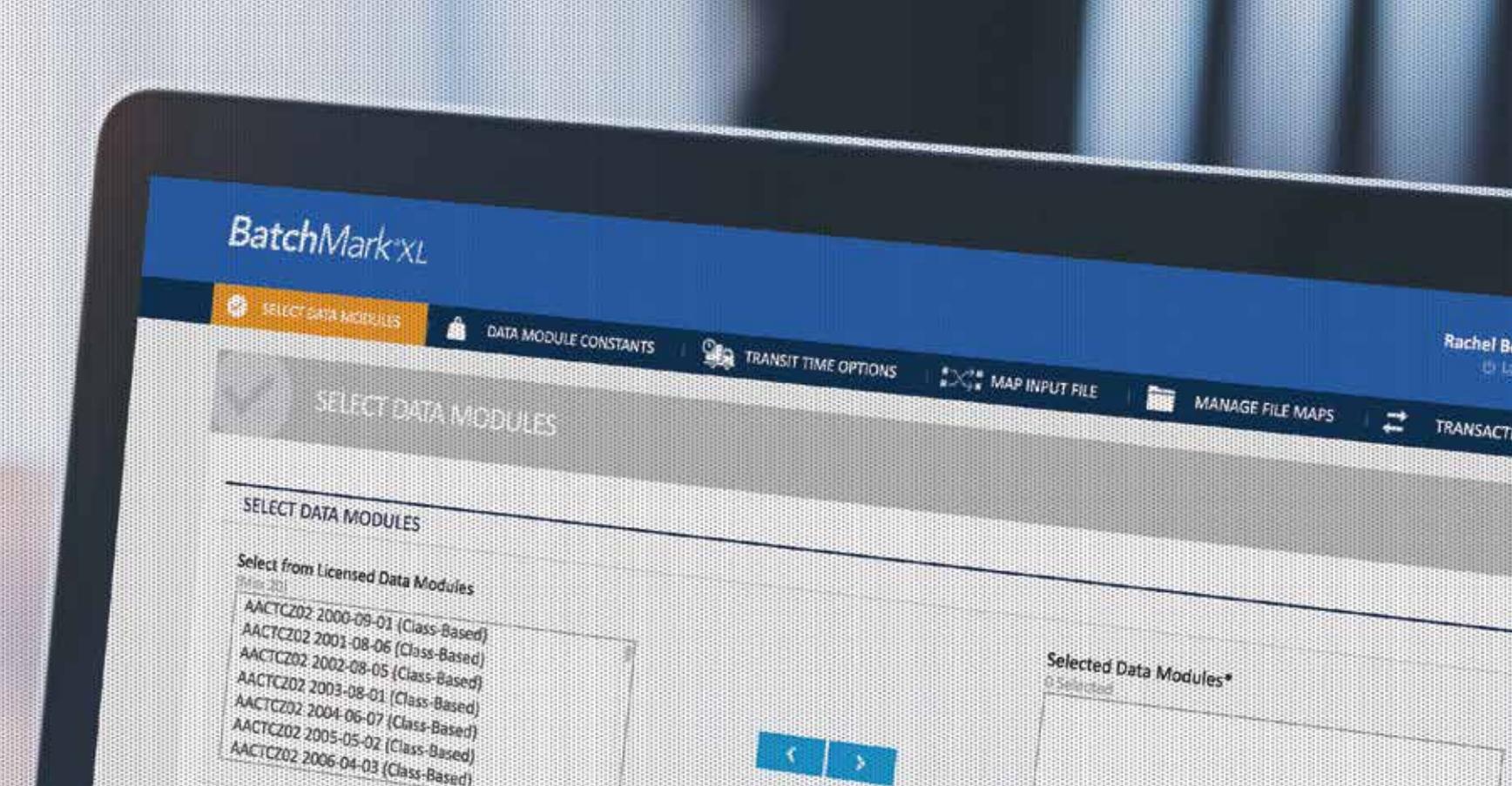
Conduct rate base comparisons to determine a revenue-neutral number



Utilize the surcharge feature, which calculates percent used and net amount



Manage deficit rating with the stop alternation feature



BatchMark^{XL}

SELECT DATA MODULES

DATA MODULE CONSTANTS

TRANSIT TIME OPTIONS

MAP INPUT FILE

MANAGE FILE MAPS

Rachel B

SELECT DATA MODULES

SELECT DATA MODULES

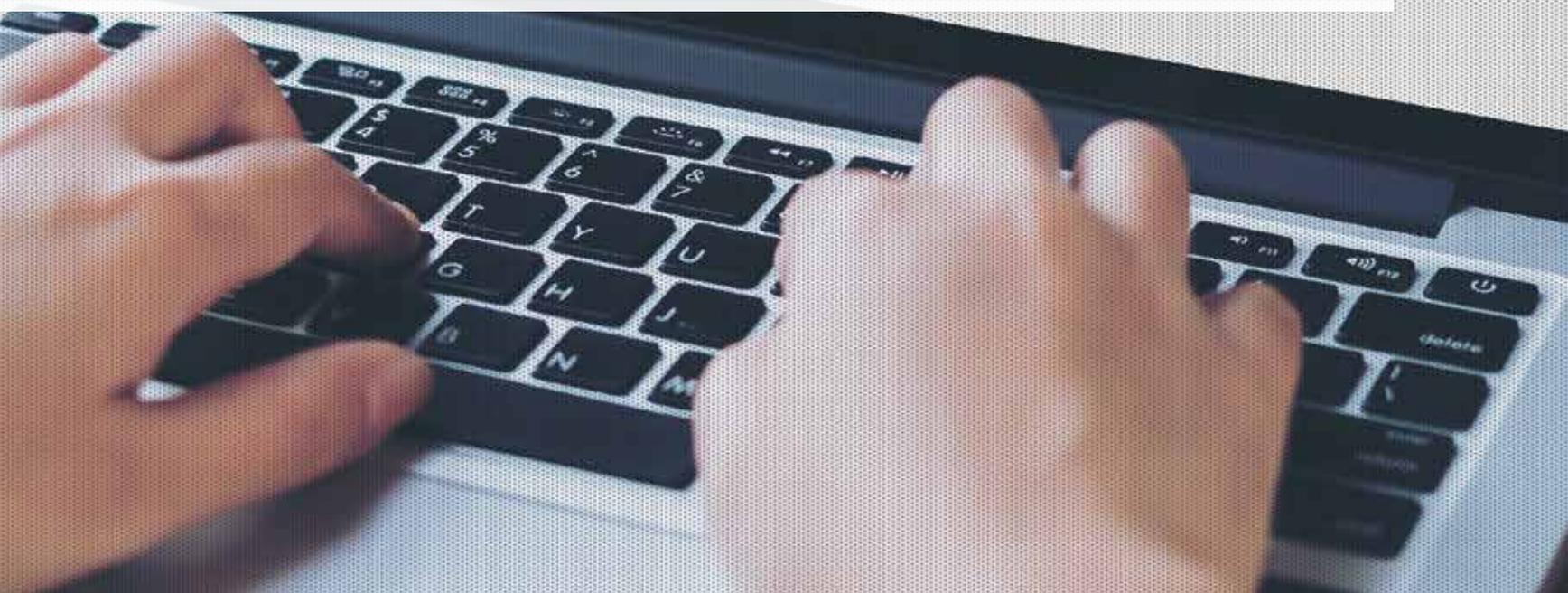
Select from Licensed Data Modules

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*

“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 6,000 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 level. The solution seamlessly integrates existing operations and financial management systems, and SMC³'s costing team provides continuing technical, operational and analysis advice.



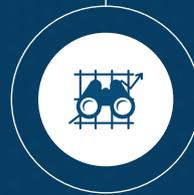
Profitability analysis and solutions



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.



“WITH THE MARKET CHANGES WE HAVE SEEN OVER THE PAST YEAR, THE COST INTELLIGENCE SYSTEM HAS BEEN INSTRUMENTAL IN THE PRICING DECISIONS AND YIELD MANAGEMENT STRATEGIES WE HAVE IMPLEMENTED.”

— FRANK HURST, PRESIDENT, ROADRUNNER FREIGHT



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 API solutions fuel transportation management systems with unequaled rating, transit-time and visibility solutions
- Dependable technical support throughout the implementation cycle with the Alliance Partner's customers
- Easy access to industry expertise from the proven leader in LTL solutions. Knowledgeable sales support
- Increased visibility and support through collaborative marketing projects
- Ongoing opportunities to influence future products and enhancements

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
- TMW Systems
- 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.

Web Services – Infrastructure

While supply chains have become increasingly complex, those who manage them are expected to streamline and simplify the movement of goods, with virtually no room for error. This requires ultimate flexibility in technology architectures, IT systems and integration capabilities. The SMC³ products highlighted in this brochure provide this flexibility through an SOA delivery model.

Companies can choose to access a fully hosted solution or a local install, either of which provides access to the most current data at all times:

- Foster both data sharing and control with user-level access rights
- Benefit from mission-critical support and 24/7 security
- Experience hassle-free integration with existing hardware, operating systems, databases and software applications
- Accommodate rapid changes associated with customers, vendors and business strategies

The open architecture technology found in SMC³ products offers the tremendous advantage of information visibility and sharing throughout a customer's internal and partner operations. Users have the ability to quickly and easily set up rules and data accessibility for internal and external customers, tailoring these settings on a user-by-user basis.

SMC³ places the utmost importance upon its web delivery support and security network. Business data represents an organization's intellectual capital, and SMC³ knows that a client's data is their property, not a product. The company has built an infrastructure designed to make sure client data is completely secure and used only to analyze and optimize their logistics operations.

SMC³ web-hosted applications provide ultimate reliability and security. The clustered SMC³ environment was designed with multiple layers of server and database redundancy, offering the most advanced methods to keep hosted solutions available and accurate 24 hours a day, 7 days a week.

Contact SMC³ today at sales@smc3.com or 800-845-8090 to learn more about SMC³'s SOA delivery model.

Figure 7: SMC³ Technology Infrastructure Redundancy (Overview)

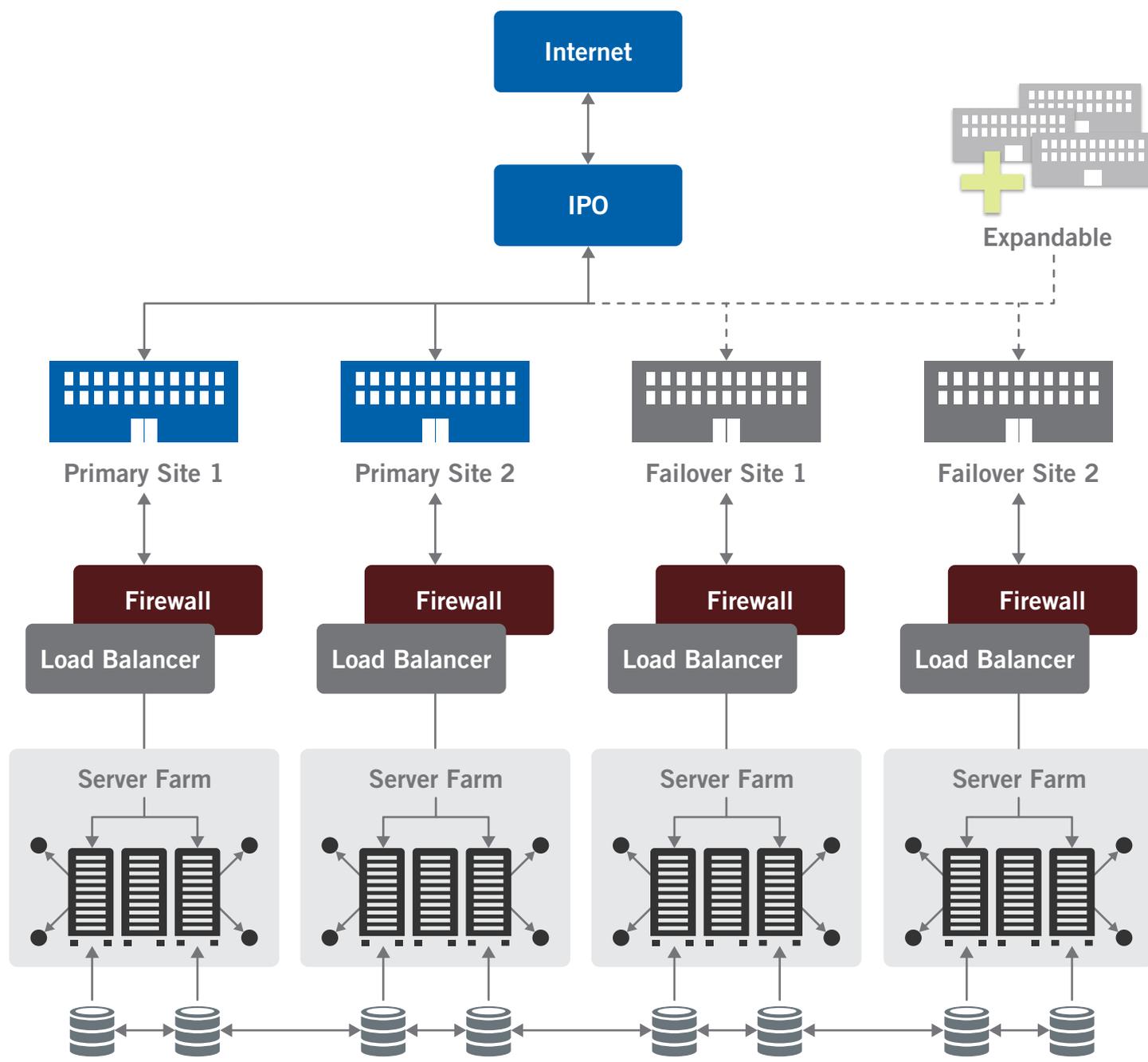


Figure 7: SMC³ Technology Infrastructure Redundancy (Overview)

Hosted SMC³ solutions run behind a highly secured network, protecting data and queries through multiple layers of security protocols.



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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