

The LBMAO

REPORTER

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THE STAYING POWER OF

RICHARDS-WILCOX CANADA

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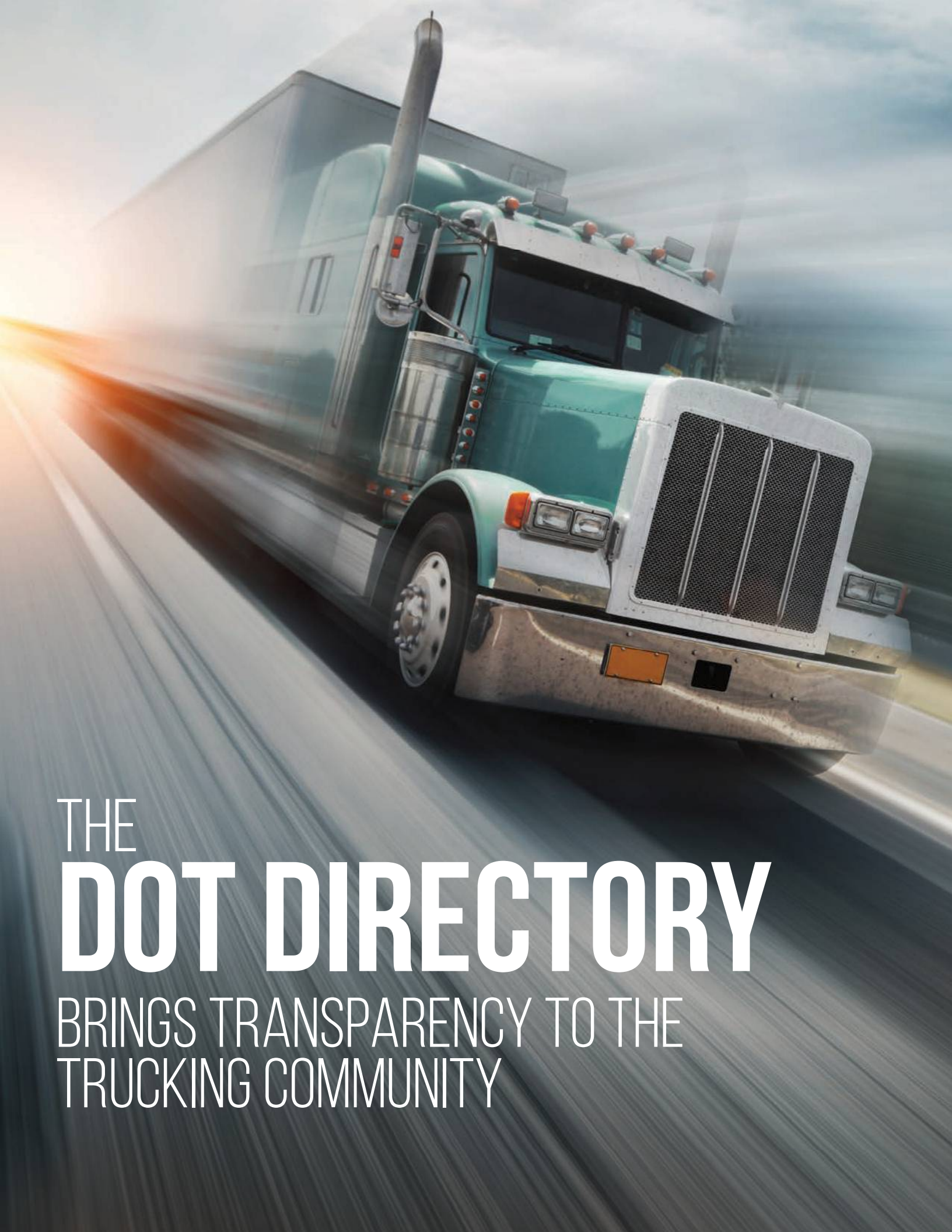
ALSO INSIDE:

THE DOT DIRECTORY

How it's changing the trucking community

THE LBMAO HITS THE TRAILS

9th Annual Snowmobile Day



THE
DOT DIRECTORY

BRINGS TRANSPARENCY TO THE
TRUCKING COMMUNITY

"Communications, paperwork, in-process monitoring and organization of trucking transactions can be daunting, confusing, inefficient and error-prone."

The LBMAO endeavours to search out programs that would be of benefit to our members - both supplier and retail. Recognizing the complex and costly function of freighting products to your customers, we found a unique and new technology for sourcing and costing freight - new LBMAO Supplier Member The DOT Directory. Their program provides efficient and cost-effective sourcing, costing and tracking your product shipments in an electronic format.

"Up to 90% of the costs of transactions between businesses can be saved by moving them online". This statement was issued by the think-tank Forrester Research in May 2015.

A description of their product and services in their own words

This is the cornerstone of what The DOT Directory does. We bring transparency to the entire trucking community so shippers can: find the trucks they need; compile them into organized lists; have them centrally vetted at all times; and do business with them. We truly offer a "Ship By Truck" directory that incorporates the cloud technologies of today and meets the goal outlined above. By doing this, we provide the opportunity for shippers to share truck capacity with each other across the trucking community to (1) save on the transaction costs themselves; (2) save on direct freight costs; (3) streamline communications, paper flows and document creation; and (4) enable shippers and carriers to process trucking work orders on a collaborative and transparent scale.

This is all achieved while respecting individual privacy and enhancing the power of shippers to optimize their freight movements.

Here are some simple points

We found a complete lack of a useable directory of trucking companies available for shippers to locate the trucking services they need. So...we are delivering one. Already Canadian carriers have been defined and listed. To sustain quality of the information, we actually conduct annual reviews of carrier profiles. This is not done

via self-reporting, but through actual person-to-person phone calls.

The result? A trucking directory that is always complete, accurate and accessible; and this service is offered free of charge.

There seems to be a lot of work shoved down shippers' throats when it comes to maintaining their individual lists of preferred carriers. Many shippers have found this effort to be so daunting that they actually limit the amount of trucking companies they will use. This limits flexibility and capacity coverage as well as constrains freight cost savings. So... we created a central carrier monitoring service where we offload all the vetting and diligence work in ensuring carriers maintain proper authorities and insurance. By doing this centrally in a dedicated fashion, shippers are alleviated of the constraint to limit their trucking vendor pool. In effect, The DOT Directory acts as one vendor - but simultaneously delivers access to thousands

The result? A service that acts as one vendor - but actually delivers access to thousands of trucking companies that enable better control, smoother transactions, and immediate cost savings. If a shipper can access thousands of pre-qualified trucking companies (instead of just a few dozen of them), the flexibility, coverage and cost savings are a natural outcome.

Managing trucking services for each load transaction often becomes a communications nightmare. Communications, paperwork, in-process monitoring and organization of trucking transactions can be daunting, confusing, inefficient and error-prone. So...we created an end-to-end load transaction system that manages each individual shipment between shippers, their carriers and other involved parties. While most transactions go smoothly, it is the exceptions that need to be flagged and reacted to. It is those exceptions that come to the fore when processed through The DOT Directory. And it does not matter how many loads or trucking companies are being used; they are all presented in one dashboard, where

attention.

The result? The Traffic Manager's time spent on organizing truck orders is reduced with attention being directed to those orders where something is amiss. A single screen dashboard in real-time of all in-process loads streamlines the workload. Effort is focused on resolving the problems and exceptions that arise from getting loads covered, through their pick-ups and deliveries, and to their audited freight billing and archiving.

The DOT Directory organizes the workload, empowers the shipper to deliver on company strategies, automates the grunt work involved, streamlines the communication, documentation creation, and vendor management tasks...while delivering better service, lower workload costs, and the tools and power to optimize overall trucking costs.

Finally, The DOT Directory is the tool for shippers to collaborate with each other to further streamline and enhance the performance of their trucking operations. That 90% of cost savings alluded to by Forrester Research? It's there! The DOT Directory truly is a B2B eCommerce tool that delivers on that promise! And, by the way, it is very simple to use and implement.

Additional points

We have already engaged almost 200 trucking companies - providing them access. Their response? Very positive!

Here are some memorable quotes from trucking companies on seeing The DOT Directory in action:

"All our shippers should use this system"
Sokil Express Lines Ltd

"I can't believe such a useful and intuitive available"
Alain Normand Transport Inc
"This program is going to change the trucking industry"
D&K Transport Service

The trucking companies are on board!

Please contact Dave Allen, Marketing Director, at (647) 285-3537 for further details.