

The team at Simplified Logistics has been on the leading edge of innovative logistics and creative technology for more than 140 years combined. Our goal is to *Simplify* your transportation process and improve service to your customers, while reducing your transportation spend to improve your bottom line. Our tools are customized to incorporate your unique needs into lasting solutions with quantifiable results.

Truckload, LTL and Courier Strategies

We have learned from some very smart people, our customers. Simplified Logistics experience and outside perspective allows us to make sure that our results oriented solutions have a positive impact to your bottom line. Our strategies will gauge the potential and identify opportunities to enable continuous process improvement. We believe, it is our job to become an extension of your business and enable change.



Bid Management



In today's world you are more likely to achieve success if you are technology enabled. We have developed a process to optimize the bid process using technology. Our process provides carriers all of the key information about your needs, shipment characteristics and shipment history, so you will generate the most competitive pricing. We ask the carriers to enter the bids into a web based platform so results and various scenarios can be measured immediately

Freight Payment Advisory Services

Simple math: If you have a 50 million freight expense and your payment firm declares bankruptcy what does that mean to you? How about 5 million dollars? Does your CFO know your exposure? Can you afford that type of risk for pennies a freight bill? Freight Payment Advisory Services encompass every aspect of reviewing existing providers, evaluating prospective providers, contracting with providers and monitoring the performance of providers on an ongoing basis.



Web Site Development



One of the biggest challenges today for many transportation or logistics managers is visibility. The transportation or logistics department is one of the few departments with the ability to have a direct impact on the bottom line of a company, yet it seldom receives the respect or visibility it deserves. One way to gain that respect is through a "Corporate Transportation Website" specifically designed for your company. This will gain your transportation department visibility and credibility throughout your company.

Technology

We dedicate 100% of our resources to developing tools and implementing processes to improve logistics decision making. Our two fundamental technology products focus on building the foundation and enabling the execution. Our **Strategic Base Rate** process involves building a corporate base rate for your LTL pricing. We take your historical perspective of the market place and create a single rate scale to give you a competitive advantage. We combined our Rate base development with a routing tool to allow the optimum decision to be made. **TrueRate™** allows you to disseminate the corporate pricing and contracted core carrier list to your internal network of users and vendors. By simply entering origin, destination, weight and service requirements the optimal mode and carrier are identified.

