SURGE
TRANSPORTATION

Asset and data visibility
operationalized

Surge Transportation specializes in sourcing extra truckload capacity during the periods in which our customers need it the most. We are the only provider who truly operates in the niche location at end of waterfall tendering– with 100% tender accept and guaranteed service to cover short–lead–time or any unexpected events. This strategic relationship takes the volatility out of spot pricing and spot service levels while ensuring on–time deliveries and zero end customer chargebacks hence perfecting business continuity.

SUPPLY CHAIN PROBLEMS 101

FORECASTS ARE LINEAR

▶ DEMAND FLUCTUATES DAILY AND WEEKLY

Common Problems:
- Annual Award vs. Weekly demand and capacity commitments
- Compliance to award: 90% CTA still leaves 50,000 other problems
- Surge capacity to award commitments are unrealistic

THE VALUE OF SURGE

8-9% SURGE TRANSPORTATION
CONTINGENCY STRATEGY FOR BUSINESS CONTINUITY

90% PRIMARY PROVIDERS

- MOTOR CARRIERS
- DEDICATED FLEET
- TRADITIONAL FREIGHT BROKERS
- DIGITAL FREIGHT BROKERS
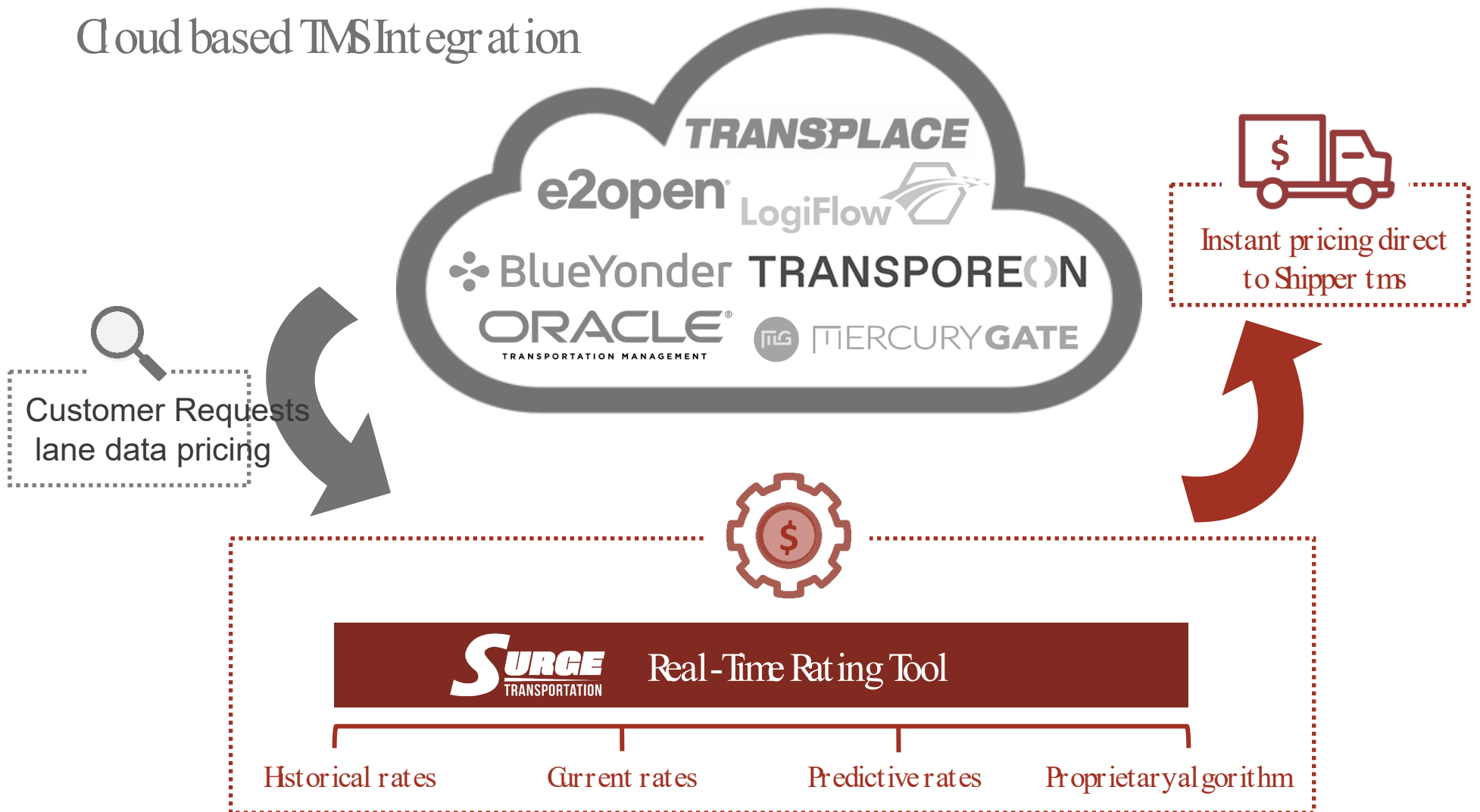- FREIGHT FORWARDERS
- INTERMODAL

1-2% AUCTION MARKET

THERE IS A SPACE BETWEEN THE END OF THE ROUTING GUIDE AND THE AUCTION SYSTEM THAT DESERVES A STRATEGIC DESIGN

???

How does Real pricing work?

Surge Transportation's Real‑Time Pricing tool can be activated in the shipper's TMS as an optimizing rating tool to ensure waterfall effectiveness. The shipper's TMS calls for API lane data pricing. The request is processed through Surge's API rating engine using proprietary logic and market data. The response is returned directly into the shipper's TMS instantaneously.

Cloud based TMS Integration

TRANSPLACE

e2open

LogiFlow

BlueYonder TRANSPOREON

ORACLE
TRANSPORTATION MANAGEMENT

MERCURYGATE

Customer Requests lane data pricing

Instant pricing direct to Shipper tms

SURGE TRANSPORTATION Real‑Time Rating Tool

Historical rates   Current rates   Predictive rates   Proprietary algorithm

Real time/routing guide optimization

💧 Waterfall

🚚 Primary Carrier

💧

🚚 Back up Carrier #1

💧

🚚 Back up Carrier #2

💧

🚚 Back up Carrier #3

💧

⚖️ Spot market

Real time/routing guide optimization

💧 Waterfall

Primary Carrier

Api partner

Back up Carrier #1

Back up Carrier #2

Back up Carrier #3

Spot market

SURGE
TRANSPORTATION

Real time/routing guide optimization

💧 Waterfall

💧

🚛 Primary Carrier

💧

🚛 Back up Carrier #1

◀ Api partner 🚛

🚛 Back up Carrier #2

🚛 Back up Carrier #3

⚖ Spot market

SURGE TRANSPORTATION

Real time/routing guide optimization

💧 Waterfall

💧

🚚 Primary Carrier

💧

🚚 Back up Carrier #1

💧

🚚 Back up Carrier #2

Api partner 🚚

🚚 Back up Carrier #3

Spot market

Real time/routing guide optimization

💧 Waterfall

💧 **Primary Carrier**

💧 **Back up Carrier #1**

💧 **Back up Carrier #2**

Back up Carrier #3

Api partner

Spot market

SURGE TRANSPORTATION

Real time/routing guide optimization

💧 Waterfall

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Real time/routing guide optimization

💧 Waterfall

🚛 Primary Carrier

💧

🚛 Back up Carrier #1

💧

🚛 Back up Carrier #2

💧

🚛 Back up Carrier #3

💧

⚖️ Spot market ◀ Api partner 🚛

SURGE TRANSPORTATION

Reasons to activate ~~time~~ real pricing with **SURGE** TRANSPORTATION

1. **Fast Rates <u>without disrupting primary awards</u>:** Place the Real Time Rates anywhere in your routing guide so that your primary awards do not get disrupted but as an alternative to auction where pricing and service is volatile.

2. **Guaranteed Rates:** no commitment on the shipper's side to request rates but with 100% tender acceptance by Surge.

3. **Easy to Implement:** activating Real Time Pricing is enabled in most major shipper TMS making it low touch and no cost, only cost savings.

4. **Backed by industry experience and strong carrier base:** Surge is a supply chain company with over 20 years of experience and technological capabilities not a technology company newly entering the supply chain space. Surge's tender accept is backed up by <u>50,000+ carrier partners</u>.

Asset Visibility

via cell phone or ELD

project44

McLeod SOFTWARE®

FOURKITES

MACROPOINT

10·4 A TRIMBLE COMPANY

TextLocate

Automated load booking

Onboarding and Compliance

Contractual Onboarding

HIGHWAY

MY CARRIER PACKETS

Insurance and compliance monitoring

TRUCKSTOP

Via safer watch

Community performance Monitoring

TIA WATCHDOG.

Carrier411
Carrier Monitoring Service

Illegal / suspicious activity monitoring

Verisk

Via

CargoNet

Risk mitigation
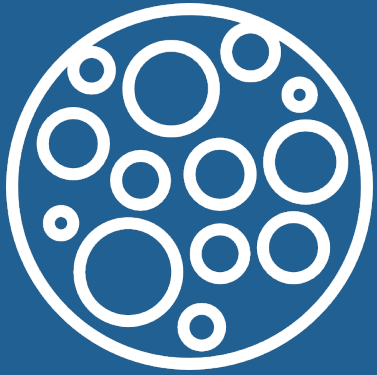
asset density

project44

market volatility

DAT Freight & Analytics   project44

Lane risk factors

WeatherOptics

Ready to Release on November 17, 2022: Press Release

Provided by Open Visibility Network

Open Visibility Network welcomes Surge Transportation & its real-time pricing APIs

Boston, MA, November 17, 2022 – Open Visibility Network (OVN) has announced that Surge Transportation, a real-time pricing and load booking solution, has joined the rapidly growing international network. Launched in collaboration between Tive, Project44, and FourKites in 2021, the OVN is a consortium of supply chain, transportation, and logistics technology providers on a mission to optimize global supply chain efficiency via open visibility and collaboration. To date, several industry leaders have joined the network, including Everstream Analytics, TransVoyant, MarineTraffic, ParkourSC, WeatherOptics, FarEye, BlueBox Systems, TextLocate, Trucker Cloud, Resilinc, Trucker Tools, and Vizion.

Since launching in 2016, Surge Transportation has been on a mission to optimize the cost of freight for shippers and carriers—in spite of changing and volatile markets. Surge provides the industry's best real-time price engine—supported by 100% tender acceptance and partnering with over 50,000 carriers. Surge provides large shippers with excess carrier capacity when it is needed most, specializing in short lead time, peak season, and overflow—for anything moving over-the-road on land. Surge's instant real-time API rating engine provides market truckload rates for origin and destination pairs across North America. By combining historical data, and predictive data into its own proprietary algorithm—while monitoring moving market scenarios—Surge returns the most accurate truckload rates available. These rates are returned into a shipper's TMS, enabling them to optimize price, capacity, and service.

Ultimately, Surge Transportation builds partnerships between shippers and motor-carriers, utilizing real-time pricing and real-time load booking – enabling end-to-end automation without sacrificing world-class experience.

CONTACT INFORMATION

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QUESTIONS?

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