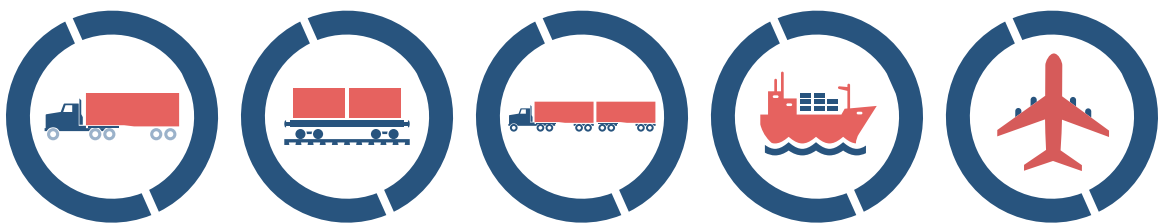


5 SOLUTIONS A 3PL

Offers Your Company in
Today's Chaotic Market



CHOPTANK
DELIVERING RESULTS. DAILY.



OBSTACLES

are part of business

and while your company may outgrow certain challenges, new ones are always ready to take their place.

Sound familiar?

If logistics has become one of these newfound hurdles, you're probably debating between continuing to manage these services yourself and contracting them out to a **third-party logistics provider**, otherwise known as a 3PL.



To better understand whether a 3PL is **right for your company**, it's best to first review the opportunities for the **competitive advantage** it can offer you.

ADVANTAGE 1

THE TRANSPORTATION MARKET CAN BE INCREDIBLY VOLATILE.

While spot market loads **dropped 9.3 percent** between September and October of last year, **spot market capacity** rose 6 percent.



Fuel prices were also up 0.6 percent during that same time period but they were down 32 percent year-over-year for the month of October. It's a ***market in constant flux*** and 2017-18 looks to be the same.

For companies attempting to handle their own logistics monitoring, keeping track of these constant fluctuations can be confusing and time consuming.

Working with a 3PL broker removes this uncertainty while offering potential costs savings.



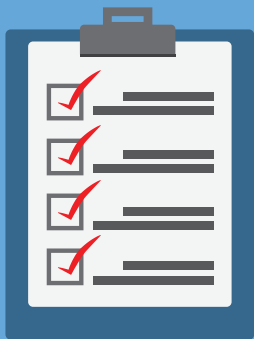
3PL brokers follow the market ***every single day*** so you won't have to. They are also able to **optimize freight expenditures**, streamline logistics and **reduce overall transportation costs**, all while protecting you from fluctuating prices.

At Choptank Transport we offer weekly, monthly or quarterly quotes to stay in sync with the marketplace, and our strong relationships with thousands of vetted carriers help keep pricing stable.

ADVANTAGE 2

DELIVERY OF ESSENTIAL MARKET INFORMATION

Price fluctuations aren't the only variable in the logistics market; there are also regulatory updates that must be monitored constantly.



Electronic log book regulations, food safety regulations such as the recent Food Safety Modernization Act, the driver coercion rule and driver safety fitness determination, affect the logistics industry daily. And failure to stay abreast of these updates can have financial or even legal implications.

Choosing the right 3PL can provide your company expert insight into the most recent changes and what lies ahead. The legal team at Choptank Transport constantly reviews new laws and regulations that affect shippers, carriers and freight brokers. Sharing this information is a valuable component of the broker relationship.



In addition to our legal experience, many sales and logistics professionals take a rigorous certified transportation broker course. This enables them to provide expert knowledge to our customers when handling the most difficult logistical issues.

ADVANTAGE 3

ACCESS TO THE LATEST TECHNOLOGY

Reliable information is dependent on technology and 3PLs offer shipment visibility that is light-years ahead of where it was only a decade before. This has been especially important for food safety issues and sustained visibility.



Choptank Transport prides itself on being a technology-driven 3PL and using technology to offer the best logistics solutions to its customers.

This includes:

- TMS** Short for Transportation Management System, TMS platforms tender loads electronically while providing the status on existing orders. The system can also be used to pull accounting reports or other important documents. TMS software has a private notification network that provides notices to preferred carriers regarding available loads. It also receives rapid alert notifications so nothing is missed or forgotten.
- Macropoint** This real-time location-tracking system is fully TMS integrated and 100 percent automated. According to Macropoint, only 30 percent of drivers have a smart phone, making Macropoint essential because it is the only software that can track all types of phones used by drivers, offering real-time tracking results. The system also supports automated arrival and departure alerts so you're aware of where your shipment is every step of the way.
- Locus Traxx** This technology is essential for any shipper active in the refrigerated space. Locus Traxx offers GPS and temperature-monitoring solutions as frequently as every 15 minutes. This data is acquired and sent in real time to the cloud and, should a problem appear, an alert is sent out so corrective action can be taken. Locus Traxx also makes all trip data available online before the truck even leaves the dock, ensuring the best possible start to any delivery.
- EchoSign** EchoSign streamlines the onboarding process for carriers with a simple, one-click process that is 40 percent faster than conventional methods. The system also ensures proper vetting, which is good news for 3PLs and shippers alike.
- EDI** The Electronic Data Interchange is a secure, integrated information and billing solution that creates a value-network of information management and technology. Choptank Transport possesses a full array of EDI capabilities, all of which are used to benefit their clients.

ADVANTAGE 4

OFFERING A FULL LINE OF SHIPPING OPTIONS



A good 3PL matches the **right shipping option** to the job, **protecting shippers** from paying for empty space while the vehicle is traveling. The market is full of shipping options, and your 3PL can help you find the **best shipping option** for you.

Some of these options include:

TRUCKLOAD



Truckload shipments are typically the first solution most shippers think of, and because they often have fewer destinations they allow for streamlined delivery. For 3PLs like Choptank, truckload shipments are the bread-and-butter of our business. We know shipping by truckload, and we know it well.

TEMPERATURE CONTROLLED LTL



Commonly used in the grocery industry, reefer shipments are ideal for handling temperature-sensitive freight. Not every 3PL offers reefer shipping and fewer still specialize in it. Shippers should research a 3PL thoroughly before signing a reefer shipping contract.

VAN



Van, or “dry” van, shipments are used when refrigeration is not necessary. Using a 3PL with a large network of trusted and vetted carriers offers a shipper the capacity they need when seasonal fluctuations dictate the market, giving the shipper complete flexibility.

FLATBED



Ideal for those shipments that can't be hauled in conventional vehicles with closed sides. Flatbeds are commonly used to ship large construction equipment or steel.

DRY LTL



Designed for shipments weighing less than the standard 40,000 pounds that a trailer can haul, dry LTL shipments are combined with other LTL freight to reduce waste and minimize customer expense.

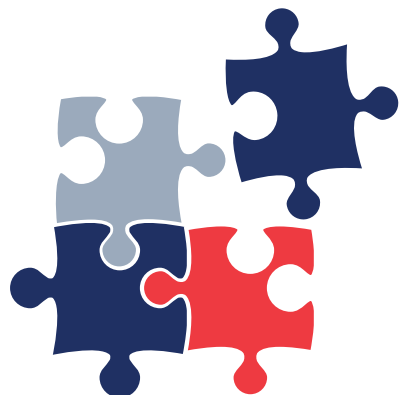
INTERMODAL



This cost-effective shipping solution commonly employs rail, sea or air travel. Ideal for cargo without urgent time constraints, intermodal still offers customers accurate tracking, flexibility, and reliable pickup and deliveries by appointment, just like what they would expect from other shipping options.

ADVANTAGE 5

QUICK RESPONSES TAILORED TO ANY PROBLEM



In business — and in logistics — even the best-laid plans will sometimes fail. As a leading 3PL we can quickly recommend a mode switch to allow seasonal cost savings.

Companies that partner with an experienced 3PL like Choptank Transport, however, can count on solutions that make those large problems seem like tiny bumps in the road.

For example:

Let's say the delivery date or pickup is a problem. If a new delivery or pickup time is required, a 3PL can accommodate the change and create a new appointment time and reassign capacity as needed. They may also have the warehouse space to store your freight until it is ready to be shipped, which is ideal for those delayed orders.



And what if your order ships and the truck breaks down? 3PLs can arrange supplemental power or temporary trans-loading procedures at an area cold storage facility or acceptable warehouse to assure the delay is minor and the shipment is back on its way.



Finally, for those orders that simply must reach their destination as quickly as possible, a 3PL can incorporate a team of drivers to deliver the freight more expeditiously.

Find the **3P**L Solution

Today's market is more competitive than ever, and if you're not using a 3PL to handle your logistical challenges, you're missing out on an opportunity to separate yourself from the competition.

Visit ChoptankTransport.com to learn more about each of the advantages discussed in this e-book. Let us help make your business as successful as possible.

