SEND Transportation Goes Live with Trucker Tools Smart Capacity

Transportation logistics firm incorporates Smart Capacity’s automated, real-time shipment tracking, capacity visibility and predictive load-matching to increase productivity, carrier collaboration and revenue growth

RESTON, Va. (PRWEB) April 30, 2019 -- SEND Transportation Inc., a leading transportation management and logistics service provider, has gone live on Trucker Tools’ Smart Capacity platform.

SEND has incorporated into its brokerage operation Trucker Tools’ real-time, app-based automated shipment tracking, along with tools for more accurate capacity planning, carrier relationship management and predictive freight-matching, accelerating the process of finding, matching and booking the optimal available truck with customer loads.

SEND Transportation is a Bend, OR-based, employee-owned enterprise providing comprehensive freight brokerage, transportation management and supply chain support services. The company specializes in dry-van and temperature-controlled transportation for food, produce and other farm goods, as well as nurseries. It manages both for-hire and dedicated trucking operations and maintains a core group of small-fleet and owner-operator carriers as exclusive capacity providers.

Adopting Trucker Tools advanced capacity management platform is a natural step in SEND’s technological evolution, explained Nathan J. Smith, SEND’s co-founder and chief executive. “We’re introducing further efficiencies and transparency into our team’s daily workflow. Time spent on mundane, manual work is reduced. We can respond faster and more accurately to our customer and carrier-partner needs.

“And, importantly,” he added,“we’re making our work environment that much more attractive and fulfilling. Today’s workforce loves to embrace the latest technology. It’s consistent with our culture of trust, collaboration, innovation and accountability, and giving our people the best tools available to be successful.”

SEND is complementing its primary transportation management system (TMS) with three Trucker Tools Smart Capacity solutions, integrated on one, secure and confidential management and execution platform:

• Predictive freight-matching and advance load planning. Provides functionality and workflows for capacity management, reliable, accurate load-matching with the latest available capacity data, carrier communications, visibility into future available capacity and other broker-carrier collaboration features. Dramatically compresses the time – and cost – to find and secure the optimal match of truck to load and complete the transaction with the carrier upon delivery.

• Automated real-time load tracking. Supports more complete and timely shipment in-transit information in a dashboard showing continually updated, time-stamped location reporting for in-route shipments, ETA updates and alerts.

• Smart-phone based, GPS-enabled Mobile Driver App. The Trucker Tools Mobile Driver App, downloaded by more than 600,000 truckers and actively used by over 125,000 small fleet operators, provides automated tracking and other driver-friendly carrier management features. The app uses the smart-phone’s built-in GPS capabilities to transmit continually updated truck and driver location information over Trucker
Tools’ confidential, secure network. The mobile app features 16 of the most sought-after tools drivers use for managing their business while on the road and simplifies and streamlines business activity between carrier and broker.

“We want to partner with those who keep us in front of the pack,” said Smith. He cited the Trucker Tools Mobile Driver App, and its wide adoption among truckers, as a significant differentiator. “It has a proven track record, drivers are comfortable with it, it’s already on their phone and connected to the Trucker Tools platform. It also opens us up to new capacity we can bring on to our network.”

Prasad Gollapalli, founder and CEO of Trucker Tools, noted that SEND’s proactive, assertive approach to new technology solutions is elevating it above the competition and demonstrates unique strategic vision and foresight that will significantly benefit its customers, and drive profitable growth.

“The pace of technology change in the transportation business is dramatic and will continue to accelerate,” Gollapalli said. “SEND is ensuring that they stay ahead of the wave, making strategic technology decisions that enable the best possible service and the most efficient operations. We are excited to be their technology partner of choice in this continuing journey.”

About Trucker Tools -- Trucker Tools, based in Reston, Va., is the leading provider of trip planning, shipment visibility and freight matching solutions for the transportation industry. Its ground-breaking Smart Capacity platform uses accurate, real-time data and powerful algorithms to optimally match freight by predicting when and where capacity will become available, days in advance. The company’s popular driver smartphone app has been downloaded by over 600,000 owner operators and small-carrier drivers to access information and services conveniently while on the road. Its automated, real-time location tracking and carrier management is a robust feature in the app that connects drivers with carriers and freight brokers to eliminate manual check calls. Visit Trucker Tools at www.truckertools.com or contact us directly at: sales@truckertools.com
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