Summer Profitability Seminar:
Taking Control of Your Data - Managing Capacity

Agenda

Wednesday, June 26, 2019
Hyatt Regency O'Hare Hotel - Chicago, IL

Meeting Facilitators: Chris Henry, Program Manager, TCA Profitability Program
Richard Hankins, CEO, Simply Data Now (SDN)
Shoaib Makani, CEO, KeepTruckin
John Lyboldt, President, Truckload Carriers Association

Meeting Room Opens at 7:30am with Breakfast

- **Call to Order at 8AM (Chris Henry)**
    - Opening Comments
    - Anti-Trust Review
    - Roundtable Introductions:
        - Name, Role
        - Business Attributes: Location, # of Trucks, Operating Mode, Current technology infrastructure
        - What are your Expectations from this Meeting?

- **"Hot Topics"** - Opportunity to go around the room and have attendees discuss what they are seeing in their respective markets:
    - Freight visibility tools – how is your data being used? What's next?
    - End User and Software licensing agreements, how is your data being used?
    - Continuing education and development, how are you getting better?
    - New technologies – applications, mobile comm etc.
    - Research and development for trucking companies. Does it exist?
    - Offshore / Nearshore software development

- **TPP Technology Survey:**
    - Review results
    - Tech org structure
    - Key Metric Review
    - Security standards and protocol

- **Break at 10:00AM**

- **Managing Capacity Part 1: Shoaib Mokani, CEO, KeepTruckin**
    - Building a modern freight model for fleets of all types
    - Improving fleet visibility and unlocking insights with asset management

- Connecting capacity and supply with an open freight marketplace

- **New Technology Discussion**
    - AI, IoT and Blockchain
    - Data and Equipment Hardware security
    - Robotic Process Automation
    - **Open Discussion with Q&A from the Members**

- **Lunch at Noon**

- **Best Practices for Creating and Maintaining a Data Warehouse – Richard Hankins – Simply Data Now**
    - Using a cloud infrastructure to increase data security
    - Taking control of your own valuable data
    - Reducing hardware spend
    - Integrating disparate databases and applications
    - EDI vs. API vs. Other options
    - Integration Platform as a Service
    - Best Practices for creating and maintaining a Data Warehouse
    - **Open Discussion with Q&A from the Members**

- **Managing Capacity Part 2**
    - Asset vs. Brokerage Capacity
    - Measuring productivity with ELD data
    - Applying technology to increase efficiency of capacity / increase revenue recovery
    - Load matching capabilities
    - **Open Discussion with Q&A from the Members**

- **Break @ 3:00 PM**

- **Making Decisions (and Profits) with Data – Elliot Brazil, Data Scientist – A.M. Transport Services**
    - Improving operational efficiencies through big data
    - Third party data integration and consolidation
    - Automating the boring stuff to get more done
    - Forecasting to identify market opportunities

- **Empowering Non-Tech People**
    - Tools being used for self-serve reporting
    - Training for non-tech people
    - Best Practices

- **How TCA Can Enhance Your Ability to Retain a Better Workforce (John Lyboldt)**

- The new Truckload Academy
- Advocacy efforts to help widen the net for recruiting

- **Open Question & Answer Session**

- **ADJOURN @ 5PM**