



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

- **Break at 10:00AM**
- **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**
- **Lunch at Noon**
- **New Technology Discussion**
 - AI, IoT and Blockchain
 - Data and Equipment Hardware security
 - Robotic Process Automation
 - **Open Discussion with Q&A from the Members**
- **Managing Capacity Part 1**
 - 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**
- **Managing Capacity Part 2: Shoaib Mokani, CEO, KeepTruckin**
 - Building a modern freight model
 - Internal vs. Shared capacity networks – making both work to your advantage
 - Carrier-only model
 - Load tracking, detention/dwell time
 - Open Discussion with Q&A from the Members
- **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 @ 4PM**