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GREATER GREEN BAY DRIVING THE INDUSTRY

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Greater Green Bay is investing in innovation with FreightTech

Greater Green Bay is a hub for all things transportation and logistics but many may not realize how big of a national contender we truly are in the transportation industry. From receiving national acclaim to working on the latest innovations in FreightTech, companies across the greater Green Bay area are working towards bettering not only the industry, but the community as a whole.

"There is a unique convergence with the transportation and logistics industry and the Green Bay region." Managing Director for TitledownTech, Craig Dickman, said. "There are impactful companies across

the spectrum – from industry-leading companies founded by innovators who became industry icons to a new generation of entrepreneurs exploring the future of transportation – that are shaping the industry from our region. It makes Greater Green Bay the creative epicenter for transportation and logistics."

Innovative technology

"Greater Green Bay is a powerhouse of technological innovation driven by companies with a collective mission to solve real-world problems for the logistics industry," CEO of Matchback Systems, Inc, Todd Ericksrud said. "The solutions we

deliver not only have a positive impact on U.S. supply chains but also apply on a global scale. What happens in Greater Green Bay is positively affecting companies around the world."

Many Greater Green Bay logistics companies have not slowed down, even amid the COVID-19 pandemic.

"Amidst the most volatile market in history, C.H. Robinson has been accelerating the release of new technology solutions to help shippers with a commitment to invest \$1B in technology innovation and enhancements. Emissions IQ™ is the latest innovation, from our tech incubator Robinson Labs, that automatically calculates emissions and provides an easy visualization of a shipper's carbon output," says C.H. Robinson's Chief Human Resources and E.S.G. Officer Angie Freeman. "Even companies committed to sustainability have struggled to capture their emissions across complex, multi-faceted supply chains. By putting useful technology and data at their fingertips, we're not only increasing the transparency of emissions in our industry, but we're surfacing the best strategies for customers to make meaningful carbon reductions right now."





KBX Logistics, a subsidiary of KBX headquartered in Green Bay, doubled down on touchless interaction technologies during the pandemic and has seen efficiencies across all legs of the supply chain. Its electronic Bill of Lading (eBOL) solution created during the pandemic replaces a paper bill of lading while capturing signatures exceptions and is retrievable in an electronic format. KBX Logistics continues to follow precautions implemented during the height of the pandemic to keep its customers safe while keeping its production and quality up.

Ron Traub, senior director of manufacturing logistics at Georgia-Pacific stated, "The KBX solution allows the entire supply chain to move to a completely touch-free, electronically stored Bill of Lading that achieves greater efficiency and safety, accessibility, storage and compliance needs – all while reducing operational costs for everyone involved. This solution is a critical upgrade to Georgia-Pacific's current manual application, especially in the current environment with COVID-19 where we try to limit interactions between personnel along all aspects of the shipping cycle."

Breakthrough®, a strategic transportation solutions provider, released their FELIX platform, a strategic tool designed to help shippers plan, manage and execute a more optimized freight network. The tool is enabled by data from some of the most expansive transportation networks represented by North America's most reputable brands. "Our data is clean and accurate in a way that many other providers can't access and typically need to approximate. The sheer amount of quality information we have at our fingertips makes our solution incredibly dynamic and representative of the realities that the

transportation industry is experiencing on the ground," says Heather Mueller, chief operating officer at Breakthrough.

She added, "It has been exciting to see this technology come to life because it gives us a powerful new way to leverage our dataset to solve new problems and bring a new level of sophistication and transparency to our clients' strategies, and this was proven in a really powerful way during the pandemic."

Other companies also have maintained their precautions regarding the pandemic to keep their employees and customers safe while maintaining production and quality standards.

America's Service Line also has continued to advance their technology to help departments across their company.

They moved from an AS400-based fleet management system to a robust cloud-based system with far more functionality and automation. The on-board-computers in their trucks have been replaced with a tablet-based solution hosting numerous applications. This has reduced manual work and paperwork for the drivers while creating efficiencies in the truck, in operations, as well as in accounting. Mechanics manage their work orders from a computer kiosk resulting in less paper and improved inventory management. The utilization of SQL and PowerBI

for reporting, analysis and creating key performance indicators are valuable staples to operations, accounting finance and sales, ultimately driving improved business results for our company," said Vice President – Logistics Greg Gmeinder, America's Service Line/America's Logistics.

America's Service Line also believes that if they "aren't investing and mining for technology improvement or enhancements, then [we] are falling further and further behind within our industry." This speaks volumes to the growth and dedication not only that America's Service Line has, but also other companies in Greater Green Bay have towards the transportation and logistics industry.

Vice President Ben Schill of Paper Transport, Inc. explains how his company has been on the cutting edge of industry trends for decades. "We were the first trucking company in the U.S. outside of the ports of LA that was operating natural gas trucks in 2010. That innovation sparked a natural gas fueling infrastructure in greater Green Bay as well as additional start-up companies."

That innovation has led to being named a Commercial Carrier Journal Innovator for two out of the last three years for their use of SmartETA product as well as their predictive hiring models. Schill contends that, "our growth will always be linked to innovation."





Add Schneider to the long list of innovative companies in Greater Green Bay. With their new Schneider FreightPower® mobile app, they've put the power in their carriers' hands by making it easy to work with Schneider. They also have added automation and AI to respond to customers' requests, enabling system-to-system communications through APIs and providing self-service capabilities through their Schneider FreightPower® portal, allowing them to quote, book and track loads with ease.

These innovations aren't simply for the bottom line, either. They are working to make a better workplace for their employees and a more sustainable world for the community.

Careers in Greater Green Bay

Looking to grow your career in Green Bay with a transportation and logistics company? Many of these innovative companies are looking to hire talented individuals to help make an impact on the industry.

Key characteristics they're looking for in their future employees: having a "techno-functional" mindset, understanding how technologies are used to enable business, interest in advanced analytics and data science, and the excitement to continue creating innovative new practices and products to accelerate the industry.

Throughout the pandemic, as KBX continued to innovate greater supply chain

efficiencies, the company hired more than 120 new employees to its technology solutions and logistics businesses - and it's still looking for more talent! "We have increasingly diverse career opportunities and we're looking for outside-the-box thinkers who will help us bring even greater value to our customers. Throughout the pandemic, KBX employees continuously demonstrated a creative and entrepreneurial approach to their work, and their through efforts KBX was positioned for increased success that allowed us to grow!" said Emily Donegan, HR business partner at KBX.

For those wanting to start their own transportation and logistics company, Greater Green Bay is a great place to plant roots. According to Bill Hawley,

owner of Premier Logistics, "When I started my company, Premier Logistics, eight years ago, I had so many people - owners of larger trucking companies, retired executives from trucking, community members and future customers - reaching out to me to see if I needed any help. Again, I never started a company, so it was very shocking to receive help from people that could someday (as I grew) be my competitor - but no one here thinks that way. This community is very helpful in many ways. The mentality is to 'give back' and 'pay it forward' in all things."

Schill has a similar experience with the market in greater Green Bay, "Although this is a very competitive market, many of the companies in the region have partnered to thrive. There is not a more ideal market to start a supply chain tech company than Green Bay, Wis. We have deep access to transportation talent, progressive companies for partnerships, tech capital and sound education systems providing a pipeline of talent."

Breakthrough started from a bold idea and its founders leveraged their expertise stemming from greater Green Bay to nurture them into who they are today. Mueller says "It takes true talent and vision to break away from legacy ways of doing business and to recognize a new opportunity, but having that close experience and perceptivity to the unique elements of the industry is what really helped Breakthrough chart a successful path. Being located in Greater Green Bay certainly played a role in that."





A perfect example of a business being founded in Greater Green Bay is Lanehub, a cloud-based platform that encourages shipper-carrier collaboration by automatically identifying and connecting companies with complementary freight lanes to save on shipping expenses. Mark Hackl founded Lanehub in 2015 which was then later acquired by Transplace in 2020. However, they still see Greater Green Bay as home as they are headquartered here and are constantly looking for good talent and resources in the area.

Before Lanehub, Hackl had grown in the transportation and logistics industry for 20 years. He worked at Georgia-Pacific, GENCO, Veriha and Schreiber Foods as a shipper, a carrier and a third-party logistics provider. He has seen all sides of the logistics industry.

Breakthrough explains it best. "Transportation technology has seen booming investment in the last few years, and it is truly just the beginning. There is so much revolutionary change to be made in this industry, so the opportunity is really wide open for both startups and the people behind them," said Mueller.

If you're looking to create a startup in transportation or logistics or you want to grow your career in this industry, start looking at Greater Green Bay. This location brings you experienced companies,

innovative technology and the ability to grow your idea into a thriving company.

National recognition

Think we may be biased to our Greater Green Bay companies? Well, the proof is in the recognition these companies have received.

C.H. Robinson ranked eighth in FreightWaves' FreightTech 25, an annual list of the most innovative and disruptive companies in freight. Several industry leaders have also recognized C.H. Robinson for helping to solve their most complex logistics problems in 2020. These include carrier of the year from Target, Whirlpool, Tyson Foods, and Coca-Cola, as well as General Mills partner of the year and Wayne Farms outstanding service.

Contract Transport Support Services was nominated to receive a Fleet Forward award through ACT, the biggest alternative energy group in the US. They currently run roughly 99% of their miles on CNG vs Diesel which is much more environmentally friendly. They also fuel with renewable natural gas from a landfill and with their newer trucks and their engines, they have a negative carbon impact on the environment as far as emissions.

Matchback Systems won a 2020 Green Supply Chain Award in recognition of their industry-leading services who unlock

emissions savings for their clients, enabling them to reduce their carbon footprint and achieve measurable sustainability goals.

Schneider has received the Forbes CIO Innovation award, CIO 100 Award, BIG innovation Award and the Target Innovation Award.

Breakthrough was named one of Fast Company's Top 10 Most Innovative Logistics Companies in the world in 2021 for reimagining contract freight management and relationships with their Network Intelligence tool, delivered in FELIX.





Underscoring KBX Logistics' continued commitment to improving practices in intermodal shipping, load capacity and backhauls, the business was awarded the Environmental Protection Agency's (EPA) SmartWay Excellence Award in 2020, following its prior win in 2019.

Investing in freight technology

Is your company looking to invest in freight technology? We've asked some of our power players in the area what they recommend investing in.

"We encourage customers to invest in technology that can help reduce manual processes and improve cost savings. For example, look to technology to transform the RFP process or a TMS or ERP integration to get spot rates further upstream in your process," says Director Matt Schaub, C.H. Robinson.

"My advice...is to continue to partner with suppliers that are bringing new

technology to the partnership. We are currently gaining speed on the on-ramp of technology and it will continue to accelerate over the next decade," said Schill.

"Invest in partnerships and technology that make you better and shed light on details you cannot see. Our clients often have good insight into their own transportation networks, but they lack the ability to see all the elements of what is happening around them, which is why we built the FELIX platform armed with collaborative data that provides our clients visibility into the full transportation ecosystem," added Mueller.

Greater Green Bay is not to be overlooked. From the groundbreaking innovation to the dedicated employees, we have all the ingredients you need to build a successful career or company.

There is no better time to be part of transportation and logistics/logistics tech industry in the Greater Green Bay area. The region is an internationally-renowned hub in the industry and continues to grow in terms of companies, career opportunities and innovation.

www.greatergbc.org/transportationandlogistics



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