

Badger Freight Tracking

A simple, affordable solution to your shipment visibility needs.



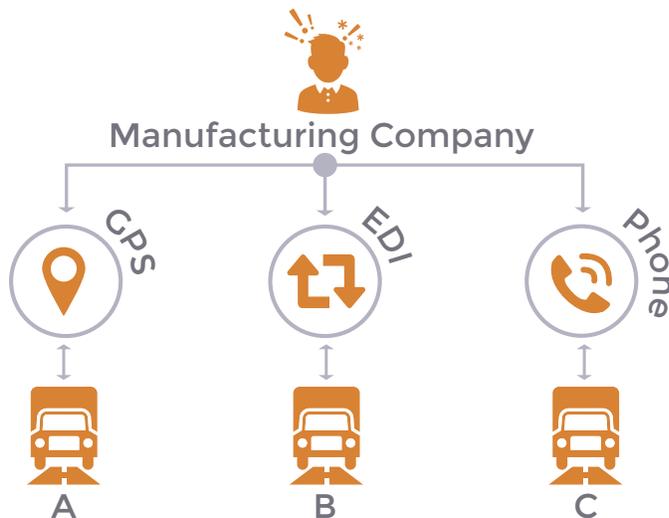
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A simple, affordable solution to your shipment visibility needs.

In a world in which new technologies are created daily, Badger is unique. We are not just another technology company; we are transportation people.

There are simply too many ways to track shipments, that tracking shipments has become a convoluted, time-consuming process. At Badger, our mission is to simplify and unify the shipment tracking process. While many transportation companies have upgraded from email and phone tracking, current technology has proven expensive and labor intensive—EDI integration, GPS devices, service fees, RFID, etc. It's obvious that the transportation and logistics industry needs a single-source shipment tracking solution.

Supply Chain Mayhem



To illustrate this conundrum, consider your average manufacturing company. In any given week, the company will use multiple trucking companies, each with a different tracking system. Trucking Company A uses a GPS system; Company B uses EDI (electronic data interchange); while Company C uses the good old-fashioned telephone.

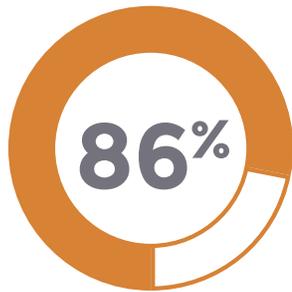
With limited resources, what company can afford to upgrade technology, scour the web for updates and work the phones around the clock? Your freight should be visible to you in real time, at all times.

In fact, getting real-time supply chain insights is the number one issue facing supply chain managers today.

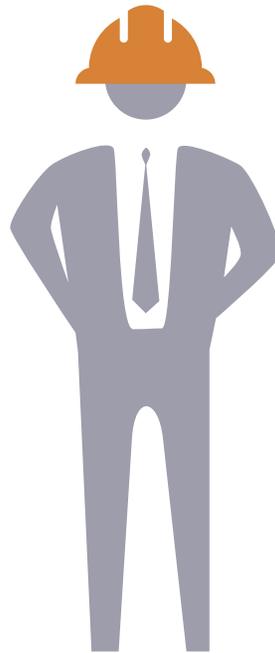
#1 Issue Facing Supply Chain Managers: Getting Real-time Insights

The Right Process = Supply Chain Performance

All of your trucking companies and 3PLs may have a process, but that doesn't mean they have the most efficient process. The need for an effective, coherent freight tracking process cannot be overstated.



86% of Supply Chain Managers say having the **right processes** in place to respond to volatile consumer demand in real time **is essential**.



Only 21% of Supply Chain Managers say their systems do an excellent job of providing real-time insights into supply chain performance.



Revolutionary Freight Tracking

Badger is the lone single-source freight tracking solution that works for the entire transportation and logistics industry—shippers, receivers and 3PLs.

At Badger, we believe in two simple principles:

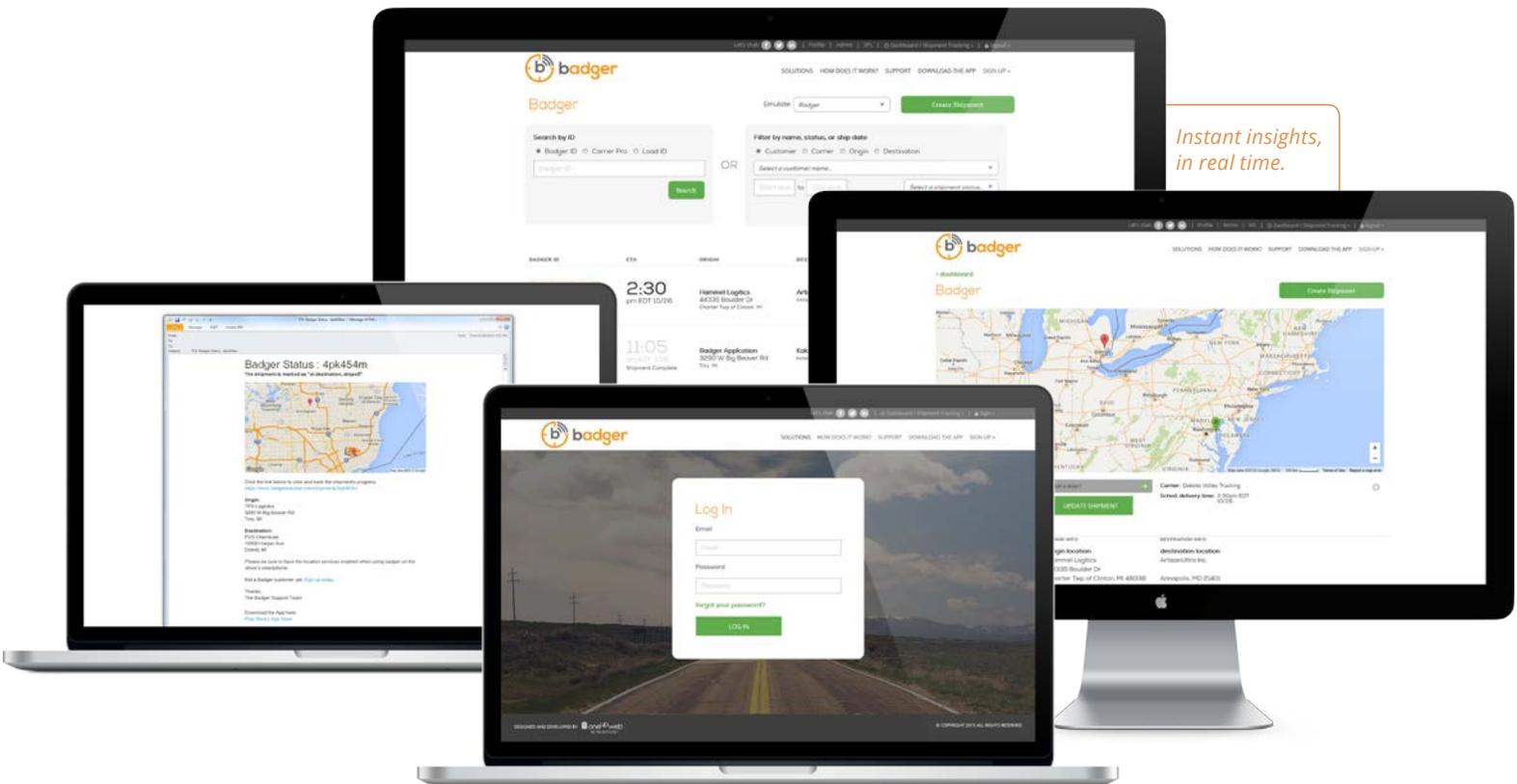
- ▶ Freight tracking should be simple, accurate and affordable for all.
- ▶ Customer feedback is essential. You speak, we listen. We develop and release updates to our clients based on their needs, at no additional cost.

That's because Badger only requires the technology that you and your partners already have inside your trucks and offices—mobile phones and computers.

- ▶ Stop spending hours making “check calls”
- ▶ Stop scouring the web for updates

With Badger, users simply log in to the Badger Dashboard to view all of their shipments and pertinent shipment information in one place. On our dashboard, you can then click into the Mapview for a precise look at your shipments' locations. Additional parties can be granted read-only access to the dashboard so they can get all the updates they want, whenever they want.

*Instant insights,
in real time.*



Easy to Use

Our revolutionary freight tracking system was designed based upon countless interviews and collaboration between all parties in the shipping process. Our solution is affordable. It's scalable. It's easy to use. Developed by transportation people, for transportation people.

The last point, ease of use, was especially important to drivers. They want a hands-free solutions that allows them to concentrate on what they do best-driving.

We think that sounds like a reasonable request.

- ▶ Zero friction
- ▶ No touch required while in motion
- ▶ Live delay notification

A Hands-Free Solution

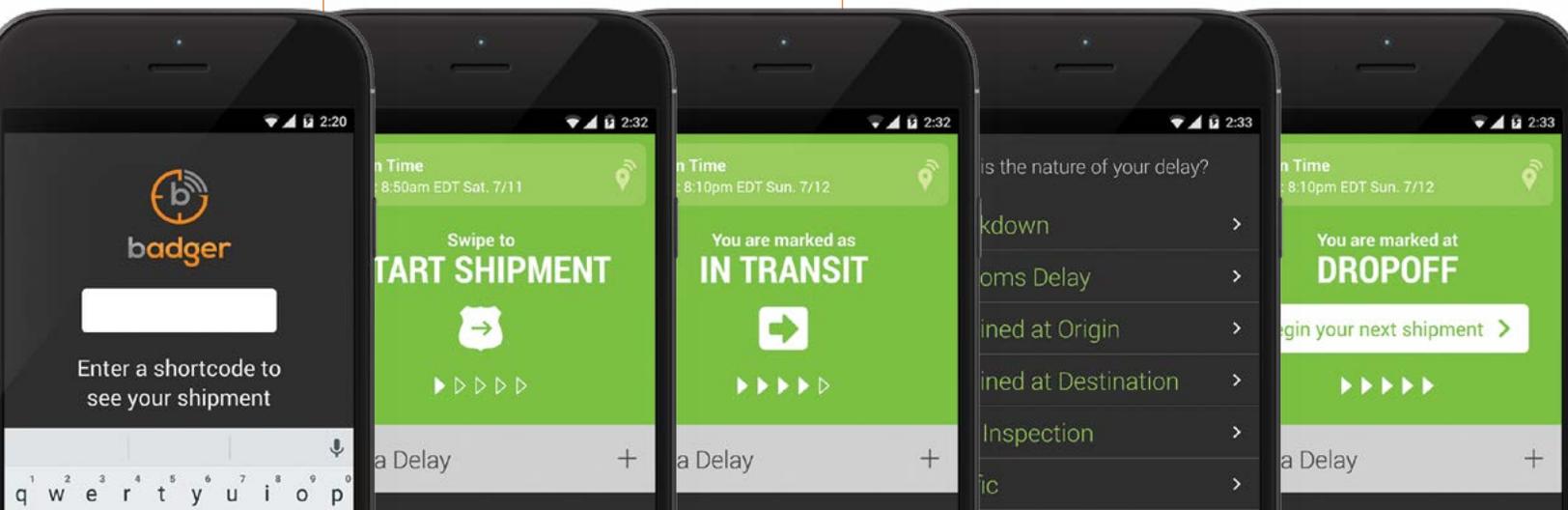
Badger allows drivers to "set it and forget it."

At the onset of the shipment, drivers input the Badger shortcode into their free Badger App and leave it running in the background. The app automatically generates an updated map location and current ETA to the truck tracking interface. Badger is:

- ▶ Free to download
- ▶ Does not affect data plan costs
- ▶ Does not track drivers between shipments

On a Roll: Your feedback is essential. We are continuously adding new features to make the Badger App as easy and effective as possible. New SMS functionality now allows drivers to easily receive a link to their assigned shipment. Camera access also allows drivers to upload proof of deliveries, damage (should it occur), bill of ladings and other relevant paperwork.

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Freight: By the Numbers



\$1.68
Avg.
PER MILE
operating cost for the U.S.
trucking industry



-275-
BILLION MILES
logged by professional
truck drivers every year



500
MILES
Avg. daily run for an
over-the-road driver

With operating costs on the rise, trucking companies must replace inefficient processes with smart systems that allow organizations to harness the power of real-time data for even more *cost-saving* opportunities.

Who Uses The Badger App?

Trucking Companies

The only equipment you need is the iPhone or Android that's already in your pocket. Drivers download the free app, enter the shipment number, and leave Badger running in the background. The app automatically updates the shipment's location and ETA. Best of all, Badger is \$99 a month – regardless of the size of your organization, fleet, or number of loads shipped.

Manufacturers & Receivers

There's no more wondering. Receivers can be granted viewing access to track the location of their shipment in real time. Simply sign in to the Badger interface to see your delivery move across the map – complete with shipment information, details about delays, and up-to-date ETAs. Badger lets you know exactly where, why and when.

3PLs

Armed with the most accurate and up-to-date location data, Badger enables third-party logistics providers with the information they need to increase time and drive efficiencies. Badger's app-based system provides a low-cost and high-tech logistics solution without the need for additional equipment. It's time to upgrade your logistics services.

**Badger works in the US, Canada
and Mexico – Badger is
the only mobile-based tracking
system in Mexico.**

- ▶ Badger also seamlessly integrates into your TMS, Dispatch, or Load Board software.

The Most Affordable Freight Tracking System

No matter the size of your organization, fleet, or number of loads shipped.

Badger unifies the tracking ability of the logistics industry at a cost that everyone can afford, with a technology that's accessible to all involved.

Badger is the most affordable freight tracking system on the road today.

Sign up now and start tracking immediately.

\$99/mo

That's just \$3.30 a day—equivalent to the cost of two trucking miles!

VISIT US AT BADGERSOLUTION.COM »

**References: trucking.org, capgemini.com, atri-online.org*

