



Council of Supply Chain  
Management Professionals

Educating and Connecting the World's Supply Chain Professionals.™

# CORPORATE SPOTLIGHT



## *In a nutshell, what is your company all about?*

Prior to [Truckstop.com](https://www.truckstop.com), carriers and freight brokers transacted freight via a system of physical bulletin boards, TV monitors, and fax machines at truck stops throughout the country. Today, Truckstop.com is the largest neutral freight marketplace in North America, connecting carriers and freight brokers online, giving them tools to be successful and efficient through the entire freight lifecycle. Truckstop.com provides the scale of quality loads and trucks to give customers the freedom to build lasting relationships and grow their business.

## *What differentiates your company from others in the industry?*

Truckstop.com firmly believes in empowering both carriers and brokers by giving them access to equal information and allowing them to do business via a neutral marketplace. We offer technology to give all players an equal footing in the freight marketplace. Through partnerships with some of the largest carrier and broker institutions in the industry, we bring both parties together to build long-term relationships so they can make more money and grow their businesses.

## *What is your company's most recent accomplishment?*

In April of 2019, Truckstop.com announced a significant, strategic investment by ICONIQ Capital, one of Silicon Valley's leading growth equity firms. Truckstop.com has since leveraged the investment to expand and update its portfolio of technology solutions including the new [Book It Now](#) feature that was rolled out in November 2019. Book It Now allows freight brokers to determine a rate and allow their preferred carriers to instantly book loads, eliminating negotiations. The time saved allows the broker to move more loads, grow their client lists, and increase their bottom line. For carriers, Book It Now allows them to instantly book loads with brokers they trust and receive an automated rate confirmation. By eliminating extra phone calls, carriers have more time to grow their business or spend more time with their family.

## *What is the biggest challenge your company faces in the industry?*

Trucking industry challenges range far and wide, but three of the biggest challenges facing the industry and our customers are changing trucking regulations, deteriorating infrastructure and variable costs. Truckstop.com is working to smooth the noisy, chaotic, multi-system interface between freight and capacity by automating connections so carriers and brokers (regardless of size or resources) can move freight more efficiently.

## *Why is your company a CSCMP Corporate Member?*

When it comes to Supply Chain there is no organization that does more for the industry than CSCMP. They are the largest and most influential voice and educator inside global supply chain marketplace. Many of our largest customers are directly involved with CSCMP and we are there to support our market. Top-to-bottom, nobody can touch CSCMP on Supply Chain education, research, influence, and innovation.



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