genlogs

LEVERAGING TECH TO SECURE YOUR FREIGHT

Wes Kornowske
VP of Operations
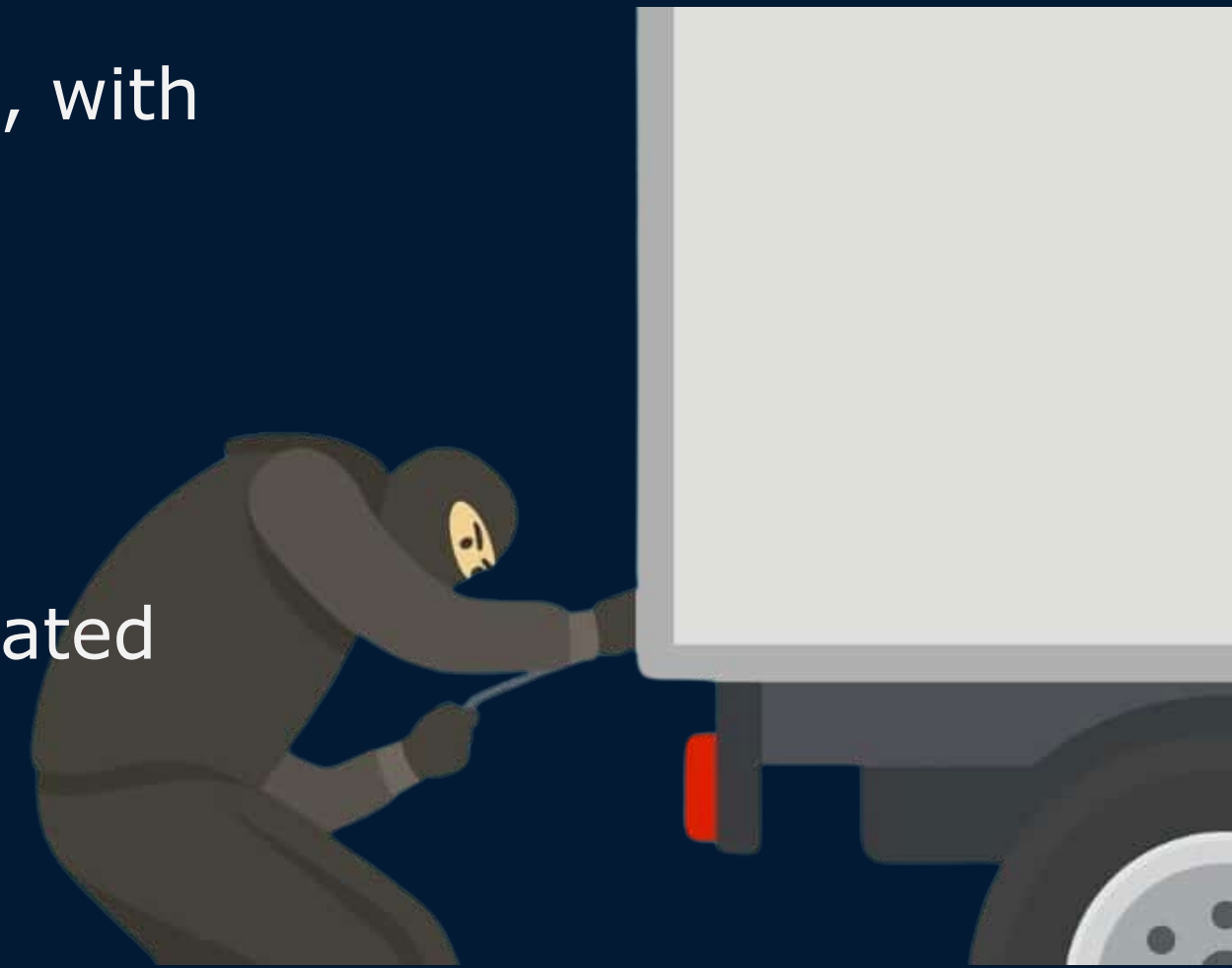Paper Transport

2024 TRANSPORTATION INNOVATION FORUM

HOSTED BY **PTi** PAPER TRANSPORT

CARGO THEFT ON THE RISE

- TIA reports a 600% increase in cargo theft between November 2022 and March 2023.
- Full Truckload freight is identified by 98% of TIA respondents as the most vulnerable mode.
- Average annualized cargo theft cost was reported at $402,344, with a per load price tag of $40,760.
- High risk states include California, Texas, Illinois, Georgia, and Florida
- Targeted commodities include electronics, solar panels and consumer products/household goods. The latter is easily liquidated with the rise of secondary ecommerce platforms.

*TIA – State of Fraud in the Industry Report 9/17/2024

THEFT PREVENTION

TABLE STAKES

- Secure, manned drop lots
- SAAS products used in carrier vetting, i.e. Highway
- More stringent driver hiring qualifications, i.e. JobBehaviors
- Trailer tracking
- Delivery straight through to avoid secondary/tertiary relay points
- Partnership with customers to acquire mutually beneficial secure lots for EOM, EOQ, EOY shipments

THE NEXT LEVEL

- Carrier identification/verification and truck/trailer tracking while moving
- Lost trailer/freight surveillance through a nationwide network of Trident highway cameras

INTRODUCING GENLOGS

GenLogs has been tracking carrier movements since May of 2023. Their camera network, Trident, continues to expand across the United States, tracking carrier movements and cataloging pictures of individual truck and trailers of each carrier registered with the FMCSA.

INDIVIDUAL EQUIPMENT IDENTIFICATION

Obtaining a specific truck and trailer number from a carrier prior to pickup allows us the opportunity to check GenLogs for the last known location of that truck and trailer. As the Trident network grows so will the ability to track in real time a truck/trailer combo.

ASSET SEARCH

Can search by truck license plate, vin number, equipment logo, cab number, equipment number(trailer).

ALERT FUNCTION

Alerts can be created to push sightings to as many stakeholders as need. If a trailer or truck go missing and GenLogs captures it on their Trident cameras the authorities can be notified in real time (15 minutes) with the lat/long of the siting.

Search by carrier DOT#, MC# or Trailer/Truck number and retrieve images of equipment in real time through Trident camera network.

OPPORTUNITY
- Track stolen assets with the carrier's contact information
- Ensure the carrier you are procuring on your lane has assets!
- Point-to-point match score to show whether or not the carrier actually runs the lane on their assets!
- Quick FMCSA score for carrier lookup
- Carrier contact information in profile if retrieving your trailer
- Automatic alerts for stolen or missing trailers when entered into GenLogs database
- Multiple view of equipment to ensure proper verification

Front Track | **Side Track** | Rear Track

Time: 7/30/2024, 11:22:50 PM (UTC)
City: Camp Long
State: SC
Road: 20WB
Lat/Long: 33.7 -81.7
Truck License Plate:
VIN: VINNSAF6821
USDOT: 380482
MC:
Cab #: 0795
Logo:
Trailer #:

PTI – PRACTICAL USE

How is PTI using GenLogs?

- Missing stolen trailers   entered into   automatic alert database

- 3rd party capacity verification   – do they really have assets on the lanes you are working with them on? If not ... they are liars and probably trying to double broker.

- Carrier matching   – how dense is the carrier network on a given lane? Would they be the best fit for the opportunity?

- Specific Shipper identification and the flows inbound/outbound from a facility. This enables a more robust backhaul solicitation effort.

- Quick CSA score validation by specific carrier.

- Identifying a prosect.