

# connect<sup>2023</sup>

A BANYAN TECHNOLOGY USERS CONFERENCE

Hilton Downtown Cleveland | September 13-15, 2023



## KEYNOTE SPEAKER

**Dawn Salvucci-Favier**

*CEO & Chief Product Officer, Greenscreens.ai*



## FEATURED SPEAKERS

Kevin Huntsman, Mastio | Brent Hutto, Truckstop | Bill Schroeder, ProShip

**1:00 PM – 2:30 PM****Workshop: Carbon Impact Calculations & Offset – Defining the Opportunity****Location: Veterans A**

The newest integration to the LIVE Connect platform provides you with carbon impact calculations prior to selecting your shipment method. This integration also provides visibility to aid in tracking, reporting to help make more informed business decisions, and gives you the option to purchase Carbon Offsets to best align with ESG efforts and initiatives. Join us for a deep dive into the uses and benefits of CarbonTRAX™ & Offset, one of Banyan's newest product offerings to help you attract new.

**Presenters: Connor Arendts & Hayden Pirkle****1:00 PM – 2:30 PM****Workshop: The Truckload Advantage - Leveraging AI with LIVE Connect****Location: Veterans B**

For 3PL Clients only. Join industry experts from Truckstop and Greenscreens.ai as they reveal the full potential behind LIVE Connect's Truckload product and how you can maximize profitability with dynamic market rate intelligence. Matt Silver and Truckstop Team Members join forces to provide a comprehensive look at Truckload rating and the benefit that Truckload AI offers to 3PLs looking to maximize margins and service.

**greenscreens.ai****Presenter: Matt Silver****1:30 PM – 2:30 PM****Expanded Truckload Services for a Comprehensive Over-the-Road Experience****Location: Veterans C**

Now is the time to learn all there is to know about the Truckload integrations in LIVE Connect! If you're unsure of whether you should be taking advantage of this expanded capability, we'll help you outline and define the significant areas of impact that Truckload can have for your business.

**3:00 PM – 5:00 PM****Connect 2023 Roundtable Experience & Resource Identification****Location: Superior C Ballroom**

Meet with Banyan Team Members, strategic partners and industry experts in an engaging round of conversation to discuss features and functionality of LIVE Connect. This series of 20-minute interactions cover the most beneficial aspects of the Banyan Ecosystem to help you identify new business opportunities and key strategies for success.

**6:00 PM – 8:00 PM****Connect 2023 Welcome & Networking Reception****Location: Collision Bend Brewing Company**

Join us at the Collision Bend Brewing Company along the infamous Cleveland Riverbanks. This private event will provide valuable time to network with the Banyan Team, strategic partners and industry experts. Collision Bend Brewing Company is comprised of crafted artisanal beers and a menu inspired by Cleveland's melting pot.

**7:30 AM – 8:30 AM****Rise and Shine Breakfast and Networking****Location: Superior Ballroom Foyer**

Join Banyan Clients, Partners and Team Members for an informal breakfast and networking opportunity to get the day started. Take a few minutes to plan your day and identify Supply Chain Partners and Banyan Team Members to meet with throughout the day.

**7:45 AM – 8:45 AM****Breakfast: Transform Your Business with EOS****Location: Veterans B**

EOS, the Entrepreneurial Operating System, is used by more than 190,000+ companies around the world to clarify, simplify, and achieve their vision. Join Ron Kaminski from CultureShoc to learn how your company can embrace EOS to realize real, sustainable business results.

**8:00 AM – 8:45 AM****CEO Open Mic: Breakfast with Brian****Location: Veterans A**

Grab some breakfast and make yourself comfortable for an open-mic session with Banyan CEO, Brian Smith. Ask questions about Banyan, LIVE Connect, Connect 2023, the industry and more and learn about the upcoming opportunities to experience strategic growth for your business.

**9:00 AM – 9:45 AM****Keynote: The Future of AI in the Logistics Industry****Location: Superior D Ballroom**

Dawn Salvucci-Favier, CEO & Chief Product Officer of Greenscreens.ai, will deliver our Connect 2023 Keynote. Dawn will discuss how AI is transforming traditional Truckload pricing with dynamic pricing, the difference between AI and BI, what you should expect over the next 3-5 years, and how you can leverage AI to help with operational and cost issues.

**greenscreens.ai****Presenter: Dawn Salvucci-Favier****9:45 AM – 10:15 AM****Truckload Shipping Today and What's on the Horizon****Location: Superior D Ballroom**

Truckstop's CRO, Brent Hutto, shares a unique perspective on the state of shipping driven by industry trends that could change the way you manage your shipping processes. This valuable insight can help you prepare and adjust your shipping strategy of today to maximize your opportunities tomorrow.

**Presenter: Brent Hutto**

### 10:30 AM – 11:30 AM

#### Workshop: WARP – The Newest Local Carrier Partner Solution

**Location:** Veterans A

One of Banyan's newest partners, WARP, shares its freight consolidation and Local Carrier strategy to leverage First/Final Mile and LTL shipping solutions to grow your over-the-road shipping operations. WARP offers customers the right vehicle for every load based on their speed, price, and service preferences.

**WARP**



**Presenter:** Chris Reeves

### 10:30 AM – 11:30 AM

#### 3PL Client Focus: Leveraging LIVE Connect to Grow Your Business

**Location:** Veterans B

This session will discuss the unique needs of 3PLs and the specific LIVE Connect products and reporting features that you can leverage to attract new business and enhance your value to customers. Hear best practices and success strategies from top 3PLs that leverage the LIVE Connect system to offer valuable features and functionality to their customers.

### 10:30 AM – 11:30 AM

#### LIVE Connect Refresher – Comprehensive Features & Functionality

**Location:** Veterans C

From API connectivity to full-blown TMS functionality, the features and functionality of LIVE Connect are vast and valuable! This session will help you maximize the benefits of LIVE Connect for your business with a comprehensive look at recently released products and those that will create the roadmap for 2024.

### 11:30 AM – 12:30 PM

#### Leverage Carbon Impact Calculations for Your Business

**Location:** Veterans A

Banyan's new Carbon Impact integration gives Clients access to carbon impact calculations prior to selecting a shipment method, provides visibility to aid in tracking, reporting to help make more informed business decisions, and gives you the option to purchase Carbon Offsets to best align with ESG efforts and initiatives. Join us for a deep dive into the uses and benefits of CarbonTRAX™ & Offset, one of Banyan's newest product offerings to help you attract new business.

### 11:30 AM – 12:30 PM

#### Shipper Focus: Maximize the Benefits of LIVE Connect for Your Business

**Location:** Veterans B

This session will highlight the unique needs of Shippers and the key functionality of the LIVE Connect system that will help maximize the benefits to meet your business goals. System tools like QuickConnect® for inbound shipping management, carrier management features, expanded reporting options, and business intelligence and visibility tools enhance your user experience.

### 11:30 AM – 12:30 PM

#### A Path to Freight Savings with Freight Bill Management and the BI Suite

**Location:** Veterans C

Learn how you can use Freight Bill Management and the Business Intelligence Suite to identify costly billing errors, increase cost savings and quickly resolve issues before they become problems. FBM also integrates with QuickBooks to make it easy to track and manage shipping costs.

### 11:30 AM – 12:30 PM

#### Multi-Mode On-Screen for Truckload, LTL, Local Carrier & Parcel Rating Efficiency

**Location:** Veterans D

Learn how Banyan's single screen rating for all over-the-road modes combined with the simplicity of the EZ Rate functionality can save time and money. In this session, we'll discuss how EZ Rate and Multi-Mode On-Screen can revolutionize the way you book over-the-road shipments.

### 12:30 PM – 1:00 PM

#### Take a Load Off and Refuel Lunch and Networking

**Location:** Superior D Ballroom

Join fellow Conference attendees to refuel and recharge before heading into the second half of the Banyan Conference. This is your time to network with fellow attendees or catch up on your day's activities.

### 1:00 PM – 1:30 PM

#### Benchmarking Strategies to Shape Your Business Decisions

**Location:** Superior D Ballroom

Join Kevin Huntsman, from Mastio, as he shares strategies for measuring Carrier performance and key metrics that will help you maximize your shipping experience. Kevin will share insights on trends and statistics developed from extensive research conducted to gather feedback on Carriers that will help you drive business decisions.



**Presenter:** Kevin Huntsman

### 1:30 PM – 2:00 PM

#### CEO Focus on Parcel Shipping: Current Domestic & International Parcel Trends

**Location:** Superior D Ballroom

Banyan CEO Brian Smith is joined by ProShip President Bill Schroeder to discuss the state of domestic and international Parcel shipping as we head into peak season. Learn more about Banyan's industry leading carrier partner – ProShip – and how we at Banyan are well positioned to ride the ever-changing parcel landscape.



**Presenter:** Bill Schroeder

## DAY 2: CONTINUED

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### 2:30 PM — 3:30 PM

Gain MORE Visibility and Transparency with the Business Intelligence Suite

**Location:** Veterans A

This session will discuss the valuable data and information resources of the Business Intelligence Suite inside LIVE Connect. Join us as we share use cases and best practices to provide actionable insights and cost management measures that you can put to work for your business.

### 2:30 PM — 3:30 PM

Simplifying Shipping In and Out of Mexico

**Location:** Veterans B

There are specific regulations and documentation procedures required to ship between the U.S. and Mexico. In this session, the experts from ARC Freight Services will provide you with a high-level overview of the best practices to help secure business moving in and out of Mexico.

### 2:30 PM — 3:30 PM

Explore the Power of Freight Bill Management

**Location:** Veterans C

Dive into Freight Bill Management (FBM)! One of our most powerful resources, FBM is the easiest way to validate shipping charges and stop overpaying for your freight. This advanced session will help you uncover new ways to create cost-savings and efficiencies in your shipping operations from the basics of automating your validation charges to the tactics behind creating greater margins for your business.

### 2:30 PM — 3:30 PM

Client Growth Services: Helping 3PLs Leverage LIVE Connect for New Business

**Location:** Veterans D

Banyan's Client Growth Services (CGS) program is a vetted solution to help 3PL Clients leverage LIVE Connect to attract new customers through a consultative sales support role. Don't miss a chance to learn about the program offering and how you can leverage it to win new business!

### 3:30 PM — 5:30 PM

Connect 2023 Partner Showcase and Exhibits

**Location:** Superior C Ballroom

Meet 1:1 with Banyan Partners and Team Members to discuss features, functionality and resources of the Banyan Ecosystem. Representatives from Truckload, LTL, Local Carrier, and Parcel will join Banyan subject matter experts to showcase the expanded coverage and capabilities of LIVE Connect.

### 6:00 PM — 8:30 PM

Banyan Technology Dinner and Networking Event

**Location:** Greater Cleveland Aquarium

Dive into a whole new world amongst the beauty of aquatic creatures while enjoying camaraderie and refreshments at the Greater Cleveland Aquarium. Once through the Aquarium, the networking continues as we move the party upstairs to Windows on the River for cocktails and an assortment of famous Cleveland eats.

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TruckerTools

TRUCKSTOP

WARP

**7:30 AM – 8:30 AM**

**Rise and Shine Breakfast and Networking**

**Location:** Superior Ballroom Foyer

Join Banyan Clients, Partners and Team Members for an informal breakfast and networking opportunity to get the day started. Take a few minutes to plan your day and identify Supply Chain Partners and Banyan Team Members to meet with throughout the day.

**8:30 AM – 9:30 AM**

**Multi-Mode Carrier Panel for Simplified Over-the-Road Shipping**

**Location:** Superior D Ballroom

Join our esteemed group of panelists representing all over-the-road (OTR) modes to explain how the Multi-Mode capabilities of the LIVE Connect platform help streamline your shipping operations in one comprehensive, flexible and simple solution.

|   |   |
|---|---|
|  |  <b>Presenter:</b> Charles Pearson |
|   |  <b>Presenter:</b> Justin Cramer   |
|   |  <b>Presenter:</b> Jarret Stowe    |
|   |  <b>Presenter:</b> Chris Reeves    |

**9:30 AM – 10:30 AM**

**Simplifying Shipping In and Out of Mexico**

**Location:** Veterans C

There are specific regulations and documentation procedures required to ship between the U.S. and Mexico. In this session, the experts from ARC Freight Services will provide you with a high-level overview of the best practices to help secure business moving in and out of Mexico.

**9:30 AM – 10:30 AM**

**Leveraging the Banyan Platform to Analyze and Maximize Your Carrier Relations**

**Location:** Veterans D

The Business Intelligence Dashboards and Analysis Tools within the LIVE Connect BI Suite are powerful resources to access when gathering data and information. Go to the table with Carriers to negotiate better rates, service, responses and lane availability with the power of a single source of truth you cannot get from carriers or manual freight bill audits.

**10:30 AM – 11:30 AM**

**The Road Ahead: Banyan's Product Roadmap**

**Location:** Superior D Ballroom

This is your exclusive opportunity to preview the product roadmap for LIVE Connect. Banyan's aggressive strategy for enhancing products and features within the LIVE Connect platform responds to the evolving needs of the industry. Join us to preview our Product Roadmap for the 2023 and 2024 road ahead.



**Presenter:** Brian Smith

**11:30 AM – 12:00 PM**

**One for the Road: Grab-n-Go Lunch**

**Location:** Superior Ballroom Foyer

Thank you for joining us for Connect 2023! We hope you've identified 3-5 items you can immediately leverage to positively impact your business. Our team will follow up on any action items identified to help you maximize the impact of LIVE Connect for your business. Safe travels and see you next year!



**WIFI Password: banyan2023**

# CONNECT 2023 AGENDA



New Product



Hands-on Experience

## DAY 1

|                   |  |  |                                |
|-------------------|--|--|--------------------------------|
| 1:00 PM - 2:30 PM | Workshop: Carbon Impact Calculations & Offset – Defining the Opportunity |  | Veterans A                     |
| 1:00 PM - 2:30 PM | Workshop: The Truckload Advantage - Leveraging AI with LIVE Connect      |  | Veterans B                     |
| 1:30 PM - 2:30 PM | Expanded Truckload Services for a Comprehensive Over-the-Road Experience |  | Veterans C                     |
| 3:00 PM - 5:00 PM | Connect 2023 Roundtable Experience & Resource Identification             |  | Superior C                     |
| 6:00 PM - 8:00 PM | Connect 2023 Welcome & Networking Reception                              |  | Collision Bend Brewing Company |

## DAY 2

|                     |   |  |                    |
|---------------------|---|--|--------------------|
| 7:30 AM - 8:30 AM   | Rise and Shine Breakfast and Networking   |  | Superior Foyer     |
| 7:45 AM - 8:45 AM   | Breakfast: Transform Your Business with EOS                                       |  | Veterans B         |
| 8:00 AM - 8:45 AM   | CEO Open Mic: Breakfast with Brian  |  | Veterans A         |
| 9:00 AM - 9:45 AM   | Keynote: The Future of AI in the Logistics Industry                               |  | Superior D         |
| 9:45 AM - 10:15 AM  | Truckload Shipping Today and What's on the Horizon                                |  | Superior D         |
| 10:30 AM - 11:30 AM | Workshop: WARP – The Newest Local Carrier Partner Solution                        |  | Veterans A         |
| 10:30 AM - 11:30 AM | 3PL Client Focus: Leveraging LIVE Connect to Grow Your Business                   |  | Veterans B         |
| 10:30 AM - 11:30 AM | LIVE Connect Refresher – Comprehensive Features & Functionality                   |  | Veterans C         |
| 11:30 AM - 12:30 PM | Leverage Carbon Impact Calculations for Your Business                             |  | Veterans A         |
| 11:30 AM - 12:30 PM | Shipper Focus: Maximize the Benefits of LIVE Connect for Your Business            |  | Veterans B         |
| 11:30 AM - 12:30 PM | A Path to Freight Savings with Freight Bill Management and the BI Suite           |  | Veterans C         |
| 11:30 AM - 12:30 PM | Multi-Mode On-Screen for Truckload, LTL, Local Carrier & Parcel Rating Efficiency |  | Veterans D         |
| 12:30 PM - 1:00 PM  | Take a Load Off and Refuel Lunch and Networking                                   |  | Superior D         |
| 1:00 PM - 1:30 PM   | Benchmarking Strategies to Shape Your Business Decisions                          |  | Superior D         |
| 1:30 PM - 2:00 PM   | CEO Focus on Parcel Shipping: Current Domestic & International Parcel Trends      |  | Superior D         |
| 2:30 PM - 3:30 PM   | Gain MORE Visibility and Transparency with the Business Intelligence Suite        |  | Veterans A         |
| 2:30 PM - 3:30 PM   | Simplifying Shipping In and Out of Mexico   |  | Veterans B         |
| 2:30 PM - 3:30 PM   | Explore the Power of Freight Bill Management                                      |  | Veterans C         |
| 2:30 PM - 3:30 PM   | Client Growth Services: Helping 3PLs Leverage LIVE Connect for New Business       |  | Veterans D         |
| 3:30 PM - 5:30 PM   | Connect 2023 Partner Showcase and Exhibits  |  | Superior C         |
| 6:00 PM - 8:30 PM   | Banyan Technology Dinner and Networking Event                                     |  | Cleveland Aquarium |

## DAY 3

|                     |   |  |                |
|---------------------|---|--|----------------|
| 7:30 AM - 8:30 AM   | Rise and Shine Breakfast and Networking                                       |  | Superior Foyer |
| 8:30 AM - 9:30 AM   | Multi-Mode Carrier Panel for Simplified Over-the-Road Shipping                |  | Superior D     |
| 9:30 AM - 10:30 AM  | Simplifying Shipping In and Out of Mexico                                     |  | Veterans C     |
| 9:30 AM - 10:30 AM  | Leveraging the Banyan Platform to Analyze and Maximize Your Carrier Relations |  | Veterans D     |
| 10:30 AM - 11:30 AM | The Road Ahead: Banyan's Product Roadmap                                      |  | Superior D     |
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