

Technological innovations in the freight industry deserve our utmost attention

We all know that the freight industry is the thread that connects all other industries together. Data shows that trucking moves 71% of all the freight in the USA and that the industry employs millions of drivers, and generates hundreds of billions of dollars in annual revenue. Traditionally, shippers have relied on brokers to find carriers to haul their goods and carriers have turned to brokers to find loads that reduce their dead hauls. While now enormous and decades old, the trucking industry remains dynamic. If you're a shipper, broker, carrier, or a driver, you've probably faced many challenges when it comes to managing your freight needs.

The freight industry is a vast and complex network. Historically, this network has suffered from fragmentation and a lack of technology. However, the emerging trends and innovations in technology are pushing the boundaries and changing the future of the freight & logistics industry.

Today, the freight industry is pioneering the adoption of technological advancements aimed at improving efficiencies, utilization, and transparency across the network. Interestingly, the technology community has taken notice of the massive opportunity in this space and investments abound. Venture capitalists have begun investing billions of dollars into freight tech companies.

With many new options, finding the right approach to freight partners for your business can be tough. But at the end of the day, shippers and brokers need increased capacity at lower costs, and carriers and drivers want higher profits at lower risk.

Below is an overview of models to consider when choosing a freight partner.

Players in the freight marketplace	Business Model	Challenges & shortcomings
Traditional Freight Brokers	Largely employ load-centric approach to match supply and demand, without much emphasis on reducing empty miles, driving down cost, or creating new economic opportunities for the stakeholders.	Investing millions to stay ahead of the curve in technology, but continue to struggle with pricing and convenience when competing with digital freight brokers. Typically they charge a commission of 15 to 20%, with no transparency into the process.
Digital Freight Brokers	Use a variety of technology to instantaneously match capacity with loads based on origin, destination, price, type of load, and timing, with the goal of creating optimal scenarios including visibility & transparency in the network.	Largely address shippers' spot market needs without much emphasis on reducing empty miles, or costs, or creating new economic opportunities for all participants.

Introducing an entirely new model : **SemiCab—Digital freight ecosystem**



Delivers full visibility into supply and demand with pre-built integrations with traditional load boards, TMS and ELD solutions. SemiCab's differentiated platform predicts demand & supply and creates fully loaded round trips that allow shippers to pay less and carriers to earn more.

With a network effect, SemiCab addresses the shortcomings of existing models while meeting the key business objectives of all stakeholders in the freight industry.

READY TO LEARN: Be the first to experience our [digital freight ecosystem](#).

[Register](#) here to watch our introductory Video.



The SemiCab platform creates new value in the network by converting empty miles to loaded miles and distributes that value across all participants.

We're a digital freight ecosystem where everyone wins!
Unlock greater capacity—[join the network today](#).