



ksm

Transport Advisors

Trucking
Analytics
Council

October 11-13, 2023

Agenda

October 11-13, 2023

Session Time	Speaker/Session Title
Wednesday, October 11	
EVENING	Arrive in OKC - Skirvin Hotel Oklahoma City
Thursday, October 12	
7:00-8:00 a.m.	Breakfast (Skirvin Park Avenue Grill)
8:00-8:45 a.m.	Welcome (Venetian Ballroom, 14th Floor) <ul style="list-style-type: none">• Administrative items• Rollcall• Theme – Right-sizing operations using data/BI tool evaluation• Hot topics and questions for the group (come prepared with any analytics or operational questions you have)
8:45-10:45 a.m.	Spotlight Session <ul style="list-style-type: none">• Each participating member is asked to prepare a 10-15 minute presentation on one of the following topics:<ul style="list-style-type: none">• Advanced analytics techniques (e.g., machine learning, predictive modelling)• Department specific use cases for analytics (i.e., asset tracking, customer service, parts inventory management)• Data and development documentation/efforts to improve data transparency• KPI management• BI tools - implementation and refinement
10:45 a.m.-11:00 a.m.	Break
11:00 a.m.-12:00 p.m.	Workshop Session #1 (3-4 members per group) <ul style="list-style-type: none">• Case Study: The executive team at your company has identified a target acquisition. Your group is tasked with requesting data from the target company to properly evaluate if this company is a suitable "fit" for your current operation. You are not being asked to evaluate the capabilities of the target's management team or personnel. For this team workshop challenge, you will:<ul style="list-style-type: none">• Create a list of datasets which you would request from the target company• Determine how you would utilize this data in conjunction/parallel with datasets from your company to make a recommendation to proceed/not proceed with the acquisition• Areas of potential focus: 1) Asset/driver utilization, 2) Customer mix (lanes/pricing), 3) Service performance, 4) Driver retention, 5) Maintenance
12:00-1:00 p.m.	Lunch (Continental Ballroom, 14th floor)
1:00-3:00 p.m.	Right-Sizing Operations Using Analytics <ul style="list-style-type: none">• Summary - during freight market contractions, many trucking companies do not react as quickly as they should to the changing market. These actions include:<ul style="list-style-type: none">• Reducing tractor/trailer counts• Right-sizing the operations team• Analyzing the current state of the freight that is being tendered/offered to them• Discussion Topics<ul style="list-style-type: none">• From an analytics perspective: where do you start the process of evaluating and right-sizing your business/your company's current strategy?• Specific data that you use in the process• Evaluating the freight you have versus had• Re-evaluating your network• Debt considerations• Maintenance considerations and cost-savings• Predictive - the downstream effect of reduced tractor and trailer count on service (for when the market swings)

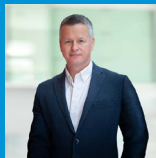
Agenda

October 11-13, 2023

Session Time	Speaker/Session Title
Thursday, October 11 (continued)	
3:00-3:15 p.m.	Break
3:15-4:30 p.m.	Advanced Analytics Techniques <ul style="list-style-type: none">We will discuss the following topics and use-cases that you have implemented/considered (including third-party applications):<ul style="list-style-type: none">Anomaly detection - detecting unusual patterns in dataPredictive/prescriptive analyticsMachine learningNatural language processing, including sentiment analysisGeographic/spatial data to identify trendsForecasting/budgeting, including "what if" analysis
4:30-5:00 p.m.	Workshop - Re-group with your team to discuss case study
10:30-11:30 a.m.	Adjourn
6:00-9:00 p.m.	Dinner and Group Activity
Friday, October 13	
7:00-8:00 a.m.	Breakfast (Skirvin Park Avenue Grill, Main Floor) <ul style="list-style-type: none">Please have breakfast with your workshop/case study team. Finalize your presentation items:<ul style="list-style-type: none">List of datasets you will requestHow you intend to analyze this data in order to make a proper recommendation to your executive team
8:00-8:30 a.m.	Recap of Day 1 <ul style="list-style-type: none">Questions regarding workshop/case study, including feedback on future editionsFuture meeting items
8:30-10:30 a.m.	BI Tool Evaluation <ul style="list-style-type: none">Discussion of the current BI tools each participating member is currently using, including:<ul style="list-style-type: none">Pros/ConsCost considerationsTracking dashboard usageNew/future features
10:00-10:15 a.m.	Break
10:15-11:30 a.m.	Workshop/Case Study Presentation and Group Discussion <ul style="list-style-type: none">Each group will present on the case study provided<ul style="list-style-type: none">Which datasets you will request from the target companyHow you would analyze this data to make a recommendation to the executive teamGroup discussionHow can this case study be applied to evaluating the performance of your current operation?Future case studies
11:30 a.m.	Adjourn

Contacts

Questions? Please contact:

**Chris Henry**

Chief Operating Officer,
KSMTA Canada

P 519.709.2774

E chenry@ksmta.com

**Jordan Nelson**

Director of FreightMath,
KSM Transport Advisors

P 317.452.1438

E jnelson@ksmta.com

**David Dunst**

Director, Carrier Intelligence,
KSM Transport Advisors

P 317.452.1078

E ddunst@ksmta.com

**David Roush**

President, KSM Transport Advisors
& KSMTA Canada

P 317.452.1390

E droush@ksmta.com

Scan this QR code with your phone
to view survey, agenda, membership
directory, and final presentation slides.



Antitrust Guidelines

Trucking Analytics Council (TAC)

Antitrust Guidelines

To help better protect attendees and their companies and firms from antitrust investigations, criminal prosecutions, and private treble-damage actions¹, the following Antitrust Guidelines should be followed in connection with any Trucking Analytics Council (TAC) sponsored meeting of representatives of competing transportation or logistics companies (“Meeting”):

1. General

- a. Membership and participation in the Trucking Analytics Council (TAC) will be voluntary.
- b. Participation will be limited to analytics and data professionals employed by participating companies.

2. TAC Meetings

a. Agenda, Discussion, and Minutes

An agenda, attaching these Antitrust Guidelines, should be distributed at the start of the Meeting and the chair/Meeting leader should, at the start, draw the attendees’ attention to the need to comply with the Guidelines. Discussion of transportation and logistics related items not on the agenda should be kept to an absolute minimum, and there should be no discussion of the Topics to Avoid, which are listed below.

b. Topics to Avoid

The following topics should not be discussed at the Meeting or by two or more companies conferring informally outside the Meeting: individual (as contrasted with aggregated data available via public / anonymized indexes) motor carrier or broker freight rates, fuel or insurance surcharges, credit terms, revenue or total expense per mile, service volumes or capacity, future sales or marketing strategies, new-service plans, customer or supplier lists, wage or salary rates, owner-operator or company-driver compensation, broker commission rates equipment prices or rents, or other actual input costs. Also completely off-limits are agreements to set or stabilize rates or components of rates for transportation or logistics services, agreements to limit the volume or type of such services, agreements to divide up trucking or logistics customers, geographic areas, or commodities, and agreements not to deal, or to deal only on specified terms, with competitors, customers, suppliers, or others.

c. “Best Practices” Discussions

1. While discussions relating to legal issues and to petitioning the various branches of government for action are generally protected from antitrust challenge by the First Amendment under the Noerr-Pennington Doctrine, “best practices” discussions by motor carriers should be limited to those designed to reduce costs, increase output, achieve economies of scale or network efficiencies, or realize some other efficiency, such as improved safety or environmental performance. Discussions should be confined to what is reasonably necessary to accomplish these legitimate goals and should not include any of the above Topics to Avoid.
2. No agreement should be reached (with respect to the operation of the participants’ motor carrier or logistics businesses) to use a particular practice, to deal with customers on particular terms, to deal with suppliers on particular terms except in connection with a group-purchasing or other joint venture reviewed in advance by an attorney, or to exclude a competitor for using a different practice.

¹ Violations of the antitrust laws can result in prison terms of up to 10 years on each count, fines of up to \$1 million for an individual and \$100 million for a corporation on each count, court injunctions and Federal Trade Commission cease-and-desist orders, treble (three times actual) damages, restitution, and an award of attorneys’ fees to the plaintiff. 15 U.S.C. §§ 1, 15(a), 26, 45; 18 U.S.C. § 3584.

Notes



Trucking
Analytics
Council

Notes:



Trucking
Analytics
Council