Trucker Tools, McLeod Software Announce Smart Capacity Integration

East Coast Transport among first to seize opportunities from integrated freight matching platform

RESTON, Va. ([PRWEB](#)) December 14, 2017 -- Trucker Tools, a leading driver smartphone app, load tracking and freight matching solutions provider, announces the integration of its Smart Capacity platform with PowerBroker®, an enterprise-wide freight brokerage management system from McLeod Software.

Launched in September 2017, Smart Capacity is a transformative, cloud-based freight matching platform used by third-party logistics providers (3PLs) and carriers to leapfrog the current technology of load boards, freight marketplaces and companies trying to "uberize" the transportation industry.

By combining instant carrier-driver connectivity with predictive analytics, the Smart Capacity platform gives 3PLs forward visibility of available capacity in their private carrier networks. The platform effectively shines a light on capacity that was previously hidden in the dark.

"Logistics providers and carriers using load boards and traditional freight matching applications are blindly throwing darts at moving targets," said Prasad Gollapalli, Founder and Chief Executive Officer of Trucker Tools. "With accurate, real-time data and powerful algorithms, Smart Capacity is able to find loads and capacity that truly are available, up to two days in advance. The integration with PowerBroker® further eliminates phone calls, emails and other 'noise' from the freight matching process."

With the integration, 3PLs can automatically send available loads from their PowerBroker® system to Smart Capacity to optimally match with available capacity from their trusted carrier networks. Logistics providers and carriers then use the online Smart Capacity portal to review matches and quickly execute freight transactions.

Once a load is tendered to a carrier, 3PLs use the Load Track platform, also from Trucker Tools, as an integrated system with PowerBroker® for continuous shipment visibility, instant driver messaging, and proof-of-delivery document capture, among other automated features.

"We are pleased to expand McLeod Software's partnership with Trucker Tools to include the new Smart Capacity freight matching capabilities," said Robert Brothers, Manager of Product Development for McLeod Software. "Our customers have been asking for this integration and we look forward to continue working with Trucker Tools to solve critical business issues for our mutual customers."

East Coast Transport, LLC., a mid-size 3PL that serves some of the largest shippers in the United States with transportation of time- and temperature-sensitive products, is among the first companies to use the integrated system from Trucker Tools and McLeod Software.

"We are excited to be part of the new future of the trucking business," said Paul Berman, Vice President of Logistics at East Coast Transport. "Smart Capacity increases our abilities and our opportunities to secure regular capacity in specific lanes. We can book freight days in advance by capturing truck capacity before anyone else does."

The Paulsboro, N.J.-based company is celebrating its 40th year as a woman-owned minority with additional

offices in Baltimore, Md., Philadelphia, Pa., Fayetteville, Ark., and Palm Beach Gardens, Fla.

Trucker Tools went to great lengths to ensure data privacy and protection for Smart Capacity users, Gollapalli said. Logistics providers share visibility of loads only to trusted carriers in their networks and carriers do not share the exact locations of assets and drivers.

Both the Smart Capacity and the Load Track platforms utilize the driver-preferred and trusted Trucker Tools smartphone app, which has been downloaded by more than 450,000 owner-operators and small carrier drivers.

About Trucker Tools:
Trucker Tools, based in Reston, Va., is the leading provider of freight matching, visibility and trip planning applications for the transportation industry. The company's popular driver smartphone app has been downloaded by about 450,000 owner operators and small-carrier drivers to access information and services conveniently while on the road. Load Track is a robust feature included in the app that connects drivers with carriers and freight brokers to eliminate manual check calls. Visit Trucker Tools at http://www.truckertools.com or contact us directly at: sales@truckertools.com.

About McLeod Software:
Transportation companies that work with McLeod Software find the best ways to improve customer service levels and operating ratios, attract and retain the best drivers, and drive automation to destroy inefficiency. McLeod Software is the leading provider of transportation dispatch, accounting, operations and brokerage management software, and document management systems. Specifically developed for the trucking industry, McLeod Software's advanced management solutions and services enable transportation companies to increase their efficiencies while reducing costs. Visit us at www.McLeodSoftware.com.

About East Coast Transport LLC:
ECT is your number one full-service 3PL management company partner that will consistently provide the best in class service that fits your business, every day. There is nothing this 3PL logistics company can't do for you. For 40 years we've transported the most demanding freight for the nation's biggest companies. Our high standards are evident from the beginning of our engagement to the very end of the line, and we make sure there is no weak link in your supply chain. From our people to our process to our technology, we outperform our competitors and execute the most cost-efficient, reliable solution for you every time. Visit us at eastcoasttransportllc.com or email us at info@eastcoasttransportllc.com

Contact Information
Paul Berman - Vice President of Logistics
East Coast Transport, LLC
http://www.eastcoasttransportllc.com
+1 800.257.7877

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