

## **Hwy Haul Partners with Opendock to Provide Dock Scheduling to Clients**

*Hwy Haul and Opendock begin strategic partnership to help shippers of fruits and vegetables add more efficiency to their dock operations.*

SANTA CLARA, Calif. ([PRWEB](#)) April 09, 2020 -- Hwy Haul, the digital freight platform for fresh produce, announced today that it has partnered with Opendock, an online dock scheduling application, to help shippers of fruits and vegetables add more efficiency to their dock operations.

Through this strategic partnership, clients of Hwy Haul will be immediately able to incorporate Opendock's dock scheduling capabilities into their warehouse operations.

The Hwy Haul platform reduces friction and inefficiency in the supply chain by eliminating the need for human interaction to broker a load by utilizing the latest technologies, including machine learning and artificial intelligence (AI), to pair shippers with carriers. Shippers – farmers, distributors, wholesalers, and retailers – can utilize the platform to post and track loads in real-time. Carriers can search for and select loads they'd like to service.

Syed Aman, Hwy Haul's CEO, was part of the team at Walmart that built their online grocery platform. He noted, "We are excited about our partnership with Opendock. They are catering to a big pain point of appointments at the warehouses, and their cutting-edge dock scheduling solution perfectly compliments Hwy Haul's digital freight platform. With this partnership, both companies can provide a more unified and holistic experience to shippers, receivers, brokers, and carriers alike."

Opendock is a centralized dock scheduling platform. It allows carriers to set dock appointments with warehouses. It also allows shippers to control the flow of trucks into and out of their facilities. Historically, warehouses have operated on a first-come-first-served basis. This method makes it difficult for warehouses to prioritize load prepping and to properly schedule staff.

With Opendock, carriers have to book specific appointment times. This allows a warehouse to know exactly what trucks will be arriving and when they will arrive. By adding this structure to their operations, it allows warehouses to better prioritize prepping loads, and to more optimally staff plan.

Opendock's founder and CEO, Bob La Loggia, said, "We are excited to be partnering with Hwy Haul. Their technology and their platform are top-notch. The produce industry is massive, and it's more important than ever to ensure the supply chain for these essential and nutritious foods is optimized and efficient. This partnership with Hwy Haul allows both of our companies to serve this critical niche better."

[Hwy Haul](#) is based in Santa Clara, California. Their platform has supported over \$100 million in freight transactions and has supplied many marquee corporations, including Costco, Walmart, Kroger, HEB, and Hello Fresh.

[Opendock](#) is based in Scottsdale, Arizona. Its platform is used by every major carrier and serves many of the Fortune 500. Over 500,000 appointments are booked each month through the Opendock system.



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