

Paramount Logistics Partners with Trucker Tools for Real-Time Shipment Visibility, Digital Freight Matching

Full-service freight brokerage operation taps Trucker Tools to improve broker productivity, data accuracy and timeliness; enhance engagement, ease of doing business for truckload carrier-partners.

RESTON, Va. and FORT MYERS, Fla. ([PRWEB](#)) April 20, 2021 -- Trucker Tools announced today that Paramount Transportation Logistics Services has selected Trucker Tools' Smart Capacity® real-time load-tracking and its predictive freight matching technology to accelerate the company's digital freight management initiative.

Fort Myers, FL-based Paramount is a full-service provider of freight brokerage and transportation management. It is part of the R+L Global Logistics family of companies, which includes warehousing, distribution, asset-based truckload and LTL services in North America, and international freight forwarding.

Paramount has embarked on a strategic technology initiative to enhance broker efficiency, expand the provision of real-time shipment information for customers, and improve carrier engagement, noted Mark Funk, Paramount's Director of Capacity Procurement. The company selected Trucker Tools as its platform partner following a detailed examination of competing solution providers.

"Trucker Tools checks three principal capability boxes for us," Funk noted. "The first is automated, real-time, GPS-based location tracking which gives us reliable shipment updates every 15 minutes," he noted. "Second is predictive freight matching, which automates finding available trucks, and makes it easier for truckers to book with us. By digitizing this process, we also cut the time and cost to cover a load by over 50 percent, increasing the number of loads our team can secure."

Funk cited as well the value and proven market advantage of the Trucker Tools multi-functional, multi-party mobile driver app and its wide adoption among the truckload community.

"Carriers are our customers, too," he noted. "Importantly, we can leverage a common mobile app, familiar to thousands of independent truckload operators and small fleets, to access a much deeper pool of capacity and improve how we do business with them." This last point, Funk emphasized, is critical for Paramount and its customers as they navigate a highly dynamic and increasingly constrained market for truckload capacity.

He added that with automated shipment tracking, "we have the ability to virtually eliminate 'check calls' which improves the experience of hauling freight for Paramount as the truckers will not have to receive calls at all hours." At the same time, the adoption of real-time digital freight matching "eliminates stale data on trucks already booked." Which is an ongoing issue with traditional load boards and manual processes.

Funk also noted that Paramount's integration with Trucker Tools is highly complementary to the significant investments it has made in its current transportation management platform. It enables Paramount to quickly deploy powerful features and functions that drive new efficiencies, carrier engagement, more timely and accurate tracking data, and better overall customer service.

Prasad Gollapalli, founder and chief executive of Trucker Tools noted that in addition to reducing wasteful



‘check calls’ and improving data latency and accuracy, brokers who have adopted Trucker Tools visibility solution typically experience an increase in tracking compliance, from less than 30 percent of carriers before adoption, to more than 80 percent within two months or less following adoption.

“We are excited to welcome Paramount to our growing community of over 300 brokers and 3PLs adopting Trucker Tools as their strategic partner for digital freight management,” commented Gollapalli. “We truly see ourselves as an integral partner in our customers’ continuous journey to leverage emerging technology, improve how they engage with carriers and provide ever more sophisticated and valuable services to their customers.”

The Trucker Tools mobile app is available for both Android- and Apple-powered smartphones and is provided free of charge to independent truckers and small fleets. In addition to automated load-matching, booking, and tracking, the all-in-one app has 17 of the most sought-after resources and tools drivers want for managing their business while on the road. Some 90 percent of truckload market carriers are independent owner-operators and small fleets of 10 trucks or less.

About Trucker Tools: Trucker Tools, based in Reston, Va., is the leading provider of trip planning, shipment visibility, predictive freight matching and automated booking solutions for the transportation industry. Its ground-breaking Smart Capacity® platform uses accurate, real-time data and powerful algorithms to optimally match freight by predicting when and where capacity will become available, days in advance. The company’s popular driver smartphone app has been downloaded by over 1 million owner operators and small-carrier fleets to access information and services conveniently while on the road. Included in the smartphone app is Book It Now®, the industry’s first digital load booking app that automates and streamlines the load search and booking process for drivers and brokers, saving time and money. Trucker Tools load tracking solution is a robust feature in the app that connects drivers with carriers and freight brokers, automating the provision and collection of real-time shipment tracking and eliminating manual check calls. Visit Trucker Tools at www.truckertools.com or contact us directly at: sales@truckertools.com.

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About Paramount Transportation Logistics Services: Paramount Transportation Logistics Services (PTLS), based in Fort Myers, FL, provides comprehensive logistics and transportation management services with a focus on meeting the challenges of today’s business demands. Part of the R+L Global Logistics family of companies. their ability to create problem-solving solutions through a wide range of transportation outlets allows them to be both an industry leader and your global transportation solution. Paramount offer a wide range of warehousing with facilities strategically placed throughout the country. Their focus is excellence in operations with above standard supply chain performance. Furthermore, they offer the most efficient, cost-effective rail alternatives that allow customers to maintain their competitive edge. PTLS’ fleet management team is dedicated to proactive shipment monitoring and problem resolution that provides overall peace of mind. Visit Paramount Transportation Logistics Services at rlglobal.com, or contact us directly at (877) 510-9133 or mark.funk@rlglobal.com. For media inquiries, email marketing@rlglobal.com



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