Asset and data visibility operationalized
Surge Transportation specializes in sourcing extra truckload capacity during the periods in which our customers need it the most. We are the only provider who truly operates in the niche location at end of waterfall tendering— with 100% tender accept and guaranteed service to cover short-lead-time or any unexpected events. This strategic relationship takes the volatility out of spot pricing and spot service levels while ensuring on-time deliveries and zero end customer chargebacks hence perfecting business continuity.
Common Problems:
- Annual Award vs. Weekly demand and capacity commitments
- Compliance to award: 90% CTA still leaves 50,000 other problems
- Surge capacity to award commitments are unrealistic
THE VALUE OF SURGE

8-9% SURGE TRANSPORTATION
CONTINGENCY STRATEGY FOR BUSINESS CONTINUITY

90% PRIMARY PROVIDERS
- MOTOR CARRIERS
- DEDICATED FLEET
- TRADITIONAL FREIGHT BROKERS
- DIGITAL FREIGHT BROKERS
- FREIGHT FORWARDERS
- INTERMODAL

1-2% AUCTION MARKET
We are trusted by some of the largest shippers in the country to help them keep their routing guide running smoothly.
THERE IS A SPACE BETWEEN THE END OF THE ROUTING GUIDE AND THE AUCTION SYSTEM THAT DESERVES A STRATEGIC DESIGN
Surge Transportation’s Real-Time Pricing tool can be activated in the shipper’s TMS as an optimizing rating tool to ensure waterfall effectiveness. The shipper’s TMS calls for API lane data pricing. The request is processed through Surge’s API rating engine using proprietary logic and market data. The response is returned directly into the shipper’s TMS instantaneously.
Real time/routing guide

Waterfall

- Primary Carrier
- Backup Carrier #1
- Backup Carrier #2
- Backup Carrier #3
- Spot market
Real time/routing guide

Primary Carrier

Backup Carrier #1

Backup Carrier #2

Backup Carrier #3

Spot market

Api partner

Waterfall
Real time/routing guide

Waterfall

Primary Carrier

Backup Carrier #1

Api partner

Backup Carrier #2

Backup Carrier #3

Spot market
Real time/routing guide

Waterfall

Primary Carrier

Backup Carrier #1

Backup Carrier #2

Backup Carrier #3

Api partner

Spot market
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Waterfall

- Primary Carrier
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Api partner

Spot market
Real time/routing guide

Waterfall

Primary Carrier

Backup Carrier #1

Backup Carrier #2

Backup Carrier #3

Spot market
Real time/routing guide

💧 Waterfall

Primary Carrier

Backup Carrier #1

Backup Carrier #2

Backup Carrier #3

Spot market

Api partner
Reasons to activate real-time pricing with Surge:

1. **Fast Rates without disrupting primary awards:** Place the Real Time Rates anywhere in your routing guide so that your primary awards do not get disrupted but as an alternative to auction where pricing and service is volatile.

2. **Guaranteed Rates:** no commitment on the shipper’s side to request rates but with 100% tender acceptance by Surge.

3. **Easy to Implement:** activating Real Time Pricing is enabled in most major shipper TMS making it low touch and no cost, only cost savings.

4. **Backed by industry experience and strong carrier base:** Surge is a supply chain company with over 20 years of experience and technological capabilities not a technology company newly entering the supply chain space. Surge’s tender accept is backed up by 50,000+ carrier partners.
Asset Visibility via cell phone or HD
Automated load booking

Book It Now

DAT  CargoChief  FREIGHTFRIEND

newtrul  Parade  truckstop.com  Trucker Tools
Onboarding and Compliance

- Contractual Onboarding
- Insurance and compliance monitoring
- Community performance monitoring
- Illegal/suspicious activity monitoring

Companies:
- HIGHWAY
- TRUCKSTOP
- TIA WATCHDOG
- Carrier411
- Verisk
- CargoNet
Risk mitigation

asset density

project 44

market volatility

DAT®
Freight & Analytics

Lane risk factors

WeatherOptics
Open Visibility Network welcomes Surge Transportation & its real-time pricing APIs

Boston, MA, November 17, 2022 – Open Visibility Network (OVN) has announced that Surge Transportation, a real-time pricing and load booking solution, has joined the rapidly growing international network. Launched in collaboration between Jive, Project44, and FourKites in 2021, the OVN is a consortium of supply chain, transportation, and logistics technology providers on a mission to optimize global supply chain efficiency via open visibility and collaboration. To date, several industry leaders have joined the network, including Everstream Analytics, TransVoyant, MarineTraffic, ParkourSC, WeatherOptics, FarEye, BlueBox Systems, TextLocate, Trucker Cloud, Resilinc, Trucker Tools, and Vizion.

Since launching in 2016, Surge Transportation has been on a mission to optimize the cost of freight for shippers and carriers—in spite of changing and volatile markets. Surge provides the industry’s best real-time price engine—supported by 100% tender acceptance and partnering with over 50,000 carriers. Surge provides large shippers with excess carrier capacity when it is needed most, specializing in short lead time, peak season, and overflow—for anything moving over-the-road on land. Surge’s instant real-time API rating engine provides market truckload rates for origin and destination pairs across North America. By combining historical data, and predictive data into its own proprietary algorithm—while monitoring moving market scenarios—Surge returns the most accurate truckload rates available. These rates are returned into a shipper’s TMS, enabling them to optimize price, capacity, and service.

Ultimately, Surge Transportation builds partnerships between shippers and motor-carriers, utilizing real-time pricing and real-time load booking – enabling end-to-end automation without sacrificing world-class experience.
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