

# Transportation Services Overview



# Company at a Glance

## WOW LOGISTICS

- Founded in 1977 as Warehousing of Wisconsin
- Dry & temperature controlled freight & warehousing
- 15,000+ shipments managed each year
- Locations in Wisconsin and Idaho
- 27 facilities totaling more than 6.4 million sq. ft.
- 28.5 million cu. ft. of refrigerated space



# Built on Providing Value

WOW delivers value to its customers through six main business units, including:

## WAREHOUSING

- Best-in-class facilities ensure safety and quality of stored products
- Food product expertise to control and mitigate potential risk
- Value-added services to further simplify customers' operations and reduce costs

## TRANSPORTATION

- WOW's quality carrier network helps mitigate risk for customers
- Food product transportation expertise
- Volume to leverage lower costs and identify backhaul opportunities
- Supply chain tools and analytics

## CONTRACT OPERATIONS

- Our management expertise saves customers time and money
- Focusing on key performance indicators ensures maximum productivity
- Flat rate schedule helps customers avoid fluctuations in storage costs



# Built on Providing Value – cont.

## WOW COMMODITY PURCHASE PROGRAM

- Purchase 100% of products value beats a bank and improves cash flow
- Deferred storage and handling costs further improves cash flow
- A simple application process, flexibility, and one-year commitment make us much easier to do business with, compared to a bank

## BUILD-TO-SUIT

- 100% financing means no capital outlay for customers
- 40 years of building experience ensures a facility that meets customer needs
- Design/build solutions with attractive lease options
- In-the-box engineering to assist with optimal layout and workflow

## MANAGED SUPPLY CHAIN SOLUTIONS

- Experienced staff and supply chain applications available
- Network & transportation analysis resources reduce total cost
- In-the-box engineering resources drive efficiency of warehouse operations
- Ability to use partial resources – pay for what you use



# WOW's Transportation Services



# WOW Transportation Customers



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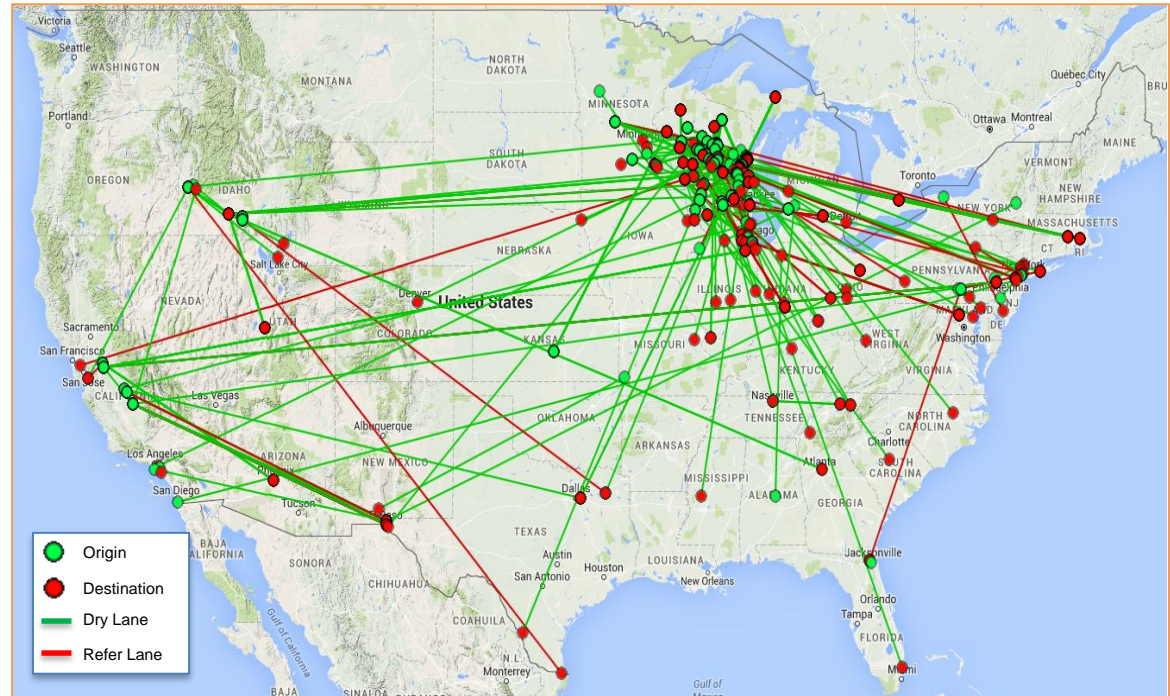


800-236-3565 | [wowlogistics.com](http://wowlogistics.com)



# WOW's Transportation Network

- Truckload (94.5%)
  - Refrigerated: 31%
  - Dry: 69%
    - Dairy: 42%
    - Paper and Other: 58%
- LTL (4.7%)
  - Refrigerated: 57%
  - Dry: 43%
    - Dairy: 94%
    - Paper and Other: 6%
- Flatbed / IM (< 1%)



# Brokerage Services

- Same-day lane quotes
- Flexible pricing options (spot, contract)
  - Breakthrough fuel program
- Fixed accessorial schedule to control costs and provide visibility
- Industry benchmarking capabilities
  - DAT market rate
  - [www.truckloadrate.com](http://www.truckloadrate.com)
  - Rate lookup in MercuryGate





# Managed **Transportation** Services



# Project Design & Implementation

- Our solutions are data driven
- We use analytics to identify cost savings and develop a robust solution
- Our processes are focused on blending standardization and flexibility

**Establish Objectives:**  
Understand the supply chain & strategy



**Discovery:**  
Data collection and analysis



**Solution Design:**  
Model workflow, operations, and cost structure



**Agreement:**  
Document the scope and project details



**Carrier Sourcing:**  
Perform rate and capacity procurement



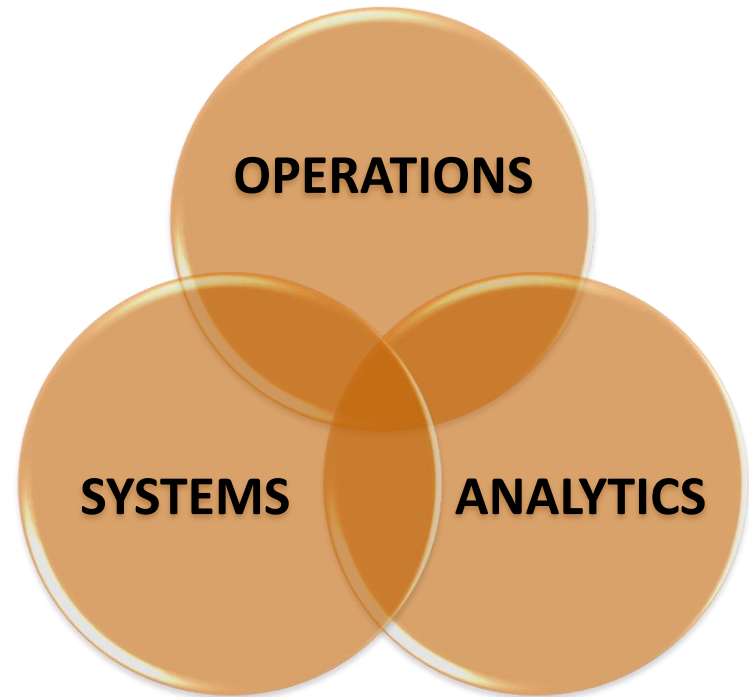
**Implementation:**  
Setup the operation, establish KPI's, and execute



# Our Approach to Value

True supply chain value is found in the marriage of:

- **Operations** expertise to drive performance
- **Systems** and technology to drive process and consistency
- **Analytics** and engineering to drive continuous improvement



# Meet WOW's Team

- Commitment to customer service
  - Our team is available 24 / 7 / 365
- TIA certified
  - Every member of our staff has passed the Certified Transportation Broker (CTB) exam
- Food-grade expertise
  - Our team is trained and knowledgeable about the regulations and requirements for transporting food



# WOW's **Carrier** Network

- Carriers are managed directly in our TMS
- WOW has **strict requirements** in place with all of our carriers
  - Vehicle and food safety guidelines
  - Food-grade trailer expectations
  - Insurance minimums
  - Regulatory compliance (HOS, ELD...etc.)
- Carrier performance is tracked and monitored



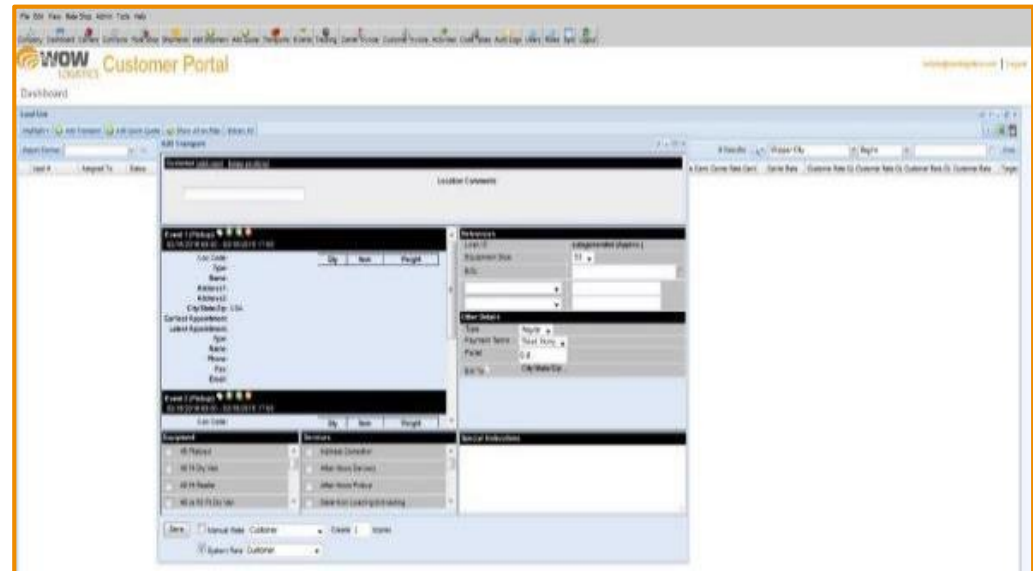
# WOW's Order Process

- Customers are able to submit orders 3 different ways:

1. EDI

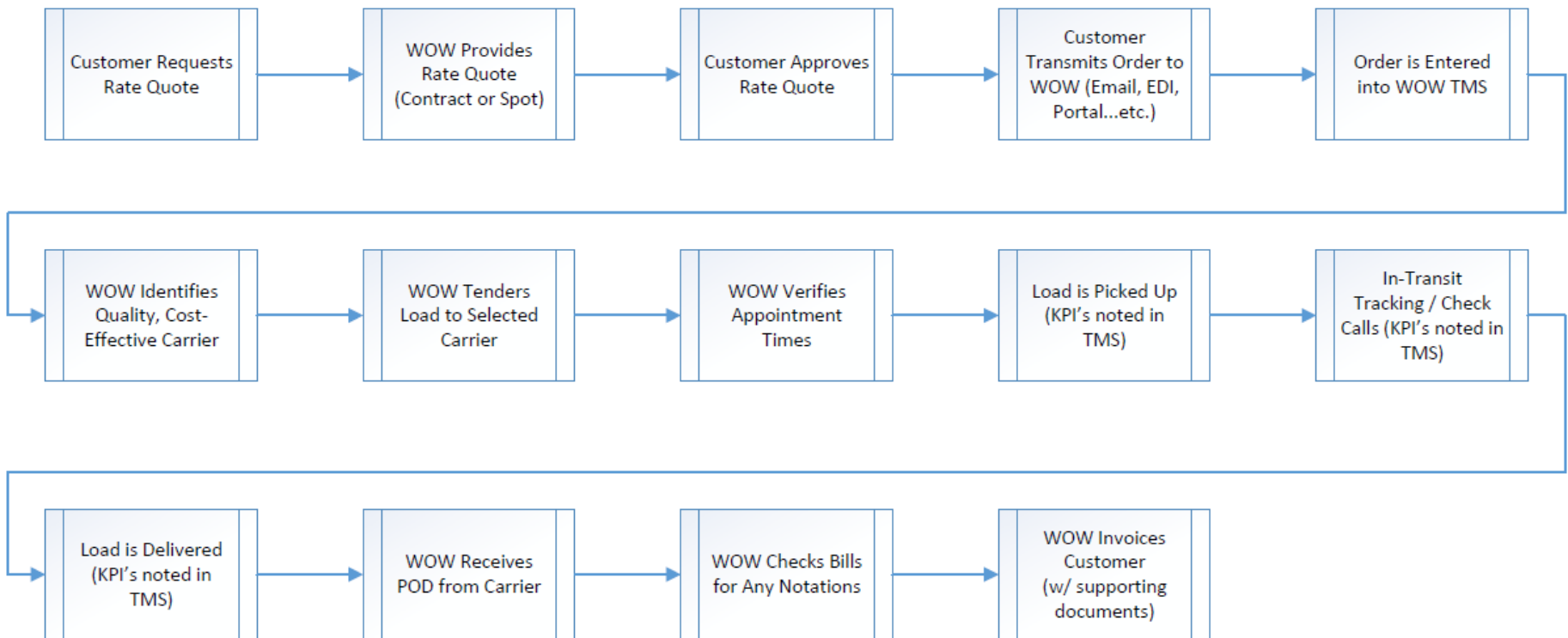
2. Customer Portal

3. E-mail



# Typical **Order** Life Cycle

Repeatable, system-directed processes drive speed & accuracy





# WOW's TMS System


- MercuryGate TMS partner
  - SaaS (Software-as-a-Service) Model
- Ability to customize and automate processes and workflows
- Load optimization capabilities
- KPI (Key Performance Indicators) reporting
- On-demand visibility to data



# Real Time Track & Trace

- 3 Check calls per transit
  - Confirm Pick-Up
  - Check-In During Transit
  - Confirm Delivery
- Load status updates and alerts

Customer Logo

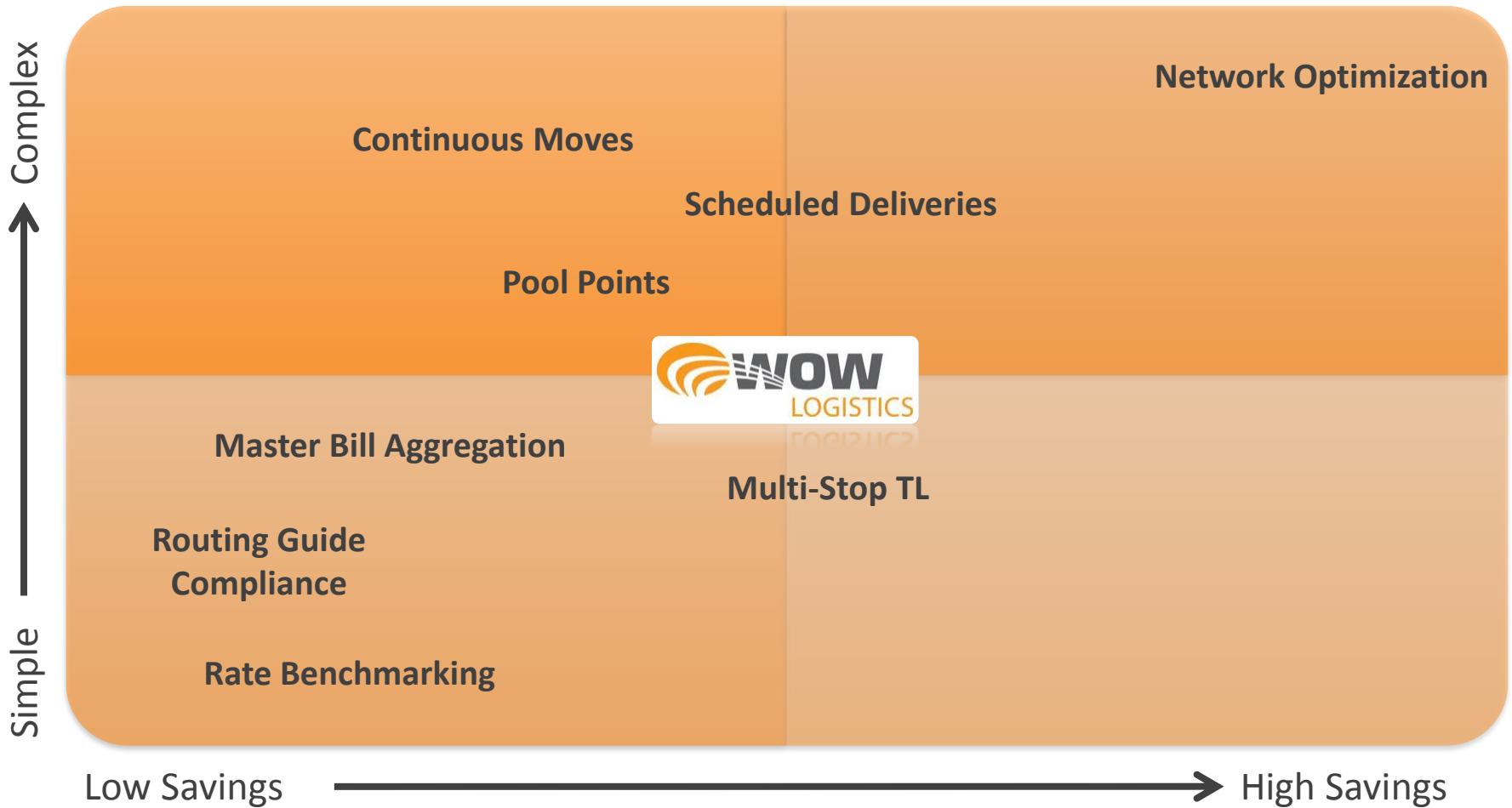


Customer Daily Tracking Report

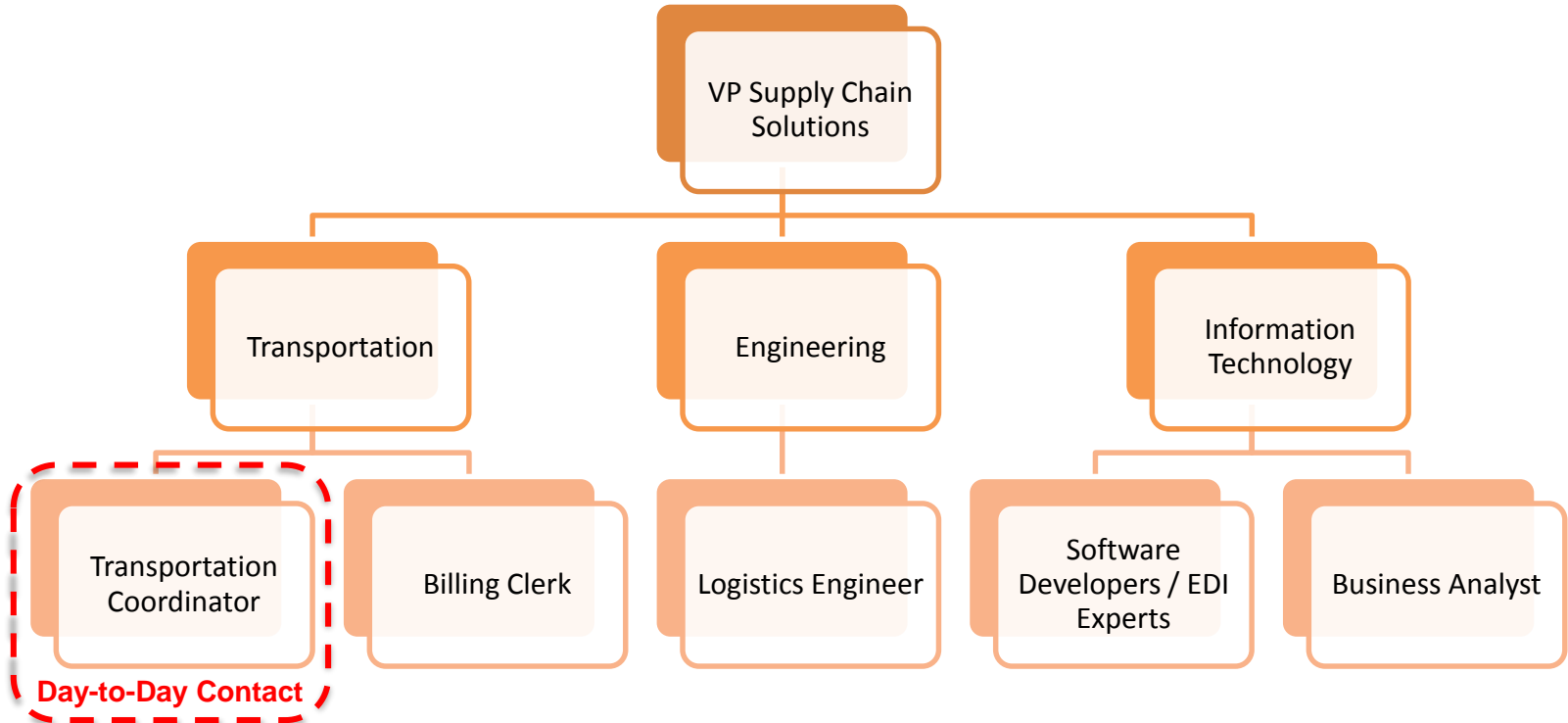
Customer	Load ID	Pickup City	State	Delivery City	Delivery State	Ship date/time	Delivery Time	Status



# Transportation Analytics



# Account Management



# Next Steps

