



**FOR IMMEDIATE RELEASE**

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**MacroPoint Continues to Enhance LTL Visibility in Partnership with Banyan Technology**

CLEVELAND, OH- April 25, 2017 – MacroPoint, creator of patented freight tracking software designed to give shippers, brokers, 3PLs and carriers real-time visibility into load status and Banyan Technology, the leader and pioneer of live LTL carrier connectivity, today announced a partnership to expand the MacroPoint platform to include LTL carriers utilizing Banyan Technology’s live carrier and API (application program interface) connectivity.

“The increasing expectation for full visibility of freight, and consequently the use of direct links with carriers, is rapidly shifting to replace batch processing methods like EDI as the industry standard communication method,” stated Dave Halsema, executive vice president at MacroPoint. “Our collaboration with Banyan brings the deepest solution set regarding LTL freight management to MacroPoint, and together we are creating the most prolific visibility solution in the industry.

“Banyan’s broad network of established carrier connections means we can instantly expand our carrier base,” continued Halsema. “As the leader of live LTL connectivity, Banyan fits perfectly with our mission to provide rich location and status updates across multiple modes.”

MacroPoint’s patented load monitoring and tracking software aggregates the location information from a cell phone, in-cab ELD/GPS device, or trailer and container tracking system to provide real-time load location visibility to third parties. This revolutionary cloud-based solution allows third parties to receive location monitoring and tracking services, delivery monitoring and event notifications as well

as exception management and predictive analytics capabilities in a single location in a format that highlights at-risk loads.

“LTL is a different but critical offering that we’ve focused on for 16 years, and we’re excited to bring our experience and specialization to MacroPoint,” said Lance Healy, co-founder and chief innovation officer at Banyan.

“Combining the maturity of MacroPoint’s visibility platform with Banyan’s extensive LTL connectivity network results in the most comprehensive solution for real-time freight management,” said Brian Smith, CEO of Banyan. “Banyan sought to engage the best in class, and this partnership enables MacroPoint to extend their lead in freight visibility.”

### **About Banyan Technology**

Headquartered in Cleveland, Ohio, Banyan Technology is North America’s leading provider of live carrier and API connectivity for transportation management. With more than 1,300 carrier connections and 28,000 client locations accessing the application, Banyan Technology provides commercial shippers, brokers, and 3PLs with unparalleled access to carrier data. These connections boost efficiency, improve visibility and deliver permanent reductions in shipping costs. For more information on Banyan Technology, visit our website.

### **About MacroPoint**

Headquartered in Cleveland, Ohio, and founded in 2011, MacroPoint is the provider of a global freight visibility platform for shippers, brokers and third-party logistics companies (3PLs). MacroPoint’s patented, automated load monitoring and tracking software provides real-time load location visibility by using any cell phone, in-cab ELD/GPS device, or trailer and container tracking system. The cloud-based solution enables location monitoring and tracking, delivery monitoring and event notifications, and exception management and predictive analytics capabilities. Integrated with a growing number of TMS systems, MacroPoint automates the entire process by eliminating the need for drivers to check in with dispatchers, and for shippers and brokers to check in with carriers. To date, over 1 million drivers

and millions of connected trucks are part of the MacroPoint Carrier Visibility Network. Additional information is available at [www.macropoint.com](http://www.macropoint.com).

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