

# If your customers still use carrier liability to protect their goods, you're about to make their day.

Introducing a better way to insure shipments. From **Banyan Technology®** and **UPS Capital®**.

Your customers ship a lot of goods a lot of different ways. And if they're like most shippers, they routinely count on carrier liability to protect those shipments. Of course, if they've ever gone through the grueling, time-consuming hassle of chasing a carrier liability claim when something is lost or damaged, they may not think it's very good "insurance." Fact is, carrier liability isn't bad insurance. It's not insurance at all.



**There's a better way to help your customers protect their goods. And your reputation.**

Since carrier liability isn't real insurance, it simply can't provide your customers real protection for their shipments, no matter how much value they declare. Now, instead of rolling the dice with standard carrier liability, your customers can cover their goods with real insurance, right at the point of shipping. Access to this transactional insurance program, offered through UPS Capital Insurance Agency, Inc., is now built right in to Banyan's transportation management system (TMS) software.\*



## Here's how it works

- 1 Real insurance from UPS Capital is already enabled in Banyan TMS software.
- 2 Banyan connects you with UPS Capital, who works with you to develop just the right insurance coverage for what, how and where your customers ship.
- 3 As your customers log in, insurance quoting will be enabled.
- 4 Each time your customers ship, they can obtain an insurance quote and choose (or not) to obtain coverage.
- 5 Your customers' goods are protected with real insurance.

**It's a no brainer. Everybody wins!**

## Benefits for 3PLs

- **Competitive differentiation** – A value-added offering from you that gives your customers real insurance coverage, not one-size-fits-all carrier liability "protection."
- **Peace of mind** – Protection for your reputation, and your bottom line.

## Benefits for 3PL customers

- **Simplicity** – Easy to apply, because it's built right in to Banyan TMS software.
- **Savings** – Insurance is likely to cost less than carrier liability. Really.
- **Peace of mind** – Real insurance protection; coverage up to the full sales value of their goods.
- **Easy claims** – 92% of claims are paid within 5 business days.



**UPS Capital®**

**It's real insurance — and real protection — from UPS Capital.**

**For more information, contact a representative at [upscapitalbanyansales@ups.com](mailto:upscapitalbanyansales@ups.com).**

\*Insurance coverage is underwritten by an authorized insurance company and issued through licensed insurance producers affiliated with UPS Capital Insurance Agency, Inc., and other affiliated insurance agencies. UPS Capital Insurance Agency, Inc. and its licensed affiliates are wholly owned subsidiaries of UPS Capital Corporation. UPS Capital Insurance Agency, Inc. and its licensed affiliates reserve the right to change or cancel the program at any time. The insurance coverage program is governed by the terms, conditions, limitations and exclusions set forth in the applicable policy. Coverage is not available in all jurisdictions.

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