



About CloudSort

A New Vision for the Middle Mile

CloudSort is a supply chain and logistics company born in 2019 with the purpose of redefining how packaged goods move along the supply chain.

The middle mile — that vital link between the first and last miles of the supply chain — is the next blank canvas for innovation in logistics, and CloudSort knows that a bold and much-needed new frontier won't come from tweaks to legacy systems. New technologies and data analytics enable a more intelligent and adaptive approach.

The company's leadership team brings together logistics veterans with a fresh perspective on the industry, where their expertise informs all CloudSort solutions and underpins all customer relationships to deliver the best experience possible.

TODAY'S SUPPLY CHAIN IS BROKEN

The delivery system that is the lifeblood of American commerce is broken. Legacy systems and business practices persist - keeping the supply chain at an innovative standstill.

- Shippers face increasing consumer demand for delivery that is curated and free (or nearly free) while facing rising transport costs.
- Network carriers struggle to manage surging demand through a system designed decades before the advent of e-commerce.
- Legacy sortation hubs have grown more specialized and efficient but are subject to rising input costs.
- Warehouse space, equipment and labor remain underutilized all around the country, the result of long lead times and the challenge of predicting business requirements.
- Modern and customer-focused final mile companies are often disconnected from the package volume they need, a missed opportunity on both the supply and demand side.
- Technology is not evolving quickly enough to meet consumer needs.

It is a system riddled with friction and misaligned incentives, and while all the different players rely upon each other, it's evident they're playing a zero-sum game.

CloudSort believes there is a better way, and it starts with the Middle Mile.

MASTERING THE MIDDLE MILE

The middle mile is the infrastructure, technology and processes required to connect a package to a last mile delivery provider.

The middle mile often represents the greatest distances covered by a shipment, and it's become more prominent in the industry than ever before. More and more companies are taking steps to control aspects of their delivery experience by developing (or contracting directly) for sortation and delivery. CloudSort supports this through its customized platform, software, sortation and transportation services that remove rigid silos and bring together all supply chain players — omnichannel retailers, online retailers, fulfillment centers and third-party logistics businesses (3PLs), shippers, carriers and end-consumers — for a different kind of game where everyone wins.

The middle mile is an under-leveraged canvas for innovation and the most promising space to develop new and nimble ways of getting goods from point A to point B. CloudSort has tackled some of the biggest challenges associated with the middle mile by reducing capital intensity, reducing double and triple marginalization of services, and improving efficiency by moving work to the point of greatest value creation. It rethinks the delivery system by making smarter choices about how shipments move through it, and its proprietary solution benefits e-commerce, enabling extended order windows and providing capacity that scales.

CloudSort powers physical sortation engines with machine learning, enabling dynamic and adaptive networks rather than static pre-planned, hub-and-spoke routes. To reduce needless marginalization of services, its system aligns and activates mutually-beneficial partnerships between the supply and demand sides of sortation and transportation, unlocking value and enhancing the end customer experience. It achieves all of this while empowering businesses to tap into the system at the rate that works for them, enabling a safer “test and learn” environment for innovation and experimentation.

SMARTER. FASTER. CHEAPER.

At the heart of the CloudSort offering is its cloud-based sortation software platform. Whether deployed on its own, or used in conjunction with CloudSort operations services, this powerful technology unlocks capacity within various shipping networks while lowering costs and transit times. The platform also improves visibility and reduces defects along the way, through smarter sorting, routing, trailer load verification, and ongoing system monitoring.

CloudSort software can stand on its own or integrate with a business's existing systems for customizable, scalable deployment all delivered through an intuitive web app designed for human beings, not just engineers. Proving the value of its approach, CloudSort's “unbound” and decentralized system delivers:

- Adaptive networks, not static hub and spoke systems
- Smaller units of measurement - containers, not trailer loads
- Smarter sortation earlier on, not high-cost industrial automation
- Modular and scalable tech and transport solutions, not all-or-nothing providers
- Interoperable technology designed for seamless integration, not walled gardens

**This is the heart of the CloudSort offering.
Designed for what's possible, not constrained by what's come before.**

CloudSort's cloud-based technology helps group and route shipments in a smarter way, enabling more continuous movement from dock to doorstep, and fewer hand-offs along the way, delivering:

- **Intelligent Integration:** Designed for the speed and complexity of today's e-commerce world, CloudSort integrates seamlessly into a company's existing operations. No new shipping labels and no complicated interface, just an intuitive layer of intelligence to improve businesses.
- **A Better Experience:** CloudSort is obsessed with building a more exceptional experience for businesses and their customers. From getting shipments into customers' hands faster with fewer stops along the way, its intuitive web app interface allows for seamless integration, along with 24/7 support.
- **True Transparency:** The CloudSort system is designed to improve visibility from the dock to the truck to the final delivery, through a real-time data feed that allows for more proactive problem-solving, giving businesses confidence knowing where and how shipments are at all times.

SMARTER SOLUTIONS

CloudSort's innovative platform not only lets companies manage the middle mile but empowers them to unlock its underlying potential. Its modular sortation and transportation solutions offer full transparency, control and visibility, allowing - for the first time - shippers, carriers and 3PLs to align their incentives, operations and technology in an agile and adaptive way. It harnesses predictive technology to sort smarter, route better, and unlock competitive advantages across the most decisive link in the supply chain. CloudSort's modular solutions offering can be configured to meet the specific and ever-changing needs of any business and integrate with their existing systems and partners.

CloudSort Platform

The intelligent software platform is the backbone of all CloudSort solutions. For partners who only need the tech to transform their current operations, this foundational operating system integrates effortlessly with your existing stack and systems. Need USPS postal enablement down the line? The platform manages everything from manifesting and routing to payment and tracking.

CloudSort Sortation

Intelligent sortation earlier in the delivery journey has a compounding effect on speed and accuracy later on. The CloudSort sortation solution sorts smarter, routes better, and uses an innovative containerization system to ensure shipments get where they're meant to go, faster — turning a customer's sortation center into a strategic business driver as a node in the CloudSort network.

CloudSort Forwarding

On the ground or in the air, CloudSort freight forwarding gets shipments from point A to point B in the most efficient and cost-effective way, while complementing a customer's existing operations, working alongside your teams and partners or building a plan unique to the needs of the customer. Combining its sortation and forwarding solutions, CloudSort delivers a single, seamless shipment ecosystem.

Full Service, Seamless Shipment Ecosystem

Customers can outsource the entire middle mile from dock to doorstep with CloudSort, which can coordinate and optimize every aspect of the journey.

CLOUDSORT'S SECRET SAUCE

Decentralization

Instead of relying on the traditional hub-and-spoke model, CloudSort mounts clusters of smaller, nimbler and highly connected sortation centers that are easier, cheaper and much faster to build. This allows for facilitation of more direct shipments producing significantly less waste and placing more deliveries closer to their destinations - sooner and more efficiently.

Intelligence

CloudSort's dynamic sortation software harnesses artificial intelligence and predictive technology for smarter sortation and more efficient, sustainable, and responsive routing. Its interoperable technology, designed for intuitive usability, integrates seamlessly with a customer's existing tech stack whether they're a shipper, carrier, or 3PL.

Participation

CloudSort offers multiple ways to engage with its platform - from pure technology enablement to end-to-end outsourcing or its unique hosting opportunities that let customers monetize their own sortation activities and assets. This modular approach empowers businesses to participate in the network at the rate that works for them, establishing the middle mile as a true business driver.

Simplified Pricing

CloudSort's customized plans are clear and consistent, with no hidden surcharges or fees.

PRIORITY PARTNERSHIPS

CloudSort's platform re-imagines the circulation system of the United States through both ground and air channels.

- **USPS:** CloudSort offers cost-effective, day-definite delivery as an approved U.S. Postal Service (USPS) shipper. Using next generation Intelligent Mail barcodes to enhance routing and tracking and providing sortation and transportation solutions that let retailers connect to USPS at the local post office or regional hubs means CloudSort's end-to-end solutions partner seamlessly with the USPS.
- **TSA:** CloudSort is approved by the Transportation Security Administration (TSA) as an indirect air carrier so that it can get shipments to customers with lower costs and lower transit times, whether on the ground or in the air.

THIS IS UNBOUND LOGISTICS.

For more information, go to www.cloudsort.com. To request an interview with CloudSort's CEO Derek Szopa, please contact Laura Hall at Laura@Hallcomms.com.

#