



Contact: Robert Wickman
Tel: 512/637-4294
Cell Phone: 512/796-2680
Email: rwickman@uFollowit.com

FOR IMMEDIATE RELEASE

UFOLLOWIT SOLVES PROBLEM OF THE THREE C'S Collaboration service introduced to transportation industry

In any freight delivery transaction, three and sometimes four parties exist. There's the consignor, or the person who wants goods delivered. On the receiving end is a consignee; he's the one who wants his freight delivered. In the middle of this transaction is the carrier who transports the freight and, in some cases, a broker who brings everyone together to make the transaction happen. With so many parties involved the competing agendas sometimes clash, creating tension, frustration and waste. Waste is a bad thing, especially with the current price of fuel.

Waste reduction is possible through an increase in process efficiencies. Subsequently, these increases in efficiencies positively affect the tension and frustration through improved communication, cooperation, and collaboration, or as uFollowit's Robert Wickman labels them: the "Three C's".

Robert describes the Three C's as critical elements in any effective, multi-party transaction. "Clear communication is vital for freight transaction success. Without it, there's little cooperation or collaboration. In listening to truckers, brokers, and consignees, it was obvious this was not happening."

To learn more about the issues, uFollowit met with drivers to ask them how the relationship was with the other parties. The team also read trucker blogs and listened to their calls on Road Dog Trucking, a popular trucker station on Sirius Radio. Mostly what they heard was high levels of frustration and stories of strained relationships. uFollowit's leadership team also listened to brokers, consignors and consignees to understand their perspectives. "We heard more frustration from each party struggling to find solutions to the breakdown", says Robert. "Obviously, people disagree on where to place fault, but most agreed that a simple platform for sharing information did not exist in the transportation industry." Until now.

This is where uFollowit got started. uFollowit, a load tracking and proof of delivery service, has created a solution to improve communication throughout the freight delivery process. uFollowit's developers built a secure and simple, easy-to-access web-based platform for all freight parties to access and update information. What uFollowit has created is a site where everyone involved in the transaction can go to get valuable information about the load at any time. "It's real-time information that solves the problem of the Three C's", says Robert.

"Using uFollowit is really simple. There's no expensive equipment to buy or maintain, and every driver has in their cab all they need to start the process today", says Danny Dever, uFollowit's Vice President of Sales. This means the uFollowit service is also cost effective. The uFollowit system is driven off of the driver's cell phone and freight information is instantly available to the consignor, consignee, broker, and the shipping company, 24/7. Finally, the transportation industry has a resource for collecting important information and sharing it with anyone who needs to know "Where's my freight?"

uFollowit was founded in 2007 and launched in 2008 as a resource to the world-wide freight transportation industry. uFollowit is effective as a stand-alone load tracking and proof of delivery (POD) service or to complement any existing tracking resources currently in place. Intermodal is OK, also, since it works with any mode of transportation. It's that easy.

###

If you'd like more information about this topic, or to schedule an interview with Robert Wickman, please call 512/637-4294 or e-mail Robert at rwickman@uFollowit.com.