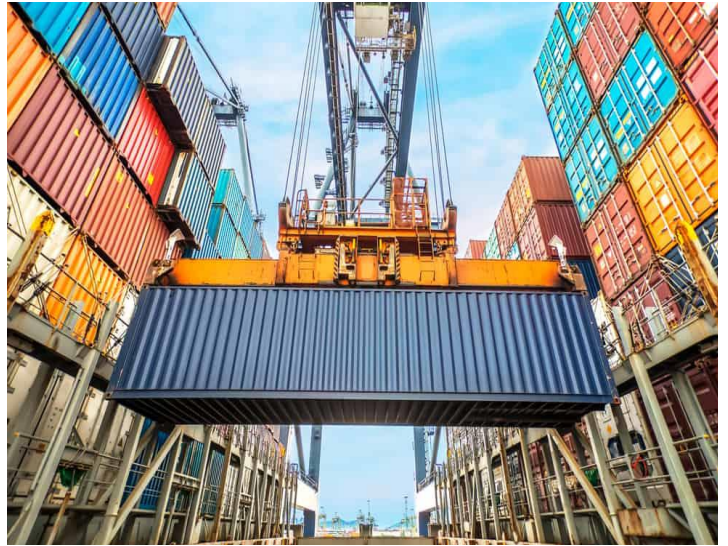# FERO

PRTS
PORTS TRUCKING SOLUTION

FERO PRTS

The Document illustrates Fero's bespoke omni trucking solution for air & seaports globally

Introduction
Market Optimization – Market Automation – Market Port Load Leveling

Over the last two decades various airports and seaports, across the world have transformed massively from terminal operations software, cargo handling software, integrations with freight forwarders and with numerous involved stakeholders. This instills a very basic question, "why is trucking still out of the purview of the port-operators?".

Efficient trucking (PORT TRUCKING UBERIZATION) resulting from the integration of the market with port operations, till date remains un-fulfilled on the wish-list of numerous global logisticians; primarily due to the inclusion of commercial decisions, B2B contractual arrangements, ensuring a non-monopolized environment, difficult control on market elements, exponential complexities of shipment terms, shipment types, volume, payment terms and payment parties, varying detention periods at ports, direct shippers & air-line/shipping-line arrangements and so-forth.

The solutions to above complexities lie within simple yet powerful technologies that can learn like humans, decide like humans, communicate like humans with results and speed better than that of humans. FERO's Port Road Transportation Solutions (PRTS) is the perfect Uberization model that combines numerous data transactional points, market aggregation, container or ULD dispatch process simplification, shipment collection / deposition activities, automated by novel approach of Natural Language Processing, Artificial Intelligence, Machine Learning, and Block Chain, along with fulfilment of on-ground trucking operations.

OPTOMATED TRUCKING UBERIZATION

- Cloud based market aggregation capabilities
- Machine learning based instant rates inquiry
- Shipper's inner circle bidding environment
- Market based long term RFQ environment
- 50+ vehicle types road transportation platform
- Templates provision for repetitive operations
- Voice based template activation features
- Suitable for Bulk and OD shipments
- Accessorial services provision for orders
- Automation of port transactional activities
- Reduced slotting for vehicles queuing
- Proximity based Transporter and Vehicle allocation

'Optomation'

noun | op-tuh-mein-shn

TiA
Transport Interactive Agent

'OPTOMATION'

Fero coined term, derived from OPtimize + auTOMATE

A paradigm shift in transacting freight, a new model that reduces the transaction life-cycle itself resulting in a simpler, faster, economical and efficient end-to-end execution

PRTS Benefits
Market Optimization – Market Automation – Market Port Load Leveling

Port operations at any air or seaport cannot be absolutely optimized, if the release of shipments or booking of the shipment is not market queued and transacted directly from the port platforms by shippers and/or freight forwarders. As in a B2B environment, the contracts, insurances, agreements, due diligence plays a vital role, FERO's PRTS provides leverage to all stakeholders for a quick seamless migration to reap out numerous benefits from its technology.

- Faster and higher accuracy of trucking transactions
- Continuation by shippers and freight forwarders of their legacy stakeholders
- Market queuing for container trucking
- Port preference by shippers for seamless control on first leg and last leg freight movements
- Reduction on repetitive task on the shipper side
- Elimination of bottle necks at ports due to unknown market dynamics
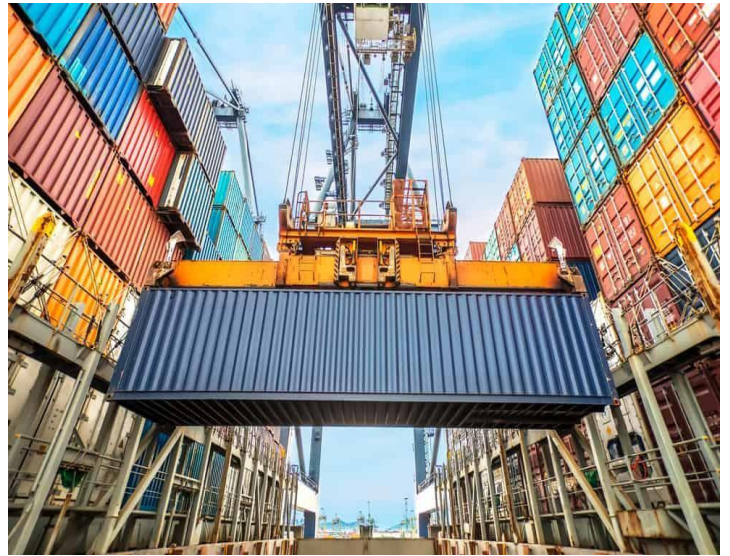- Revenue generation opportunities with port operators

Fero believes that Speed and efficiency are two of the most important virtues for any port, also those that consume the most attention for constant optimization.

Fero's PRTS solution has been created with this idea in constant sight, helping partners to achieve agility, to attract more business & allow higher volumes to circulate through.

FERO

PRTS
PORTS TRUCKING SOLUTION

Fero.Ai
World's 1st Voice-Enabled, Virtual Agent for Freight

Fero Tech Global Holdings Inc.

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