

**TRANSFLO**<sup>®</sup>



**FREIGHTVANA**  
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# FreightVana Making its Mark with New Age Platform



**BROKER PROFILE**



**When FreightVana launched in June 2021, it did so with an open mind and open architecture. As one of the newest freight brokers in the industry, it wanted to set new standards in freight matching, forecasting, analytics, and customer service.**



Part of its strategy was using Transflo's VIP Intelligent Document Processing suite, which provides back-end automated document processing, load index, and document type identification. It also delivers documents to FreightVana's TMS provider, TMW, and allows for omni-channel document processing and email capabilities for drivers and carriers.

"When we launched FreightVana, we did so with an experienced and ambitious team, from both the carrier and shipper side – more than 300 years of transportation and logistics experience for our core team," says Shannon Breen, who co-founded the company, along with John Gamero. "So, we had a clear vision of how we wanted to improve freight brokerage and 3PL services. And, we had no constraints – we could build our platform from scratch and use

the partners we felt had the same vision and nimbleness as we had. That's why we became involved with Transflo."

Breen said he and his team had previous experience with Transflo when they worked at Knight-Swift. "We had a good experience with the Transflo team but we still did our due diligence and compared them with all the other technology out there," he says. "Carriers all know Transflo since they're well established in the industry, and drivers have easy access to their mobile platform. From our integration standpoint, Transflo's speed and ability to work with us was critical. And, so was their willingness to be challenged, while challenging us, to develop something that would work specifically for us, and our customers. That's what put them over the top."



According to Breen, FreightVana is targeting carriers with less than 150 trucks – a size that most shippers don't have on their radars. "The success we've had in building deep partnerships has allowed us to grow organically as we've expanded one shipper at a time," he says. "This is a hyper-competitive market and drivers are in high demand. If you're not easy to work with, and if you don't have the analytics, then you don't get the business. Everything we do is about solving problems and being transparent – we're very mindful of that. One example is how we're bringing down delays in payment between shippers and carriers. A high percentage of carriers use a factoring service and we are pushing to expedite that process so that as soon as paperwork is provided we can get our carrier paid without delay."

"We're fanatical about efficiency, and the benefits both the shippers and carriers we work with," continues Breen. "Transflo has the same philosophy. We're both playing the long game and working shoulder to shoulder. As we continue to evolve, we'll look at Transflo as part of our suite of FreightVana technology solutions."

For more helpful resources visit [transflo.com](https://transflo.com)



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