

Magnus Technologies is committed to continuously improving its SaaS-based transportation management solution. Its all-inclusive platform enables trucking and logistics companies of any size to move freight more profitably. Designed and supported by industry experts, the Magnus Platform simplifies and streamlines the complete order lifecycle, powering fleets to higher automation, asset utilization, and profitability levels.

At Magnus, we strive to lead the way in SaaS-based, AI-powered technology innovations that can scale with your fleet to maximize optimization, asset utilization, driver communications, load planning, order management, and much more.

## Prospects' Unmet Needs

- Operational efficiencies
- Optimized load planning
- Scalable solution
- Scheduling efficiencies
- Driver communications/retention/satisfaction
- Order management
- Easy, low-cost integration
- Customer satisfaction/retention
- Improving revenue/cash flow/margins
- Expert-level support

## Core Technology

Name	Description
<b>Magnus TMS</b>	A cloud-based, all-inclusive transportation management system (TMS) for simplifying and streamlining operations for companies of any size. It uses advanced data science, machine learning and artificial intelligence to help fleets improve decision making across the entire order lifecycle, including freight rating, contracting loads, load planning (with the ability to forecast demand/capacity up to 5 days in advance), end-to-end visibility, invoicing, and driver payments.
<b>Magnus Driver App</b>	A mobile driver app, available on Google Play and Apple App Store, that seamlessly integrates with the Magnus Platform to provide truck drivers everything they need right at their fingertips! It connects with leading ELD and vehicle telematics systems to obtain real-time data, delivering a robust, unified mobility solution for the driver and fleet management. It also has a built-in barcode scanner that helps eliminate key entry mistakes and improves tractor validation, saving time and money.
<b>Magnus Carrier Advantage</b>	A secure, private "brokerage" network for Magnus Platform users to share available loads and freight. By leveraging the power of the Magnus network, fleets can reduce empty miles, improve efficiency, and increase profitability. With seamless integration and real-time updates, the Carrier Advantage Network enables carriers to make informed decisions, respond quickly to market demands, and maximize their revenue potential.
<b>Business Intelligence</b>	A full-featured reporting suite that allows fleets to easily create custom reports to identify opportunities to improve the bottom line. It also gives valuable insights into broader industry trends by comparing your company's performance with anonymized data from fleets with similar operating profiles to drive better business decisions.

# Competitors

Name	Why They Win	Where They Fall Short
<b>McLeod</b>	<ul style="list-style-type: none"> <li>• Industry standard TMS with options for LTL, TL, and market-leading brokerage solution</li> <li>• Strong integration options</li> <li>• Seen as innovator/ Mpower on the back of trucks</li> <li>• 45% (average) of top 100 fleets use McLeod</li> <li>• Sponsorships - presence</li> <li>• Family organization perception (Their image)</li> </ul>	<ul style="list-style-type: none"> <li>• On-prem/Hosted solution instead of being a SaaS/Cloud solution</li> <li>• Clunky, siloed</li> <li>• Time to implement (6-12 months before they even start; severely backlogged)</li> <li>• Expensive upgrades - charge for all customizations and every time that customization needs an upgrade</li> <li>• Perpetual license - can be financed over 36 months</li> <li>• Focusing on top fleets rather than mid-market</li> </ul>
<b>Trimble</b>	<ul style="list-style-type: none"> <li>• Existing presence in the market/ Longevity</li> <li>• Established brand/ a lot of customers</li> <li>• Enterprise system</li> <li>• More complete solution - with mobility, mapping, and optimization offerings</li> <li>• 45% of top 100 fleets use Trimble</li> </ul>	<ul style="list-style-type: none"> <li>• All of their offerings are not integrated</li> <li>• Every integration is custom/starts from scratch</li> <li>• Expensive EDI transactions (for their customers)</li> <li>• Inflexible - this is our solution; take it or leave it</li> <li>• Time to implement - semi-custom shop (numerous accounts have been in implementation phase for years; still not live)</li> <li>• Downturn/layoffs = loss of tribal knowledge</li> <li>• Subscription based (Not true cloud)</li> </ul>
<b>PCS</b>	<ul style="list-style-type: none"> <li>• Shipper/ Carrier Integration</li> <li>• Cloud based</li> <li>• Connections to factoring companies (smaller fleet)</li> <li>• Affordably priced (\$50/user/month) + fees</li> <li>• Upfront/transparent pricing - bundles</li> </ul>	<ul style="list-style-type: none"> <li>• Functionality is limited</li> <li>• Serve up to 700 in fleet size</li> <li>• Accounting functionality limited</li> <li>• Market perception - struggling to keep leadership, flounder in strategic direction</li> <li>• Architecture somewhat limiting - Not a true SaaS or multi-tenant SaaS</li> <li>• Tribal knowledge of industry somewhat limited - more shipper-centric than carrier</li> </ul>
<b>Rose Rocket</b>	<ul style="list-style-type: none"> <li>• Easy to get started</li> <li>• Training videos are embedded in the screens you use</li> <li>• Integrations are ready to go/available during the free trial period</li> <li>• Many fields to enter order details</li> <li>• Perceived better broker solution</li> <li>• Priced by user, set-up users by function (dispatching, sales, accounting, etc.) Unlimited users within the function</li> </ul>	<ul style="list-style-type: none"> <li>• Not all features included in base subscription</li> <li>• No EDI</li> <li>• No advanced load planning tools</li> <li>• No load board integration for carriers to post trucks</li> <li>• Rudimentary asset/trailer management</li> </ul>
<b>Mastery Logistics System</b>	<ul style="list-style-type: none"> <li>• Top-notch brokerage offering - attractive and user-friendly</li> <li>• Extremely well-funded (has ability to be flexible, cater to largest accounts)</li> </ul>	<ul style="list-style-type: none"> <li>• No product for assets (yet); only have brokerage solution</li> <li>• Incredibly expensive - only the largest accounts can afford</li> <li>• Semi-custom shop</li> </ul>
<b>Turvo</b>	<ul style="list-style-type: none"> <li>• Highly effective brokerage solution</li> <li>• Modern platform</li> <li>• Excellent training module</li> <li>• Can serve shippers and 3PLs as well</li> </ul>	<ul style="list-style-type: none"> <li>• Very rudimentary truckload solution</li> <li>• Lacks functionality for companies with more than 25 units</li> </ul>
<b>Revenova</b>	<ul style="list-style-type: none"> <li>• Excellent brokerage platform</li> <li>• Excellent training module</li> <li>• Top solution for shippers</li> <li>• Serves 3PLs too</li> </ul>	<ul style="list-style-type: none"> <li>• Requires Salesforce to operate the solution</li> <li>• Very expensive</li> </ul>

# Target Buyers

	Small Fleets	Midsize Fleets	Large Fleets	Extra-Large Fleets
<b>Industries</b>	Primarily Dry Van, (Flatbed, Reefer Fleets at a later date)	Dry Van, Flatbed, Reefer Fleets, single compartment dry bulk	Dry Van, Flatbed, Reefer Fleets	Dry Van, Flatbed, Reefer Fleets
<b>Fleet Size</b>	10-25 Trucks	26-100 Trucks	101-500 Trucks	501+ Trucks
<b>Revenue</b>	\$1M - \$10M (average)	\$1M - \$25M	\$1M - \$100M	\$50M - \$5B
<b>Employee Count</b>	5-49	10-99	20-249	250+
<b>Decision-Makers</b>	CEO/Owner/President	CEO/Owner/President	CEO/Owner/President	CEO/Owner/President
<b>Influencers</b>	Finance, IT, business partner, family member, consultant	Director of Operations (fleet, dispatch), General Manager, Terminal Manager, family member (if family-owned)	Safety, Operations, Fleet, Maintenance Manager, cross-functional internal team	Internal or external consultant group, IT, operations, finance cross-functional internal team or steering committee
<b>How to Reach Them</b>	Magnus brings greater visibility, connectivity, and operational prowess. We can scale with them as they grow their operation, including automating payroll, billing and other routine tasks. They may also need solutions to manage fuel taxes, accessorial fees, hours-of-service compliance, and vehicle maintenance.	Magnus can flex to their needs and integrate with existing systems. Our platform provides custom reporting, visibility to every level of a business, more automation, and allows for more complex/comprehensive processes (equipment types, driver pay, accessorials, etc.). Our cloud-based system is more reliable and secure, and will not become outdated as we make improvements regularly.	Magnus can offer systems that support more complex workflows and greater connectivity to internal systems and vendors, resulting in a better customer experience. Our enterprise-grade SaaS-based TMS and fully integrated driver app provides a superior driver experience so that they feel like more than a number. Pricing is also more accessible for companies of this size, especially one that offers unlimited seats and logins.	In addition to what has been mentioned for the other categories: Magnus is able to keep up with the complex demands of the fleet, integrate with all providers, and benefit from a better customer service model. Our true SaaS system is updated regularly and proactively.

# Strengths

## Comprehensive Integrated Platform:

- Unifies entire vehicle ecosystem in a single system
- Eliminates need for multiple software solutions
- Reduces screen-switching, improving efficiency
- Includes API/EDI capabilities in base package
- Supports rich integrations with partners and customers
- Compatible with ELD providers, fuel cards, trailer tracking, and accounting services

## Robust Mobile Application:

- Integrated with TMS for seamless data flow
- Eliminates paperwork for drivers
- All-in-one functionality with no additional fees

## Modern, Cloud-Based Architecture:

- Ensures scalability to accommodate business growth
- Future-proof design to adapt to industry changes
- Automatic upgrades for continuous improvement
- Real-time enhancements based on user feedback and industry trends

## Transparent, All-Inclusive Pricing:

- Clear deliverables with no hidden costs
- Eliminates nickel-and-diming for features
- Provides budget predictability for clients

## User-Friendly Interface:

- Intuitive design reduces learning curve
- Improves adoption rates across organization
- Increases overall productivity and user satisfaction

## Magnus Carrier Advantage Network:

- Optimizes asset utilization
- Expands business opportunities
- Improves efficiency in load management

# Customer Testimonials

