



# Advent Modal<sup>®</sup> Overview





**eModal**

Used by  
**OVER 85**  
port, terminal and  
ocean carrier users



Active in  
**EVERY**  
US port complex



**OVER 200**  
container  
depots  
worldwide



Over **160,000**  
**REGISTERED USERS**

**\$ OVER A BILLION**  
in annual online  
payment processing volume

**OVER 200M**  
monthly container  
cargo transactions

Over **600,000**  
registered intermodal  
**CHASSIS**



**90%** of booked terminal  
appointments, representing  
**37%** of North American  
container volume



Over **43K**  
registered motor carriers and  
**670K** trucks in the eModal  
Drayage Truck Registry



**80% OF NORTH AMERICAN  
MARINE CONTAINERS**  
entered into the eModal watchlist



Advent **eModal**

FOUNDATIONS

**VISION:**

Optimize the supply chain by digitizing the flow of intermodal freight and funds

**MISSION:**

Deliver a market-leading, stable, secure and scalable technology platform that connects stakeholders and digitizes all intermodal transactions.

**OUTCOMES:**

- Reliable and predictable departure and arrival of Intermodal Freight
- Frictionless electronic payments for all intermodal B2B transactions

**GUIDING PRINCIPLES**



GROWTH



CONTINUITY



PROFIT

**BUILDING BLOCKS**



PEOPLE GROWTH



TECHNOLOGY PROWESS



COMMERCIAL AWARENESS



BRAND STRENGTH

**ORGANIZATIONAL TOUCHSTONES**

- PEOPLE MATTER
- DO THE RIGHT THING
- BUILD TRUST IN ALL INTERACTIONS
- GROWTH-MINDED FOCUS
- OWN IT, DON'T PUNT
- BRING SOLUTIONS, NOT PROBLEMS
- MAKE THE COMPLEX SIMPLE



# Advent eModal<sup>®</sup>

## 2022 PLAN & OVERVIEW



### GROWTH FOCUS

- Solidify and build upon the terminal operator position of strength
- Expand FinTech and collection activities
- Expand operational toolsets outward from the terminal

### ONE PLATFORM — MANY APPS



**TERMINAL  
APPOINTMENTS**



**PAYMENT  
PROCESSING**



**CARGO  
VISIBILITY**



**BUSINESS  
INTELLIGENCE**



**STAKEHOLDER  
APIs**

### GROWTH

What does this mean?

- Revenue growth
- People growth
- Market share growth

### CONTINUITY

What does this mean?

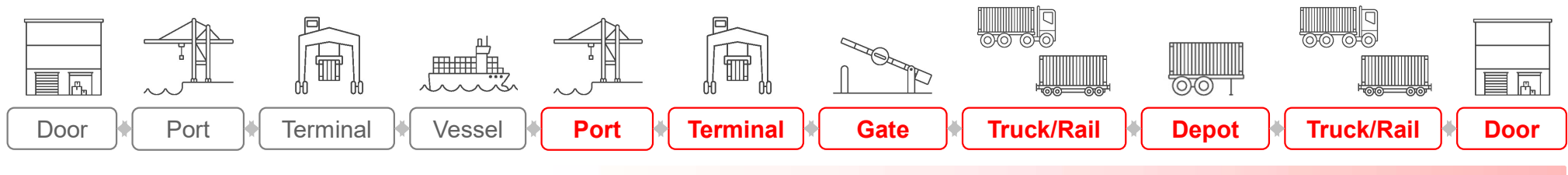
- Talent growth and retention
- Roadmap health
- Customer relationship health
- Growth-focused deliveries

### PROFIT

What does this mean?

- ROI for our people
- ROI for our company
- ROI for our customers

# Growth priorities



1. Solidify & build upon the terminal operator position of strength
2. Expand FinTech & collection activities
3. Expand operational toolsets outward from the terminal



# Market approach



- Common SaaS platform with unlimited apps
- Standards for app development by any party across the entire intermodal supply chain
- Subscription based
- Single sign on across all apps
- Shared container watchlist across apps
- Order to cash management
- Custom branded private label options
- Mix, choose, develop your solution



# eModal<sup>®</sup> Community Portal



**Port Manager**



**Intermodal Manager**  
Rail & Depot



**Cargo Visibility**



**PreGate**  
Appointments  
PreAdvice



**Fee Manager**



**DTR**  
Truck, RFID & Chassis  
Registry



**Terminal Services**



**Equipment Manager**  
Chassis.com



**Dray Exchange**



**Dispatch Manager**



**Empty Manager**  
Street Turns



**Depot Manager**



**eModal Data Services**



**Marine Highway**  
Barge



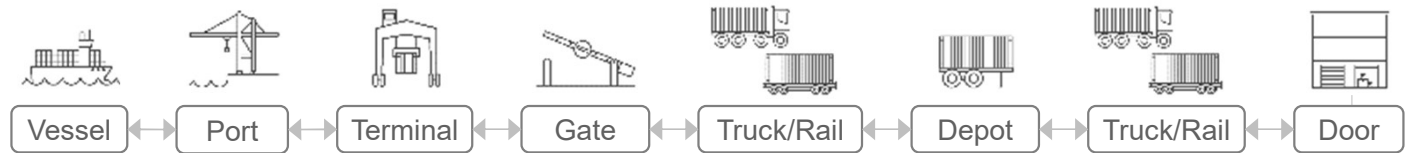
**Marine Exchange**  
Wharfage / BLB

One Platform – Many Apps

- Executional tools
- Payment processing
- Cargo visibility
- Data enabled business intelligence
- APIs connecting stakeholder systems



# eModal solutions across the container lifecycle



Truck Registry	<b>eModal® Community Portal (eCP)</b> API enabled Port & Terminal Stakeholder Connectivity & Optimization
Cargo Visibility	
Appointments	
Fee Collections	
Terminal Services	
Dray Exchange	<b>eModal® Landside</b> Intermodal Traffic Control for Landside Visibility, Execution, Billing & Collections
Dispatch Manager	
Depot Manager	
Equipment Manager	

<b>Drayage Truck Registry, RFID &amp; Compliance Programs</b>
<b>Container Watchlist : Import Availability, Export Booking Management</b>
<b>Timed Appointments   Pre-Advice Notifications to speed gate operations</b>
<b>Online Fee Collections (Port, Terminal, Drayage, Chassis Rental)   Order to Cash</b>
<b>Free Flow   Empty Returns   Vessel Schedules   Chassis/Trucker Check</b>
<b>Establishing an Exchange of Intermodal Services Between Trading Partners &amp; Providers</b>
<b>Dray Relay (Depot /Rail / Crosstown)   Flexible Truck Dispatch &amp; Driver Assignment</b>
<b>Automated Depot Management   Gate, Yard, M&amp;R</b>
<b>Chassis.com Provisioning   Pool Management   M&amp;R Management</b>

**Platform features:** eModal Data Services (eDS) API | Mobile Capable | PortCheck (white label) | Billing & Collections





North American eModal Port Deployment	eModal Community Portal (eCP or Port Manager)	PreGate Pre-Advice & Appointments	Fee Manager	DTR Drayage Truck Registry / TruckerCheck	eModal Data Services (EDS) Cargo Status
Los Angeles	X	X	X	X	X
Long Beach	X	X	X	X	X
Oakland	X	X	X	X	X
NWSA – Seattle	X	X	X	X	X
NWSA – Tacoma	X	X	X	X	X
Massport – Boston	X				X
NY-NJ	PortTruckPass	X	X	X	X
Philadelphia	X		X	X	X
Baltimore			X	X	X
Virginia	ProPass	X	X	X	X
Georgia			X		
North Carolina			X		
South Carolina	GO!Port	X	X	X	X
Alabama			X		
New Orleans			X		
Houston			X		
Jacksonville	X	X	X		X
Miami	X		X	X	X
Ft. Lauderdale	X	X	X		X
Halifax			X		
Vancouver			X		

**Market activity beyond North America:** Hawaii, Puerto Rico, Panama, Chile, United Kingdom & Australia



# eModal Fee Collection Terminals

US East Coast	Terminal	US West Coast	Terminal	US Gulf Coast	Terminal	
Port of NYNJ	GCT Bayonne	Port of LA & LGB	WBCT	Port of New Orleans	New Orleans Terminal	
	GCT New York		Trapac		Ports America	
	APMT - Port Elizabeth		YTI	Alabama State Docks	APMT - Mobile	
	Philadelphia Port		Greenwich Terminal	ITS	Port of Houston	Barbour's Cut
Maryland Ports			Port of Baltimore	LBCT		
	Port of Virginia		NIT	Everport		
			VIG	SSA - Pier		
North Carolina Ports	Wilmington		SSA - PCT			
South Carolina Ports	Wando Welch		SSA - Pier C			
	Hugh Leatherman		TTI			
	North Charleston	PierPASS				
Georgia Ports	Garden City	Shippers Transport				
	Ocean Terminal	APMT - Pier 400				
JaxPort	Trapac	Port of Oakland	OICT			
	Crowley		Trapac			
Port Everglades	FIT		Everport			
	PET		SSA - Matson			
Port of Miami	APMT - SFCT		Shippers Transport			
	Port Miami		WUT			
			SeaTac / NWSA	Husky Terminal		
				Everport		
				SSA - T18		

Canada West Coast	Terminal
Port Metro Vancouver	GCT - Deltaport
	GCT - Vanterm
	DPW - Fraser Surrey
	DPW - Centerm

Canada East Coast	Terminal
Port of Halifax	PSA Halifax
	Ceres Halifax



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Key customers



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# Problems we solve...

## Visibility

- Real time access to on-terminal cargo status
- Ongoing status events throughout the intermodal container lifecycle
- Open, common platform & data sharing clearing-house
- API access to executional data feeding legacy TMS systems
- Digitization & access to pertinent load documentation

## Execution

- Terminal & depot pre-advice/appointments to speed cargo and gate flow
- Landside Ops management (drayage & depot automation, final mile confirmations)
- Fee management, processing & collections (order to cash)
- Driver, truck, chassis & RFID registration & program management
- Chassis pool management & IEP FMCSA regulatory compliance
- Maintenance & repair – Equipment, vendor management, order to cash execution

## Optimization

- Appointment system configuration to service trucks based on yard block, stack & move type capacity
- Advanced in-gate truck mission information flows to automate terminal & dispatch activities
- Automated advanced truck appointment setting for dispatch efficiency
- Coordination of terminal, drayage dispatch, depot, 3PL & BCO info sharing
- Automated order to cash processing for drayage dispatch & driver settlements, as well as freight pay audit



# About Advent eModal



- Established 1995, 140+ full-time employees
- Steady build from a custom software development partner to a global intermodal SaaS solution provider
- 2008 development of Chassis.com, equipment management and M&R apps
- 2012 merger with eModal, North America's largest intermodal port community portal
- Enterprise SaaS platform as primary focus
- Professional services / custom solutions division remains aggressively active





# AeM

Visit:  
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