



ORCHESTRO'S OPEN PARCEL NETWORK

Respond more quickly and efficiently to
changes in the consumer landscape
with Orchestro's Open Parcel Network.

CONTACT

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WHY CHOOSE ORCHESTRO?

We understand the challenges shippers face and strive to provide solutions that simplify and enhance your shipping experience.



RELIABLE, ON-TIME DELIVERIES

Consistent and dependable delivery performance.

SIMPLIFIED PRICING

Transparent and straightforward pricing structure.

SIMPLIFIED INVOICING

Easy-to-understand invoices with no hidden fees.

NO LONG-TERM CONTRACTS

Flexibility with no commitment to long-term agreements.

WHY ORCHESTRO NOW?

Shippers are Demanding Alternatives to Outdated Delivery Models



CHALLENGES FOR SHIPPERS:

- National carriers often impose a variety of surcharges and fees that significantly increase shipping costs, making it difficult for shippers to predict and control their expenses, eroding profit margins.
- National carriers often face capacity constraints, particularly during peak periods, impacting a shipper's ability to meet customer expectations and maintain service quality.
- Relying on a single national carrier can be risky due to service disruptions and lack of competitive pricing. Shippers seek to mitigate these risks by diversifying their carrier options.
- Shippers are hesitant to do business with regional or alternate carriers because of their limited geographic footprint and labor-intensive process to integrate their technologies.

The desire for cost-effective, flexible, and technologically advanced logistics options drives the demand for a new approach that can provide better service quality, reliability, and sustainability.

MEET ORCHESTRO

Orchestro is a national carrier network made up of individual participants, functioning as one. With Orchestro, shippers can enhance their operational efficiency, meet customer expectations, and maintain a competitive edge in the marketplace.





OUR MISSION

Orchestrate a more seamless and sustainable delivery ecosystem for shippers, carriers, consumers, and the planet.

The desire for cost-effective, flexible, and technologically advanced logistics options drives demand for the Orchestro approach. Our Open Parcel Network is an open, AI-enabled network that seamlessly orchestrates the physical flow of goods, ensuring efficiency, cost savings, and access for all stakeholders.



HOW WE ACHIEVE OUR MISSION

Open Network Ecosystem

We foster an open network that avoids the pitfalls of predatory, one-sided marketplaces. Our ecosystem encourages fairness and collaboration, allowing all participants to benefit from transparent and equitable interactions.

Interoperability Through a Digital Mesh

Our platform ensures unlimited connectivity, making your capacity and capabilities more discoverable. This digital mesh facilitates seamless integration across various logistics providers, optimizing resource use and operational workflows.

Simulate Global, Operate Local

We combine the benefits of global reach with local efficiency, allowing shippers to operate with a global perspective while maintaining local agility.

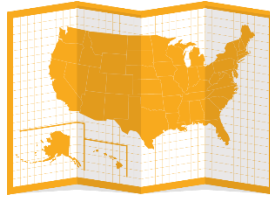
Resource Discovery at Scale

By viewing the entire country as a single, interconnected warehouse, Orchestro enables comprehensive resource discovery and utilization. This approach allows for efficient allocation and use of logistics resources.

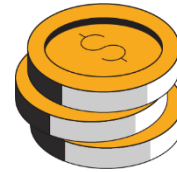
COUNT ON ORCHESTRO AS AN EXTENSION OF YOUR BRAND



We are a digital company uniting regional carriers in an Open Network.

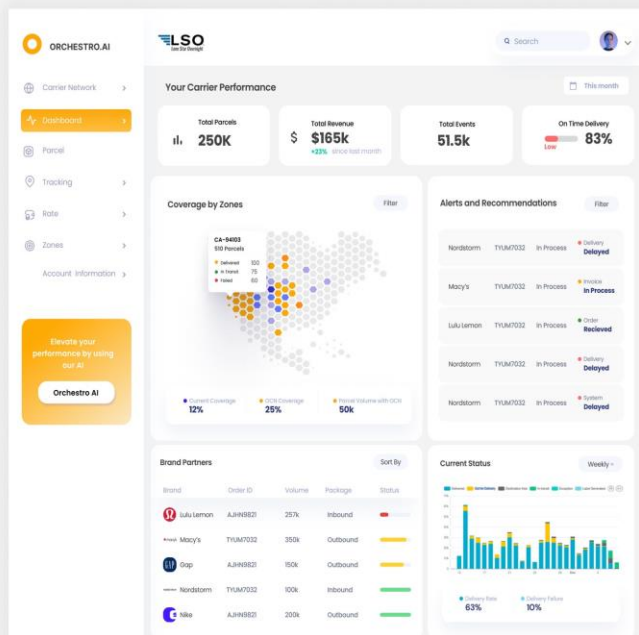


We provide national coverage, sort and delivery capabilities.



We deliver diversified cost-effective choices for your parcel needs.

Integration with the Orchestro platform provides shippers and carriers access to the latest AI-optimized parcel technology.



Enabling businesses to operate more effectively and competitively in a dynamic market.

Aggregate fragmented carriers into an Open Parcel Network.

An intelligent discovery system that finds the best carriers for specific need.

An integrated platform to reduce costs and enhance service quality and efficiency.

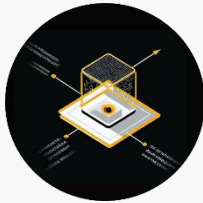
WHAT MAKES ORCHESTRO DIFFERENT?

Simplified Pricing and No Long-term Contract



Our flexible, no long-term contracts offer shippers transparent pricing and the freedom to adjust as needed. Pay only for what you use and scale effortlessly.

Ability to Flex for Peak Season



Multiple carrier options provide the scalability needed to handle peak periods or unexpected surges in demand without compromising on delivery times or service quality.

Maximize Optionality



By leveraging multiple carriers, businesses can quickly adapt to changes in demand, service disruptions, or other market conditions.

Universal Label



Enhancing interoperability and data visibility across the entire supply chain, Orchestra's universal label facilitates seamless integration and communication between different carriers, warehouses, and systems.

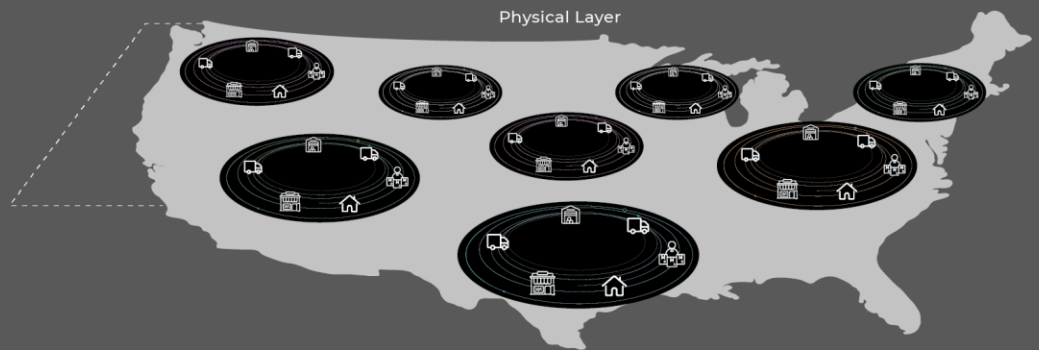
State-of-the-Art AI Technology



Orchestra is an AI-powered platform for smart routing, dynamic scheduling, predictive analytics, performance monitoring, real-time tracking, and more.

HARMONIZING THE DELIVERY LANDSCAPE

Fragmented delivery landscape



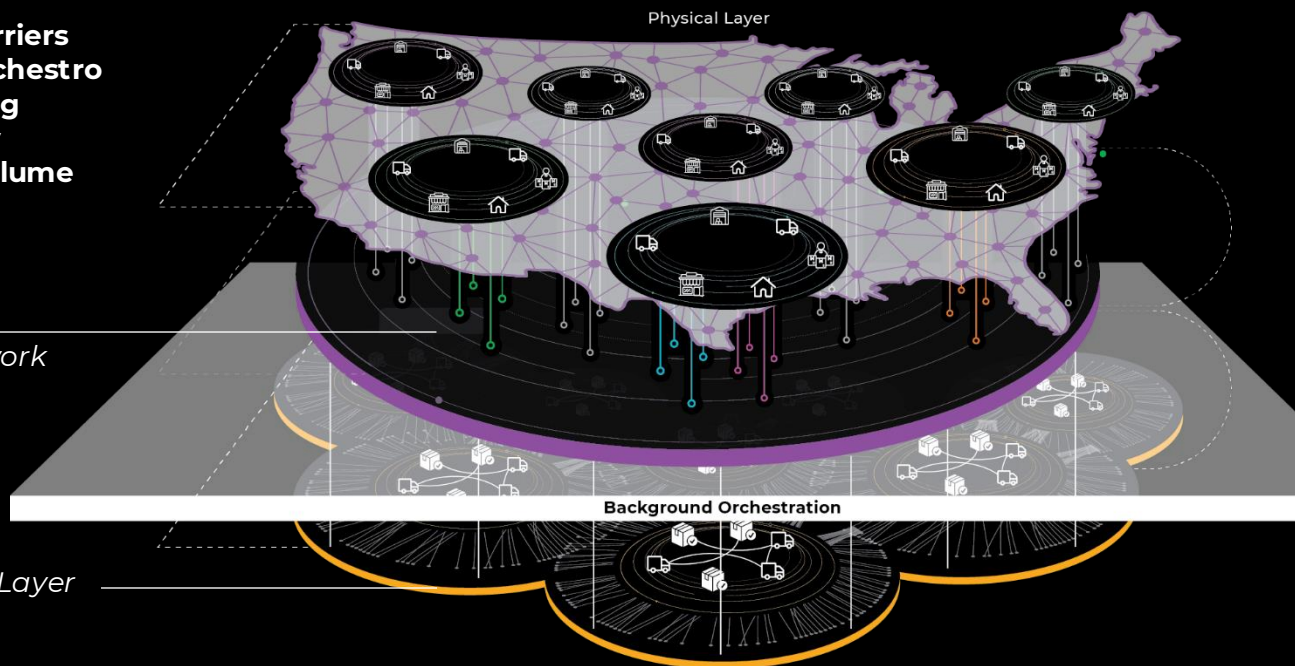
An ecosystem out of balance:

- Fewer choices for shippers
- Limited geographic footprint and access to volume & density
- Few players determine pricing

Shippers and carriers plug into the Orchestro network, creating national delivery coverage and volume density

Orchestro Participant Network

Orchestration AI Layer



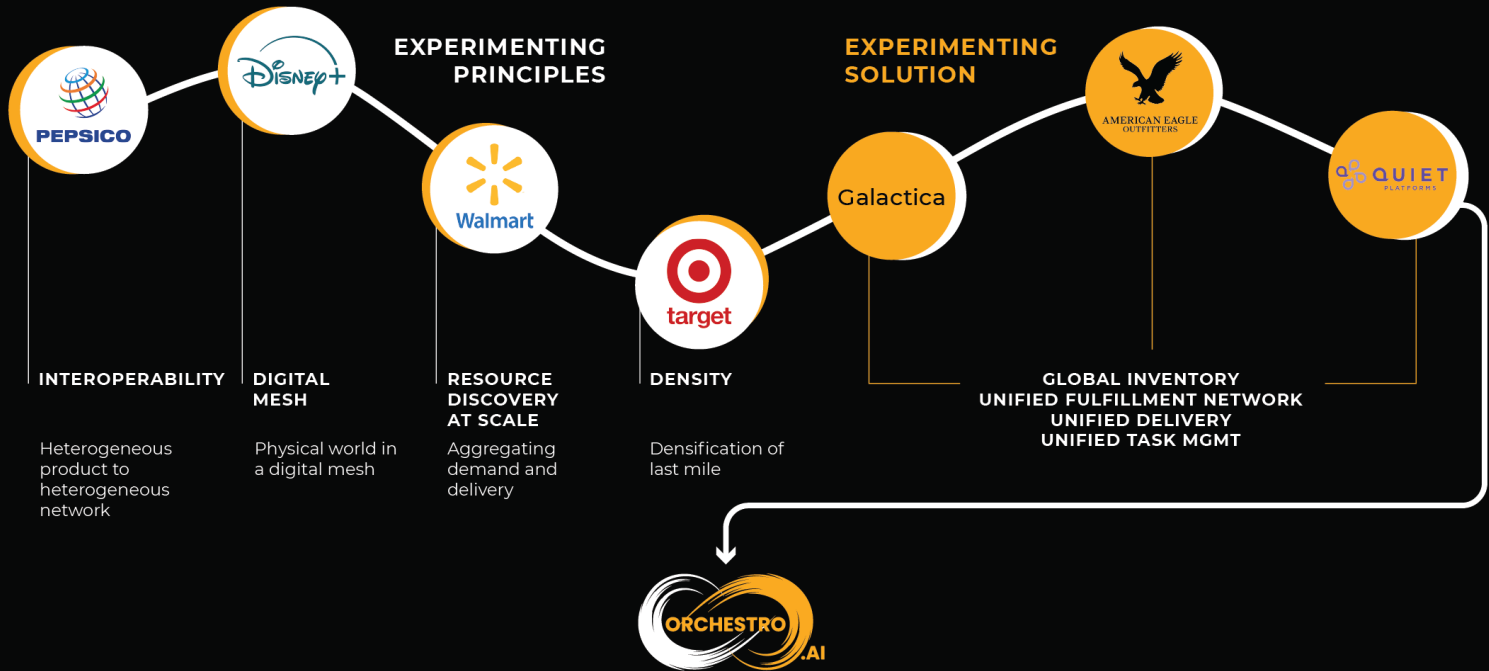
Shippers and carriers opt into the Orchestro Open Parcel Network

- Partner mesh connects shippers and carriers
- Greater coverage & access to packages
- Interconnect and interchange between networks for economies of scale
- Low barrier to entry through seamless onboarding and integration

ABOUT ORCHESTRO

Discover, connect, organize and orchestrate the world's logistics assets to create a sustainable, seamless, hyper-efficient ecosystem.

JOURNEY TO ORCHESTRO



OUR VALUES

Neutrality

We maintain an unbiased approach, focusing solely on optimizing logistics operations without favoring specific carriers or maintaining outdated contracts.

Trust

We prioritize visibility and reliability to reshape the future of logistics.

Transparency

We prioritize clear, open communication and operations, ensuring all stakeholders have access to accurate, real-time information.

Innovation

Orchestro is a market disruptor, uniquely offering Zone Zero prices—the lowest rates available across high-density metro areas..

Connectedness

We enhance discoverability and operational efficiency through unlimited connectivity.

Openness

We foster fairness and collaboration through an open networked marketplace.

OUR TEAM

Orchestro's management team is composed of top-notch talent with diverse and impressive backgrounds. Our leaders have honed their skills and expertise at renowned companies such as American Eagle, Target, Disney, and Apple. Additionally, our team of over 50 team members bring invaluable logistics and technical expertise. Together, our mission is to revolutionize the logistics industry with innovation, efficiency, and transparency.



Shekar Natarajan

Founder and CEO

American Eagle, Target,
Walmart, Disney



Bhagavathy Krishna

Chief Technology Officer

Apple



Tom Fiorita

Chief Development Officer

Founder and CEO,
Point Pickup



Sanjay Raj

Chief Business Officer

CEO WarePort, Partner
Shopify, Deliverr, Flexport



Jim Cochrane

Chief Marketing & Strategy
Officer

CEO Package Shippers
Association, CIO VP USPS



Suresh Bhardwaj

Chief Product Officer

Co-founder, Manhattan
Associates



Azi Akbar

Head of Data Science

Quiet



Nag Thota

Managing Director, India

Amazon, Yahoo



Terry Murray

Head of Pricing & Carrier
Relations

Director of Revenue Mgmt
Strategy UPS

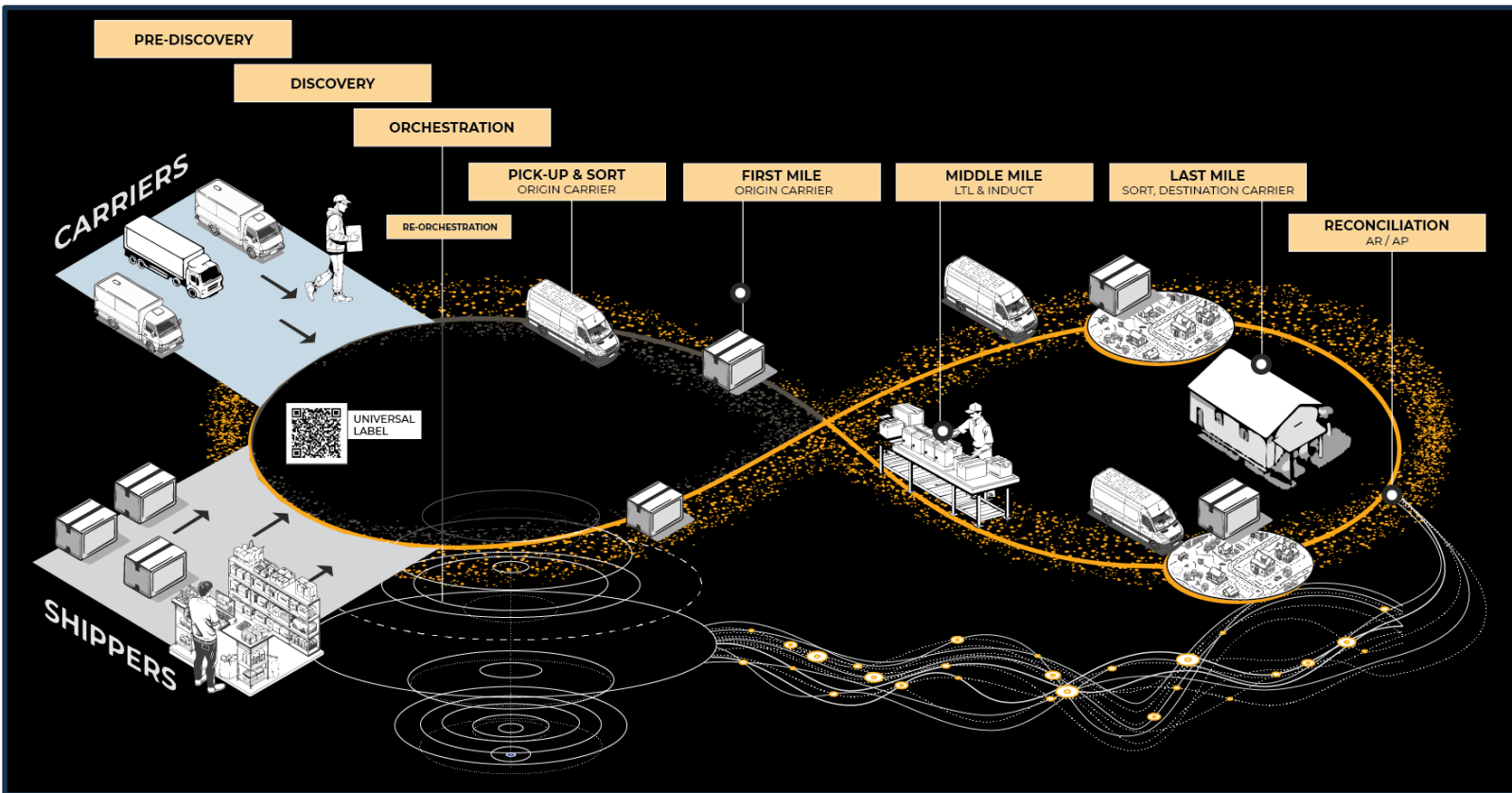


Nicholas Araiza

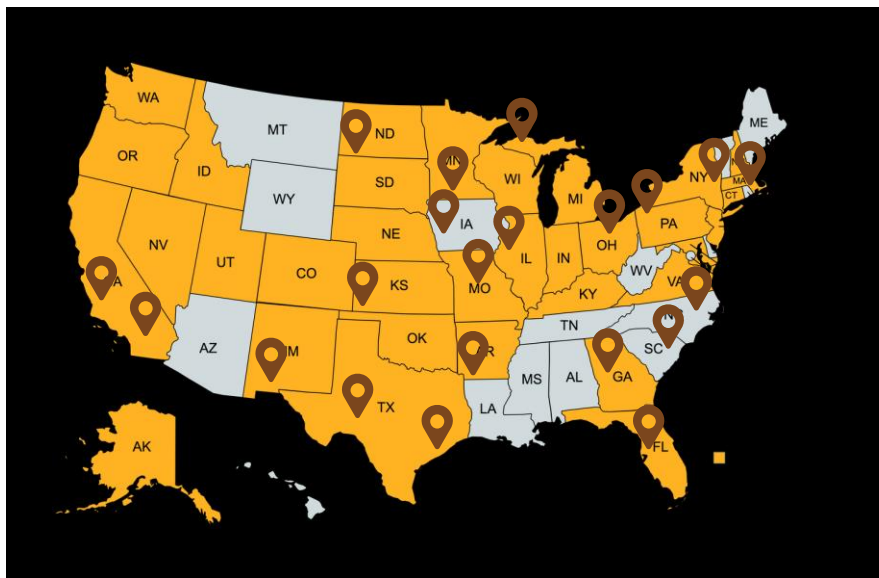
Head of Business
Development

TForce Logistics, UPS

THE JOURNEY OF A PARCEL



NATIONAL CARRIER NETWORK



Our Proposal

Phase 1: Recommended Volume Allocation to Orchestro Network

DHL	FedEx
Cost per Parcel (CPP): \$5.29	Cost per Parcel (CPP): \$9.30
Current Volume: 5500 parcels per day	Current Volume: 5500 parcels per day

Total Savings: \$2.48 million

New CPP: \$5.65	
Nationwide Zip Coverage from Orchestro	Old Carrier Mix (parcels/day):
New Carrier Mix (parcels/day):	DHL: 5000
DHL: 0	FedEx: 5500
FedEx: 2750	FedEx: 3009
FedEx: 10759	

Phase 2: Enhance Savings with Northeast Regional Carriers

Total Savings (including Phase 1): \$3.90 million

New CPP: \$5.65
East Region
Your Current CPP: \$7.88
New CPP: \$4.05
Population: 17%
Zips Covered: 7000



Our Proposal, Cont'd.

Phase 3: Enhance Savings with West Regional Carriers

Total Savings (including Phase 1 & 2): \$4.97 million

New CPP: \$5.65

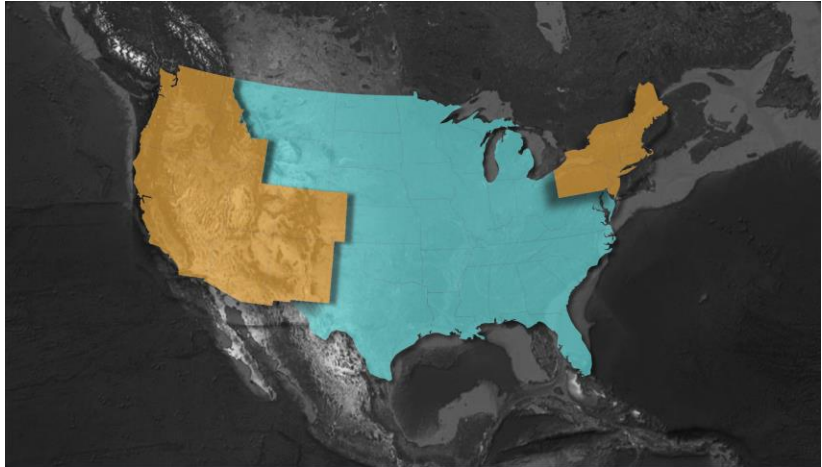
West Region

Your Current CPP: \$7.89

New CPP: \$4.05

Population: 22%

Zips Covered: 6000



Phase 4: Enhance Savings with North Regional Carriers

Total Savings (including Phase 1, 2 & 3): \$6.13 million

New CPP: \$5.65

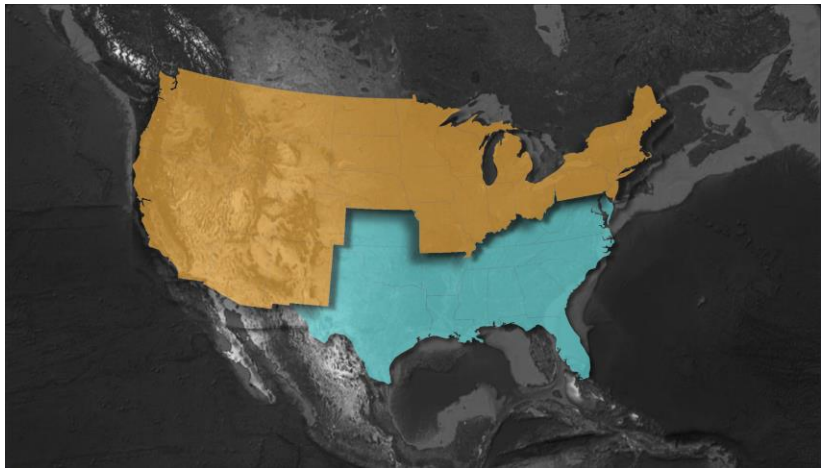
North Region

Your Current CPP: \$7.85

New CPP: \$4.00

Population: 21%

Zips Covered: 10946



Our Proposal, Cont'd.

Phase 5: Enhance Savings with South Regional Carriers

Total Savings (including Phase 1, 2, 3 & 4): \$9.34 million

New CPP: \$5.65

South Region

Your Current CPP: \$7.85

New CPP: \$3.75

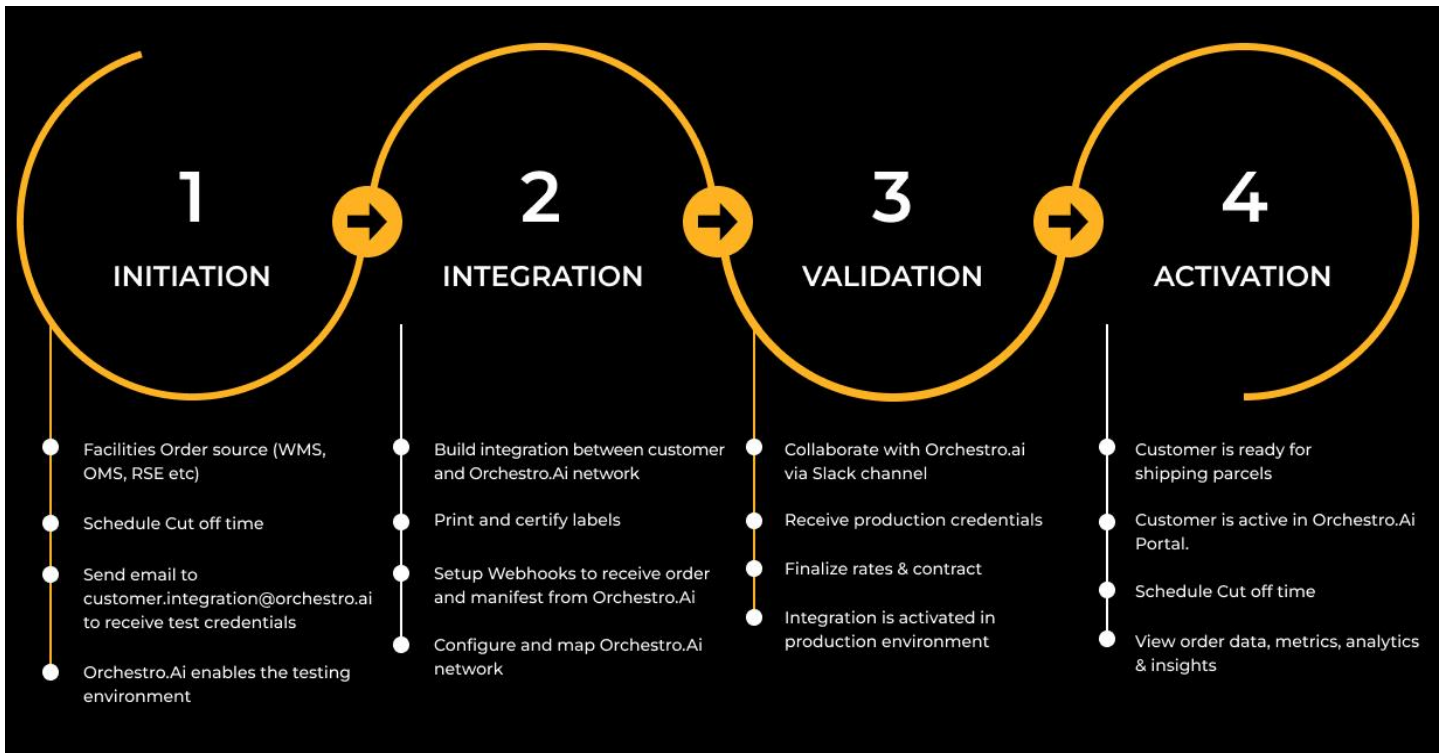
Population: 40%

Zips Covered: 16850

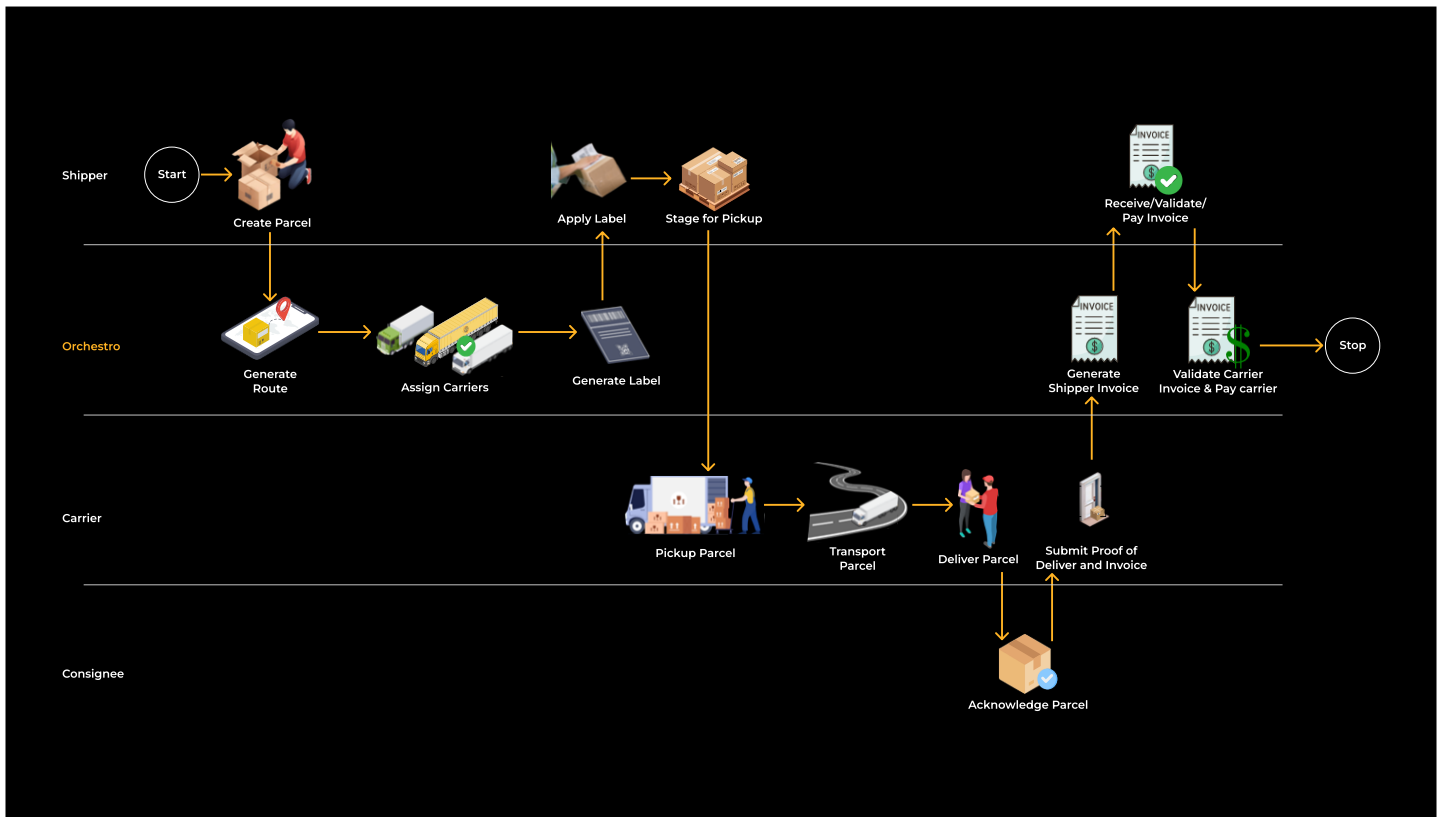


In Phase 1, we recommend allocating 100% of your FedEx deliveries (5,000 parcels per day) and 50% of your DHL deliveries (5,500 parcels per day) to Orchestro. This adjustment will result in an annual savings of \$2.48 million on your shipping costs. Additionally, we suggest incorporating our regional carriers over the next four phases, which will lead to a total savings of \$9.34 million.

Integration Flow



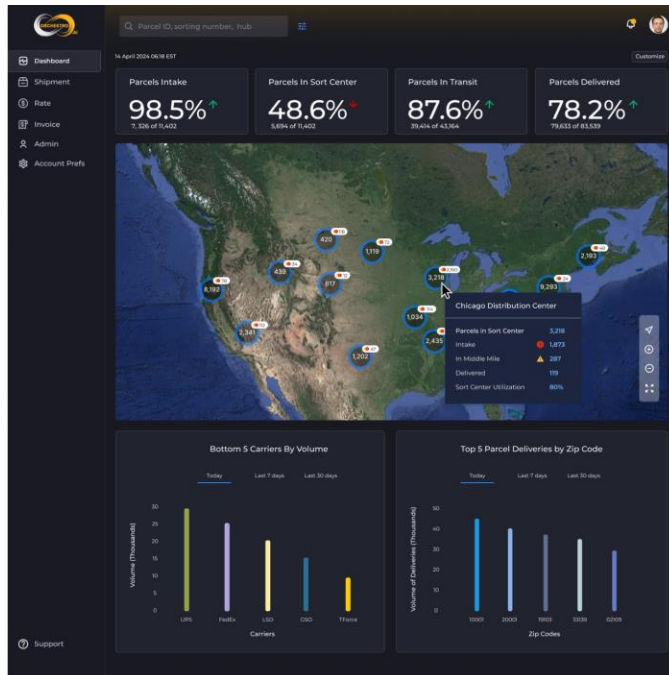
Operational Flow



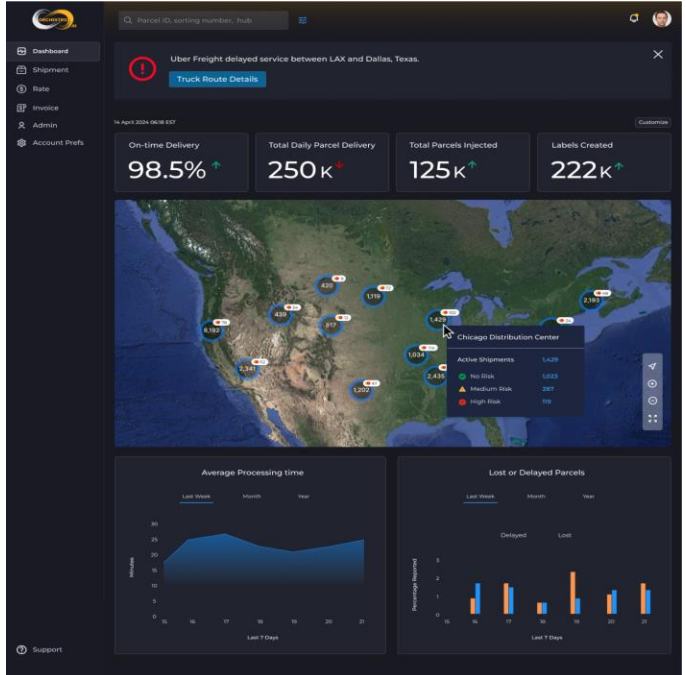
There will be no changes to your current operational flow

Post Operational Flow

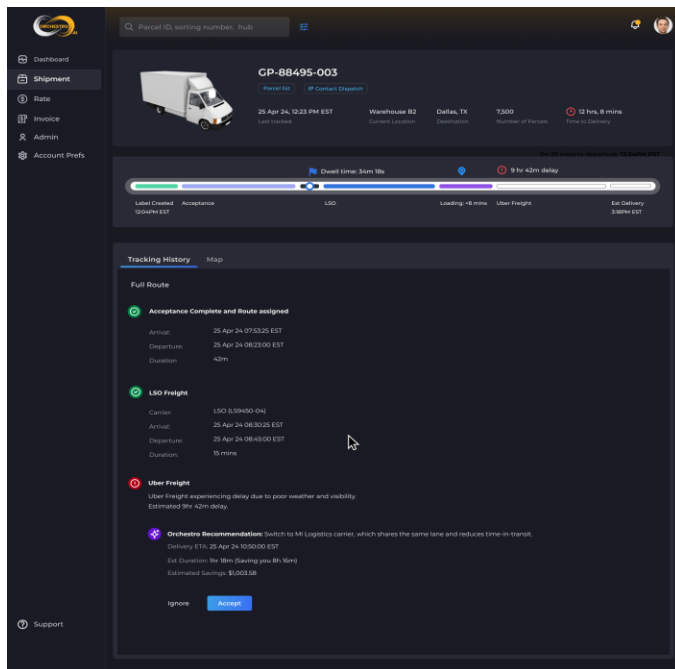
Parcels in motion dashboard for operations



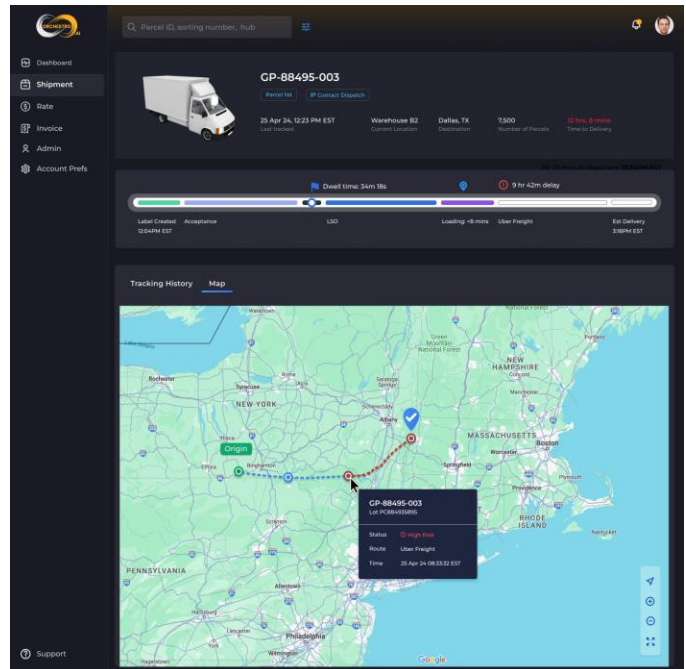
Alert issues in real time



Tracking History Details



Review alert details



Post Operational Flow, Cont'd.

Resolve issues using Artificial intelligence

The screenshot displays the Orchestro AI interface. On the left, a sidebar contains navigation links: Dashboard, Shipment, Rate, Invoice, Admin, and Account Prof. The main area shows a shipment summary for GP-88495-003, including a truck icon, date (25 Apr 24, 12:23 PM EST), warehouse (Warehouse B2), and status (On Hold). Below this is a tracking history section with a map view. The right panel, titled 'Message Center', shows a conversation between John Wentz and Orchestro AI. The messages discuss a delayed parcel, the reason for the delay (carrier capacity), and the AI's recommendation to switch to a different carrier (MT) to resolve the issue.

Tracking parcel status

The screenshot shows the Orchestro AI interface with a detailed tracking history for parcel PC98BD66. The top section displays a timeline of events: Label Created (12:04 PM EST), Acceptance (12:04 PM EST), Carrier 1 (ATL, GA), Loading (18 mins), Carrier 2 (Last mile), and Est Delivery (3:38 PM EST). Below this, the 'Tracking History' section provides a full route overview, including arrival and departure times for each stage. A 'Proof of Delivery' image shows a brown cardboard box placed on a porch.

View parcel details

The screenshot displays the Orchestro AI interface with detailed parcel information for PC98BD66. The top section shows a timeline of events: Label Created (12:04 PM EST), Acceptance (12:04 PM EST), Carrier 1 (ATL, GA), Loading (18 mins), Carrier 2 (Last mile), and Est Delivery (3:38 PM EST). Below this, the 'Parcel Details' section provides a comprehensive overview of the shipment, including the tracking ID (JTSTT1280072), shipper (GLS), from address (201 W Adams St, Detroit, MI, 48203), line haul destination (From GLS to BT), sender contact number, consignee name (Diana Foster), consignee contact number, dimensions (20 x 10 x 7 inches), and weight (5 lb). The 'Charges' section lists the base rate (\$5.5), fuel surcharge (10%), and re-packing charges (\$0.0033). The 'Logs' section shows the creation date and time.

Track parcels in the map

The screenshot shows the Orchestro AI interface with a map view of the parcel's route. The map displays the route from Atlanta, GA to Boston, MA, with a blue line indicating the path. A pop-up window shows the current status of the parcel: PC98BD66, lat PC98-035995, status Medium, 336, route Carrier 2 (Last mile), and time 25 Apr 24 08:33:32 EST. The map includes labels for various cities and states, such as New York, Massachusetts, and Rhode Island.

Operational Advantages

Customer Service Excellence

Dedicated Orchestro Ambassador:

Each partner receives a dedicated account ambassador who serves as your primary point of contact, ensuring personalized support and proactive management of your logistics needs.

AI-Powered Assistance:

Our AI bot provides instant, 24/7 customer support, handling routine inquiries and freeing up your team to focus on more complex issues.

Better Trucks Customer Service:

Our anchor partner, Better Trucks, offers exceptional customer service, providing timely and effective support to ensure smooth operations and quick resolution of any issues.

Carrier Flexibility

Scalability:

Orchestro provides the ability to scale your operations up or down in response to seasonality, peak periods, or market fluctuations. This flexibility ensures you can efficiently manage volume changes without compromising service quality.

Dynamic Carrier Options:

Our platform allows you to switch between carriers based on performance, cost, and service levels, ensuring optimal efficiency and reliability at all times.

National Carrier Back-fill

Comprehensive Tracking:

Orchestro's advanced tracking capabilities provide real-time visibility into your shipments. This ensures you and your customers can monitor the progress of deliveries from start to finish, enhancing transparency and trust.

Operational Advantages, Cont'd.

Integrated Tracking

Comprehensive Tracking:

Orchestro's advanced tracking capabilities provide real-time visibility into your shipments. This ensures you and your customers can monitor the progress of deliveries from start to finish, enhancing transparency and trust.

Advanced Technology Platform

Seamless Integration:

Our tech platform integrates seamlessly with your existing systems, offering a customized solution that fits your specific requirements. This ensures smooth data flow and operational efficiency.

Universal Label:

Our single, universal label system connects an unlimited number of regional, national, and middle-mile carriers. This simplifies the shipping process, reducing errors and streamlining operations.

Automated Documentation:

Our platform automates essential documentation processes, reducing administrative burdens and increasing accuracy.

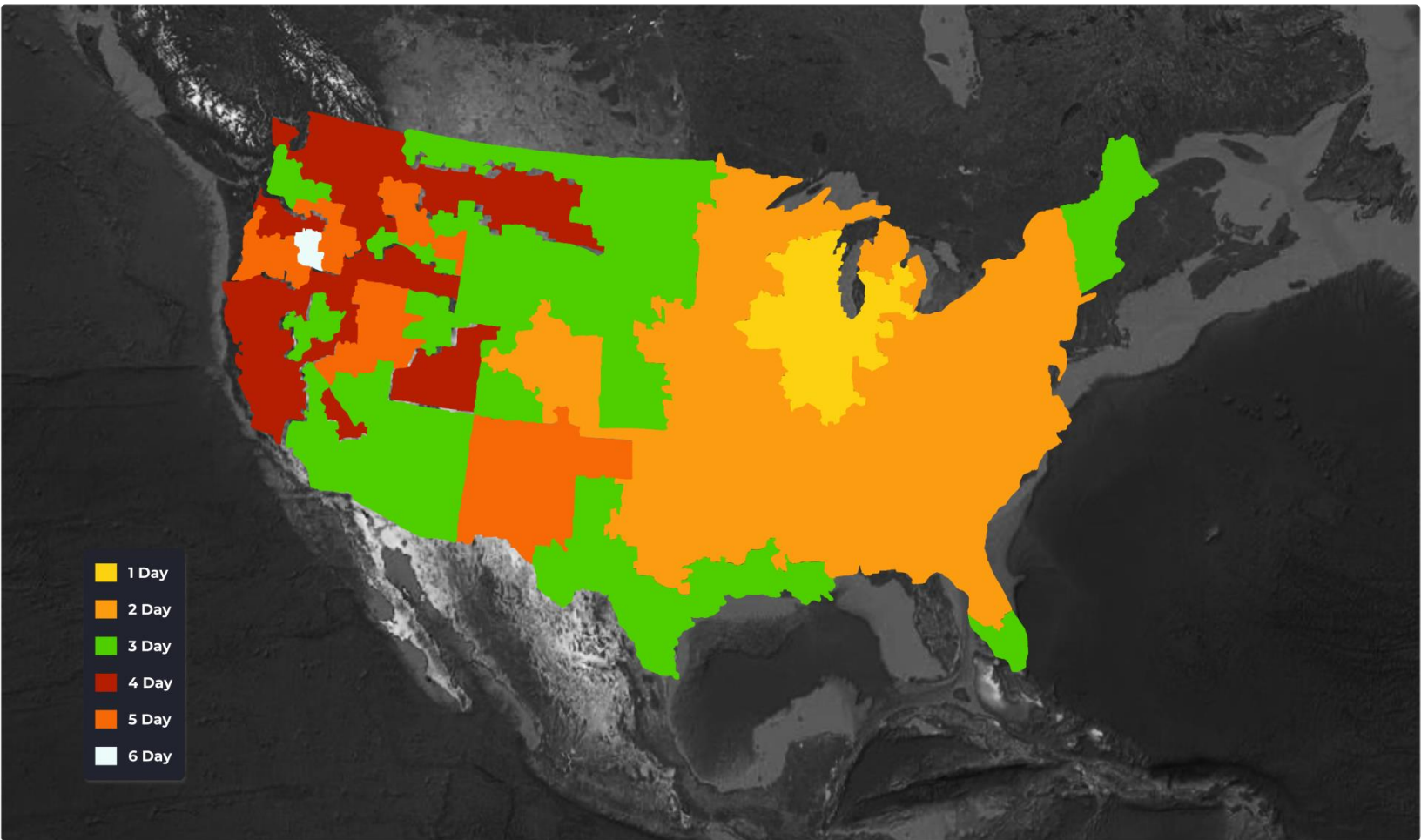
Predictive Analytics

Leverage AI-driven insights to predict demand, optimize routes, and improve overall logistics performance.

Rate Card

Weight	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
10 OZ	\$3.71	\$3.71	\$3.74	\$3.79	\$3.83	\$3.89	\$3.97	\$4.05
11 OZ	\$3.79	\$3.79	\$3.80	\$3.81	\$3.87	\$3.91	\$4.00	\$4.09
12 OZ	\$3.79	\$3.79	\$3.80	\$3.84	\$3.89	\$3.94	\$4.03	\$4.12
13 OZ	\$4.02	\$4.02	\$4.10	\$4.15	\$4.21	\$4.26	\$4.36	\$4.45
14 OZ	\$4.03	\$4.03	\$4.13	\$4.19	\$4.24	\$4.30	\$4.41	\$4.51
15 OZ	\$4.05	\$4.05	\$4.16	\$4.23	\$4.29	\$4.35	\$4.46	\$4.57
15.99 OZ	\$4.08	\$4.08	\$4.19	\$4.25	\$4.32	\$4.37	\$4.50	\$4.61
1 LB	\$4.18	\$4.18	\$4.47	\$4.65	\$4.86	\$5.07	\$5.09	\$5.17
2 LB	\$4.50	\$4.50	\$4.89	\$5.37	\$5.45	\$5.67	\$5.91	\$5.98
3 LB	\$4.66	\$4.66	\$5.14	\$5.60	\$5.84	\$6.02	\$6.25	\$6.53
4 LB	\$4.84	\$4.84	\$5.27	\$5.86	\$6.08	\$6.36	\$6.75	\$7.03

Time-in-Transit Map



OPERATIONAL ADVANTAGES

Partnering with Orchestra for your Shipping Solutions

Orchestra offers a robust set of operational advantages tailored to meet the specific needs of our shipping partners.

CUSTOMER SERVICE EXCELLENCE

Dedicated Orchestra Ambassador: Each partner receives a dedicated account ambassador who serves as your primary point of contact, ensuring personalized support and proactive management of your logistics needs.

AI-Powered Assistance: Our AI bot provides instant, 24/7 customer support, handling routine inquiries and freeing up your team to focus on more complex issues.

Better Trucks Customer Service: Our anchor partner, Better Trucks, offers exceptional customer service, providing timely and effective support to ensure smooth operations and quick resolution of any issues.

CARRIER FLEXIBILITY

Scalability: Orchestra provides the ability to scale your operations up or down in response to seasonality, peak periods, or market fluctuations. This flexibility ensures you can efficiently manage volume changes without compromising service quality.

Dynamic Carrier Options: Our platform allows you to switch between carriers based on performance, cost, and service levels, ensuring optimal efficiency and reliability at all times.

NATIONAL CARRIER BACK-FILL

Negotiated Consolidator Rates: Orchestra has secured competitive rates with major carriers like ACI, UPS, DHL, and various postal consolidators. This ensures cost-effective shipping options, even when demand spikes or additional capacity is needed.

OPERATIONAL ADVANTAGES, Cont'd.

INTEGRATED TRACKING

Comprehensive Tracking: Orchestro's advanced tracking capabilities provide real-time visibility into your shipments. This ensures you and your customers can monitor the progress of deliveries from start to finish, enhancing transparency and trust.

ADVANCED TECHNOLOGY PLATFORM

Seamless Integration: Our tech platform integrates seamlessly with your existing systems, offering a customized solution that fits your specific requirements. This ensures smooth data flow and operational efficiency.

Universal Label: Our single, universal label system connects an unlimited number of regional, national, and middle-mile carriers. This simplifies the shipping process, reducing errors and streamlining operations.

Automated Documentation: Our platform automates essential documentation processes, reducing administrative burdens and increasing accuracy.

Predictive Analytics: Leverage AI-driven insights to predict demand, optimize routes, and improve overall logistics performance.

YOU'RE IN GOOD HANDS

At Orchestra, we understand that seamless logistics and dependable support are critical to your business success.

Dedicated Points of Contact

Personalized Attention:

Each customer is assigned a dedicated Orchestra Account Manager who acts as your single point of contact, ensuring all your needs are met efficiently. From IT issues to tracking and billing inquiries, our specialists are always ready to assist.

Expert Support Team:

Our support team comprises seasoned professionals with deep expertise in logistics, technology, and customer service, guaranteeing you receive the highest level of support.

Streamlined Onboarding Experience

Customized Integration

Our tailored onboarding process ensures that your business seamlessly integrates with the Orchestra platform. We take the time to understand your unique requirements, providing a personalized setup that aligns perfectly with your operations.

Self-Serve Portal

Monitor your onboarding progress with our interactive dashboard. Track milestones, view completed tasks, and identify next steps to ensure a smooth and efficient onboarding journey.

Proactive and Continuous Support

Regular Business Reviews

Regular business reviews with your dedicated account manager help identify opportunities for optimization and address any issues before they impact your operations.

Advanced Reporting Tools

Gain valuable insights with our robust reporting tools, providing you with detailed, customizable reports that help you make informed decisions and drive continuous improvement.

YOUR QUESTIONS, OUR SOLUTIONS

Integration Q&A

Q We use WMS / OMS to create shipment, can you integrate with us?

A We have inbuilt integrations with many of the industry leading WMS/OMS/TMS and Rate Shopping engines. We can also integrate using APIs with your custom applications.

Q How much time does it take to integrate with you?

A Our typical integrations last anywhere from 1-2 weeks depending on various factors.

Q What shipping systems do you integrate with? (Shipstation, Proship)

A We are integrated with WMS systems like Logiwa, Shiphawk and Rate Shopping engines such as Shipium and Shipstation. Our timeline for new integration with Rate Shopping Engine is typically two weeks. If you have a Rate Shopping Engine that we are not integrated with we can turn it around in 2 weeks.

Q Do you support FTP, API, or EDI integration for data exchange (full invoice data by tracking number)?

A We support FTP, Webhooks and API for data exchange for rates, tracking, label and invoicing. We currently do not support EDI.

YOUR QUESTIONS, OUR SOLUTIONS

Service and Geography Q&A

Q What service types do you support?

A Currently, we support deferred Ground services throughout the USA with TNT range from 3-8 days and 2-day service in the Northeast United States.

Q Do you support returns?

A Yes, we do support returns

Q Can I file claims for lost or damaged packages?

A Yes, you can file claims for loss or damages with Orchestro if the parcel was delivered by Orchestro's Open Parcel Network up to \$100. For parcels delivered by USPS/UPS the claims must be filed with them.

YOUR QUESTIONS, OUR SOLUTIONS

Operations Q&A

Q Do you have minimum volume requirement?

A Our minimum volume requirement is 100 parcels per day. However, we are open to waiver, if there are unique conditions that require exception.

Q I am already working with a regional carrier that I like. Can I continue working with them?

A Yes! You can keep your existing carriers. We are integrated with all large regional carriers, and we can ensure that your existing carrier remains with you.

Q Can you support 53' drop trailer swaps?

A We currently do not support trailer swaps. However, we support live unloading. Our typical unload times range from 30 mins to 60 mins.

Q How do the packages have to be loaded? (plastic pallet, wood pallet, slip sheet, floor stacked, etc.)

A We accept either plastic pallet or wood pallet loaded packages. The packages are typically in gaylords, or box loaded on pallet. In certain cases, we also accept packages in plastic bags.

Q Do you require physical manifest papers to be generated for each pickup?

A No, we do not require physical manifest papers to be generated. Manifest can be sent electronically to us using webhooks, API or SFTP.

YOUR QUESTIONS, OUR SOLUTIONS

Customer Support & Service Q&A

Q All carriers do not provide the same level of service, how do you ensure that quality of service is kept high?

A Orchestro sets the service SLAs, standardization of surcharges, and performance metrics for all it's carriers to meet. We closely monitor the performance, and we replace the carriers if they are not performing at the levels defined.

Q How can you support me during peak times when we need the carriers the most?

A Orchestro is built on the principles of resilience, flexibility and scalability. We have the ability to add extra capacity for sortation and carriers during peak with our regional carrier partners, delivery services partner and with hot shot delivery agents. This ensures that you have a smooth peak!

Q Do you provide international services?

A No, we are focused on providing coverage within the United States.

Q I am already integrated with a regional carrier and postal integrator, why do I need Orchestro?

A Wait till you see our rates ! Our value proposition is not just lower rates but also redundancy, choice and simplicity of integrations. We are one hook that you need to tap into all the carriers across the country.

Q How can I contact you for support?

A For all support requests that do not require immediate assistance, please send us an email at support@orchestro.ai . Our typical response time is 4-8 hours. For all urgent support please visit our website and use our chat function for immediate assistance.

Q What is customer support like? Do we get a dedicated account manager?

A Yes, each customer has a dedicated Customer Success Manager who provides ongoing support for the operations. We also provide a 24/7 helpdesk support where customer's can reach our support staff and log tickets for resolution.

YOUR QUESTIONS, OUR SOLUTIONS

Contracts & Invoicing Q&A

Q Do you have long term contracts?

A No, we do not.

Q Do you have any penalty clauses in your contracts?

A No long-term contract, no penalty clause. Really!

Q How long is your typical contract?

A Our typical contracts are for one year.

Q Do you bill upon delivery or upon first scan?

A We bill upon first scan.

Q What are your lost package and damage rates like?

A Orchestro provides claims liability for up to \$100 per package for packages injected into Orchestro's network. However, Orchestro does not provide any liability of lost or damaged packages when injected into USPS.

YOUR QUESTIONS, OUR SOLUTIONS

Other Q&A

Q Do you have minimum volume requirement?

A Our minimum volume requirement is 100 parcels per day. However, we are open to waiver, if there are unique conditions that require exception.

Q I am already working with a regional carrier that I like. Can I continue working with them?

A Yes! You can keep your existing carriers. We are integrated with all large regional carriers, and we can ensure that your existing carrier remains with you.



Orchestrating a more reliable and
cost-effective delivery ecosystem.

ORCHESTRO AI

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