Yard Management System (YMS) Implementation and Capabilities
The discussion centered on expanding a scalable, integrated YMS that covers driver check-in, dock coordination, and yard spot management, designed to replace multiple siloed systems.

Jake Koppinger detailed an advanced YMS currently live at 24 facilities of Fimo Brands, with plans to expand to 260 sites, integrating directly with SAP ERP and Transplace TMS to create a unified yard protocol across four user personas: truck drivers, dock coordinators, guards, and yard spotters (05:33).

This system covers appointment creation, driver check-in/out, dock door assignment, trailer movement, and real-time task management.
Jake emphasized the YMS reduces complexity by consolidating multiple roles and workflows into a single interface, improving data accuracy and operational visibility.
The platform enables customization of zones, dock doors, and yard spots, with color-coded alerts for dock timers, detention, and must-depart times to optimize yard flow.
Expansion to a cohort of partners aims to refine scalability and adoption beyond initial sites.
The YMS includes a proprietary driver authentication method that identifies over 200,000 registered drivers without requiring app downloads, simplifying user adoption and reducing friction (08:22).

Authentication leverages a Freight Roll ID or phone number verification via two-factor authentication.
Drivers can check in using QR codes or low-cost kiosks (tablet on a stick) to accommodate devices or preferences.
This approach contrasts with competitors like Velostics that push app downloads, which Jake notes can limit driver compliance.
Handling unregulated trailer movement and free-flowing carrier access was identified as a major operational challenge, with the YMS proposing a protocol change requiring drivers to check in via QR code or kiosk to track trailer pickups and drops (10:13).

Jake acknowledged this requires carrier agreement and represents a cultural shift toward more controlled yard access.
To address concerns about driver compliance, Jake revealed a six-month roadmap feature involving installation of cameras and machine vision technology to passively monitor trailer movement and maintain yard inventory accuracy without driver interaction.
This solution aligns with Primo Brands' contract scope, providing a non-intrusive method to track trailers in yards lacking security gates or guards.
Digital Bill of Lading (BOL) and Paperwork Automation
The YMS offers a digital BOL solution that streamlines paperwork, reduces printing costs, and improves document storage and retrieval.

Jake explained that digital BOL replaces physical signatures with tablet-based signing, cutting down printed copies from three to two, and digitizing storage to save up to 70 cents per page

over seven years per document, justifying the full suite cost at 30 daily outbound shipments (18:21).

This digital process integrates with SAP or TMS via API, PDF, or SFTP to ingest shipment data.
Drivers receive text notifications prompting them to sign at kiosks, capturing seal or reference numbers electronically.
Signed BOLs are stored digitally and accessible for customer audits, eliminating physical storage overhead.
The system supports two-way messaging between dock coordinators and drivers, enabling quick communication and status updates on shipments and tasks (30:22).

Messaging is integrated into the driver and yard management interfaces.
Real-time updates improve coordination and reduce delays.
Trailer and Yard Spot Task Management
The platform automates trailer movement and yard spot allocation through task creation and monitoring, enhancing operational efficiency.

Jake demonstrated task creation for moving trailers from unknown zones to dock doors, including safety checks, with real-time task status visible to yard spotters via an Android app (27:00).

Tasks auto-generate subsequent moves, such as relocating trailers after loading completes.
Visual indicators and task history provide audit trails and operational transparency.
This system supports continuous yard flow management, minimizing bottlenecks.
Yard layout customization allows users to define zones, dock doors, and spots, with real-time updates on trailer locations and task progress (21:31).

The system supports inbound and outbound workflows, live drop, and empty trailer handling.
Unknown zones accommodate trailers parked outside defined spots, improving inventory accuracy.
Product Roadmap and Limitations on Proof of Delivery (POD)
Current capabilities do not fully support digital POD capture, especially for over-the-road (OTR) drivers, but this is an area of active development.

Jake noted that while digital POD capture (e.g., driver or customer signatures on delivery) is on the roadmap, it is not yet live due to low compliance from OTR drivers and reliance on paper-based processes (34:07).

Primo Brands plans to pilot a solution integrating Samsara ELD devices for their dedicated fleet to capture POD digitally.
For OTR drivers, Jake described alternative methods like photo capture of signed paper PODs via driver devices, but cautioned about low effectiveness and enforcement challenges.
The team is exploring automating POD data capture from customers using digital BOLs as the source, aiming for a future fully automated inbound process.

Jake framed the POD challenge as a relationship and compliance issue rather than a technical one, emphasizing that no silver bullet solution exists (37:08).

The company is open to partner input to build POD-related features that match their operational realities.

Jake Koppinger: 00:00
 Yep, yep. Got a little repeater going on. No, it's just normal.

HQ-SOUTH Legacy 207: 00:29
 I forgot to turn it off before. Before.

Jake Koppinger: 00:36
 Makes sense.

HQ-SOUTH Legacy 207: 00:37
 So, Jake, this is Lee, who's in the room with me. Jake Lee runs logistics for us. And then you get. One of his guys is going to come in. John, he's a gentleman. That's actually rolling out TMS right now.

Jake Koppinger: 00:55
 So.

HQ-SOUTH Legacy 207: 00:57
 For our discussion last week, I.

Casey: 00:59
 Think it'd be a little better.

Jake Koppinger: 01:02
 Yep.

HQ-SOUTH Legacy 207: 01:02
 You'll understand a little bit more than I will.

Jake Koppinger: 01:05
 Yep, yep, fair enough. There's one other guy that may be in the waiting room. I don't know. Casey?

HQ-SOUTH Legacy 207: 01:14
 Nope.

Jake Koppinger: 01:16

Okay. Might be joining in a minute here. Well, joins and joins. Cool. Well, Thanks for jumping on, Paul. I appreciate you putting this all together. Yeah.

HQ-SOUTH Legacy 207: 01:46
 So Jake, let me, let me just give a little back. So when you were gone, you were gone. I had a discussion with Jake and here's Casey. It looks like he's not. No Casey. About their technology. And there was a connection between Sylvia Shepard and Jake. So Mike Wade called me.

HQ-SOUTH Legacy 207: 02:08
 So.

HQ-SOUTH Legacy 207: 02:10
 Jake and I had a short conversation. I don't understand stuff. I'm like, hold on, before we get too far down the tube, let me get the guys in the room that would actually understand it. I explained to him that we're already using another platform in the tms. That freight roll would actually work like similar. But I figured, you know, let's spend the 30 minutes and take a look at what the technology looks like. You're going to speak the different language. Is that, is that fair, Jake?

Jake Koppinger: 02:42
 Yeah. Yep, yep, that's, that's about right. And appreciate you guys jumping on. It's Lee and John, right?

HQ-SOUTH Legacy 207: 02:51
 Yep.

Jake Koppinger: 02:52
 Awesome. And on my side, I've got Casey as well. Casey's helping us on the, the go to market side. So he's, he's new, he's kind of here to listen and, and kind of see everything going on. Why don't I share my screen? I've got a little bit of a deck to run through, but mostly I want to jump into the demo and then give you guys a sense for what it is. Are you able to see my screen?

HQ-SOUTH Legacy 207: 03:28
 Yes.

Jake Koppinger: 03:29
 Yep. Okay, cool. So just my understanding from talking to Paul is that you guys have implemented Redwood, Is that right? Yeah.

HQ-SOUTH Legacy 207: 03:41
 So Redwood Connect is the platform that speaks between our carriers and our SAP erp and that integrates with Mercury Gate.

Jake Koppinger: 03:55

Okay. Okay, so you've got SAP erp. Are they what you have in your facilities as well? Like a warehouse man, ewm, or, or.

HQ-SOUTH Legacy 207: 04:07
Do you have SAP for all the warehouse management stuff.

Jake Koppinger: 04:11
Okay. Is it EWM or WM or.

HQ-SOUTH Legacy 207: 04:14
No, it's base. SAP.

Jake Koppinger: 04:17
Base. Okay. Okay. All right. And so Breadwood. And then it sounds like you've recently implemented Velostics in your yards, or at least some of your yards. Is that right?

HQ-SOUTH Legacy 207: 04:32
From an appointment creation and planning perspective, carrier pickup appointments, not as yard management.

Jake Koppinger: 04:41
Got it. Okay.

HQ-SOUTH Legacy 207: 04:43
They haven't, we haven't gone there yet with it, but we use them mainly for dock appointment scheduling and some of the carrier management for drivers in and out.

Jake Koppinger: 04:53
Got it. Okay. Okay. So that would be largely where we kind of come in. We're, we're sort of, I guess I'd say comparable. We've got some other capabilities, but that's sort of where we sit. So the background that Paul laid out I think is relevant. Just a little bit more background on that. So we're, you know, we're an early stage company. We're building essentially a, call it a cohort of partners. Our first big partner is Fimo Brands, formerly known as Nestle Waters. Are you familiar with them at all?

HQ-SOUTH Legacy 207: 05:33
Yes.

Jake Koppinger: 05:33
Yeah, yeah. So they're, they're very large shipper. They. We've been live with them at 24 of their facilities for the last year and a half and we recently won a contract with them to expand beyond their 24 retail facing facilities to the rest of their 260 facilities across all different shapes and sizes. So they've got a large distribution network of 100 plus facilities. They've got a bunch of additional factories that feed into that distribution network. And so what we had originally

deployed with them as was kind of similar to what you mentioned with Velocity, which is the carrier management, the driver in and out, that sort of stuff. We call it the driver journey. And part of that expansion has been into yard management. And so they, part of that whole contract was to essentially have one end to end system where we interface directly with their SAP system and also their tms which is transplace from Uber Freight. And so we've developed this YMS in partnership with them. It's designed to scale kind of across organization size, small to big and have kind of one place for a lot of this data that so sits and one place for essentially what we call the yard protocol, right from check in and check out for drivers, but also the four Personas of the yard being the truck driver, which what we've been focused on up to today, but then the dock coordinator, the guard and the yard spotter. So it's essentially one interface for all of that. Excuse me, coming down with something. And so now that we've launched that successfully with them, we're looking to add partners to the cohort of initial, kind of initial partners to help us scale this out to be, you know, bigger and more widely adopted. One of the things that we do that I think is maybe a little bit different from a carrier driver perspective is that we. I know, I'm pretty sure Velostix is this way. Some of our other competitors are this way where they require or encourage an app download by the drivers. Is that familiar?

HQ-SOUTH Legacy 207: 08:17
 No, it's not, but. Okay.

Jake Koppinger: 08:22
 Well, we have sort of proprietary authentication capability that recognizes drivers trip after trip that arrive at freight roll enabled facilities. So there's no app download, there's no encouragement to get an app to. For an app download. And you are, you know, treated as a driver that regardless of where you are in your journey, assuming you have at least a smart device as one of our drivers. And we've now onboarded over I think 200,000 drivers to this point. And then so that's kind of just a little bit of background before I jump into the deck. Any quick questions underneath that.

HQ-SOUTH Legacy 207: 09:13
 You had mentioned you need a, basically a fence and a security guard. Do you elaborate on that a little bit? Because we, we have probably less than 10% of our facilities have any sort of security guard or offense.

Jake Koppinger: 09:34
 No, I. Sorry, that's not what I meant. What I meant was whoever you have in your yard, you're not using multiple systems. So if you have a guard, they can use our system. Primo. Less than similar to you, less than 10% is guarded or gated. So we primarily work in the dock office without, you know, without guards or gates. But my whole point there was that there are typically four Persona like four different types of people in the yard. A guard is typically one of them. But you don't need to have a guard or a gate for this to work.

HQ-SOUTH Legacy 207: 10:13

To piggyback on that, I think part of the hesitancy around a YMS is trailers are free to come and go. As carriers enter our yard, there's nobody checking to make sure that they should be there. Basically that we trust that they're all should be there. But that doesn't. What that means though is if we've got some OTR drivers like we've got, you know, Bison for example, that's dropped a few trailers in, they're free to come and get those trailers if they're empty at any point. Doesn't mean we want them to do that. It just means that we don't have a control in place to help do that. How does, how does your YMS tackle that, that, that challenge, if you will, to stay up to date.

Jake Koppinger: 11:02
In terms of if, if carriers are showing up and grabbing trailers without your, your knowledge.

HQ-SOUTH Legacy 207: 11:09
Yeah.

Jake Koppinger: 11:11
So we have them check in for what we call a non reference number. Check in as part of the process of coming in. So it would be a bit of a protocol change for the carriers, but what we'd have them do is, you know, we have a QR code there that scan it and then they check in, you know, as a non reference number, check in and then indicate which trailer they're taking. Got it.

HQ-SOUTH Legacy 207: 11:36
Virtual fence, basically that anytime they're interacting with us, they've got to interact with that QR code.

Jake Koppinger: 11:43
Yeah. That would be, you know, an agreement that you'd have with your carriers to ensure that, you know, because it sounds like you want to capture that data, right? Yes. Yeah, yeah. So there would be QR code and, or they could do that via a, a kiosk. So we, so one of the things that we do with that is we have a, we call it a kiosk. It's not what you think it is. It's. It can be just basically a tablet on a stick. So essentially a fairly low cost version of a kiosk. So the drivers that don't have smart devices can use that as opposed to a QR code if they don't have a smart device, don't want to use the QR code. So either way, the idea would be that the drivers could check in. If it's one of your consistent drop drivers that you're trusting to come in and drop trailers or pick up trailers, then it would be a conversation with us and you and them to introduce a new protocol of hey, here's a QR code or here's a kiosk come in and, and when you do that, make sure you check in and, and check out the trailer that you're taking out. Got it.

HQ-SOUTH Legacy 207: 13:09
Okay.

Casey: 13:10
And Jake, sorry to interject here. I think when the driver checks in.

Jake Koppinger: 13:15
Right.

Casey: 13:15
We would then already know where that trailer is. If you got.

Jake Koppinger: 13:20
And then I'll.

Casey: 13:21
The trailer has been put into the yard. I don't know if there's any place you guys have designated for those empty trailers for Bison to come pick up. But you know, with our Y functionality, that driver tech, you know, checks in.

Jake Koppinger: 13:37
And they get a text that says.

Casey: 13:38
Hey, you know your trailer.

Jake Koppinger: 13:42
Let me, let me. Sorry, Casey. What? He's Saying is that there's no, there's no shipment awareness ahead of arrival. So it's basically a driver coming to pick up an empty. They don't, they don't currently check in. They don't have any reason to check in, or they didn't up until this point. Am I getting that right? Was that Lee or John that was saying that?

HQ-SOUTH Legacy 207: 14:05
Yeah, yeah. That was one of the gaps that we, that were. That we wanted to understand.

Jake Koppinger: 14:12
Yeah. You guys want them to be able.

Casey: 14:13
To check in, or is it ideal for them to just kind of continue coming and going as they please?

HQ-SOUTH Legacy 207: 14:20
I don't know how we want that, but it's, it's a good thought process to challenge us on, to think differently a little bit.

Jake Koppinger: 14:33
Yeah, yeah. I mean, at the end of the day, you. If you don't make your carriers kind of do a little bit more and they're kind of just freewheeling, as you'd say, it's a little bit hard to gather some of that data. Now, what I will say, one other aspect of something that we're developing in partnership with Primo, and this may be what I would call sort of an upgrade, is we don't have

this built out yet, which is why we're still building this cohort. But we will be putting cameras around the gate, which will be used to extract information off of the trailers and the trucks. So in, in your use case, where you're talking about which trailers are, you know, these trailers, driver shows up or not aware that they're there and they're leaving with trailers. One, if, if implemented this sort of machine vision capability is, is a way of actually understanding what's going and leaving on a, in a passive way. So in this, in this instance, upon sort of implementing this sort of capability, you wouldn't necessarily need the drivers to do anything different. You wouldn't necessarily need them to check in if they're just picking up an empty. And we'd be able to make sure that the inventory of the yard is, is correct. It's just this is in development. Does that make sense?

HQ-SOUTH Legacy 207: 16:30
 Yes.

Jake Koppinger: 16:32
 So that's actually part of this expansion that we have with Primo Brands does include that as part of the statement of work. So we will be developing it likely over the next six months. But, you know, it's also a matter of whether that's something that you want to put up in 100 different sites. And it depends on how big of an issue that is for you versus having the drivers check in and indicate what they're taking Any other questions for move on? Okay, I'm going to hop through a bunch of this stuff. One thing I did want to call out is. So we have what we call four modules. Digital bol, digital guard, digital comms. These are three modules that are. I'll just do it on this page. It's check in for the drivers, it's coordination for the drivers once they're in the yard and then check out for the drivers and getting their paperwork. That's all what we call yard execution and then there's yard management. So we break it up into two areas which it seems like you're familiar with because you have elastics in basically this area and you're looking at this area. The digital bol piece of what we do out of these four things essentially pays for the entirety of those four modules. So basically digital bol. Right now you're, I'm assuming you're printing three copies and storing one physically.

HQ-SOUTH Legacy 207: 18:21
 Physically until scanned into the system. Yes.

Jake Koppinger: 18:24
 Right. Okay. So as part of our digital bol solution, which is essentially instead of signing physically the document you're, you know, signing on a tablet, we will then print two copies for you as opposed to three and store that one physically or digitally as opposed to physically. So just taking that one copy away, assuming 10 cents a page, which is a, we've seen numbers up to 70 cents a page with storage over seven years and a three page bill of lading just that one copy, assuming you're, you're shipping basically 30 plus outbounds a day, you're more or less paying for the entirety of our suite which includes all four modules. So I think that's another kind of unique thing about us. We only have about 10 minutes left, so I want to jump into the demo and show you all of that. Any questions before I do that?

HQ-SOUTH Legacy 207: 19:39
 No?

Jake Koppinger: 19:40
 Okay. All right, so let me jump to our admin. So this is our admin on the left you've got a bunch of different tabs. So a dashboard which has information about drivers needing attention. Dock doors needing attention. We have a two way messaging capability for drivers. And then we have tasks like a tasking app for task needing attention. Shipments. This will be where you can look up all your bills awaiting or any individual shipments. Driver management. This is where drivers that are checking in are available to be assigned to docks and spots. Driver comms. I'll show you this, but this is where you can essentially text back and forth with drivers once they're on site. Dock management. This is managing your docs in here. You we will Onboard you will define all of your different zones, your dock zones, inbound, outbound, all that sort of stuff. Each of these represents a dock door. And you can see in here there's these three boxes. Each of these represents an alerting mechanism. MDT Must, must depart by time. Dock timer. This is the time from when they started loading or unloading to now and then detention time. This is, you know, two hours after they arrive. Essentially. Red means bad, green means good. So as time, as the counters move toward certain tolerances which you can define yourself and in this facility management it will change colors. Yard spot management these are, would be the different zones that you have within the yard and the different spots that are represented by those zones. We also have the ability to add zones to like trailers to an unknown zone, like trailers that are sitting somewhere either within a parking zone or just in an unknown area. Whiteboard. This will show all of your drivers that are unassigned, assigned and recently exited. And then you've got a task history. So I'll show you the tasking app first. So these would be different tasks that would be created which I'll show you for the, for the spotters to use and then the task history. This would be all the historical tasks that have been completed. Essentially an audit list and then a list of trailers in the yard and then facility management. This is where you can edit the yard layout, you can edit the warehouse layout, you can add and subtract outdoors. You can take them in and out of service. You can name different zones. So these are all default zones right now but they can be, you know, for example, if you've got a set of doors that are only inbound versus a set of doors that are only outbound, you can change what it looks like, double sided, U shaped. And so forth. So I'm going to run through a quick drop trailer shipment. I'm going to pull up our as a driver I'm going to go through the process. So we can see here, let's see. So this is my. A, so this is my driver device and I'm going to pull up and I'm going to. And the qr code. And you can see here it recognized me. So this is what I was talking about before. It knows who I am. If, if it doesn't know who I am, what it will do is it will look like this. It will show up and ask them to enter their phone number or we have what's called a freight roll id. So I'm just going to do the freight roll id. So Your drivers at the first time they register, they get a freight roll id. They can remember this or they can enter their phone number and it goes through a two factor process. You can see here we're asking them to enter a load number and below here this is the no reference number trailer check in. So in this case we're doing a trailer drop. So in here you can see these are white listed. This is a trailer. This is the carrier sc we have white listed list of carriers that can drop trailers in this yard and they're going to indicate that they're dropping this trailer in the yard. This can also be used for outbound so or for grabbing

empties. This, this case we're dropping empties. Dropping an empty and it gives them information about what to do. Only dropping empties. Please drop your trailer in the staging area. So when I go in here, I go back to yard spot management. You can see that this driver just dropped this empty in the yard. What I'm going to do is I'm going to load this empty now and grab a reference number. Use this one here. So I clicked on that trailer and I'm going to be putting it in a dock door. I'm going to autocomplete this task now. I'll run through and I'll show you the task in the app. So I'm applying a shipment reference number to it and then I'm going to put it in the Dock Door 1. So this is the dock coordinator indicating to the yard spotter that I want to move to dock door 1. Going to make the move. And then you can see down here that there's an active task on this trailer and then in here, this is our Android tasking app. So this, this yard spotter has a task move from the unknown zone. So there's an unknown zone. The unknown zone is an area that's defined by you as to where you want the driver to or where, where you want that spotter to pick that trailer up from. We're moving it to door one, take that task. And this actually breaks into two tasks. You've got move trailer. I'm going to, I can complete, I can cancel, I can unassign that task. I'm going to move it to there and then this is asking that I also perform a safety check. So I'm perform that safety check now. You can see that this trailer 21 is in dock door one. I'm going to start loading it. This can come from your warehouse management system. So SAP, I'm going To complete loading it. And now what that has done is it's auto created another task to move the trailer away from Doc Door 1 and put it somewhere else. So as a spotter I could come in, move the trailer. I'm going to change the destination, I'm going to put it in a zone and put it in zone three and I'll put it in spot 11, leave that task and I complete the safety check. These gray, these, this gray stuff means that this has an active task on it, but you can actually backfill that doc while that task is being done. So when I refresh this, that's done. And I can see that this has now moved to spot 11. I'm going to come back as a driver. I'm going to check in again. So new driver checking in for that this shipment. This time it remembered me again. I'm going to grab the shipment. They remembered me slowly but surely. I drop another trailer in here, Read the safety agreement, acknowledge. And they continue. So now I've checked in, I got a text message saying thanks for checking in. You've been assigned to yard spot 11. So I refresh this. This has a driver on it. Now I can respond this and say thanks. Driver comms here. You can see that they responded and said thanks. On the whiteboard you can see that they're an assigned driver in Yardspot 11. I know we're short on time, so we're almost done with this. Just bear with me for one second what I'm doing here. This is the bill of waiting side of things. So this is an exam. This is sort of a, call it a approximation for what the integration might look like. So we have different ways of getting the bill of lading to us. This can come from your SAP system via PDF or API or sftp. This is approximating that. So I'm going to take that and put it in here. And that's going to send the bill of lading to our system. Bear with me for one sec. You can see that I just got another message. It says, please approach the kiosk, sign your bol and provided me with a seal number. So if I refresh this, you can see that I now receive the bol and that that message was sent to the driver and I'm going to approach the kiosk which is right here. I'm going to enter that seal number. That seal number was. 478-473-839. This doesn't need to be a seal number. It can be just the reference number. We can Define that with you. It recognizes who I am, we confirm who I am, we get the bol. Here's the bill of lading. When you go back, we're in a sign print log. I can update my signature if it's not right. There's a bunch of information on here about the shipment to make sure that I'm getting the right thing. I'm

going to sign, print, log out and this will apply the signature and then print the document. You'll see that it's printing. You can see that they got a message here with the digital bill of lading. I don't know if you can hear that printing in the background, but that's printing. Here's the bill of lading. Here's the signature down here that's been applied to it. So now we're printing two copies of that. This is now stored here. If I refresh this, you now have the signature and you have the signed bill of waiting here for your customer folks to. To look at and they need it. And then you'll Remember Yard Spot 11 is now available and you've got recently exited driver. Right. So sorry, went a little bit over lot to show there. But that's just one example of a drop trailer. We handle inbound, outbound, live drop, all that good stuff. So any quick questions for a. What do you guys go.

HQ-SOUTH Legacy 207: 34:01
 You have a similar process then if you have the digital pod on the back setting.

Jake Koppinger: 34:07
 You mean if the driver arrives with a paper copy, uploading it and then signing it digitally? Correct. That's not something that we've built out yet, but it's in our roadmap. We have a prototype of it. I can actually show you that if you want to see it.

HQ-SOUTH Legacy 207: 34:28
 I was just curious. You had the front end with the bill. Lady is curious if you had the back end with the pod as well.

Jake Koppinger: 34:35
 Yeah.

HQ-SOUTH Legacy 207: 34:37
 What, what Lee's asking for, I think is when the customer signs that they received our product, does the driver capture that?

Jake Koppinger: 34:45
 Oh, as of right now, we. We don't have that. I mean, are you looking for like the driver to take a picture of it type thing? That's one way to do it.

HQ-SOUTH Legacy 207: 34:58
 Yeah.

Jake Koppinger: 34:59
 Yeah. So there's, I mean, I can go on a rabbit hole and talk about pod and bol for a digital version of that for quite a long time. Your customers are all the retailers. Right.

HQ-SOUTH Legacy 207: 35:13
 Can be. Could be yourself. Could be. I mean there's a lot of different delivery mechanisms that we're going into for sure.

Jake Koppinger: 35:20
 Okay. Yeah. So what we've found is it's depending on the relationship with the driver. So you talked a lot about like over the road drivers. It's a little bit. It's hard to get them to comply with doing that sort of thing. On the other end, if you've got dedicated carriers, dedicated drivers, or your own fleet, then it's easier. That's something that we're implementing with Primo's own fleet. So Viv Samsara is their ELD provider and we'll be putting an app on that device to allow their drivers to actually do that sort of thing. But for over the road drivers, we found that that sort of thing is kind of unreliable. It's not hard to build. It's a matter of is it. Is the juice worth the squeeze? Like, do you want to, you know, each driver that arrives for like over the road, how much over the road versus, like dedicated. Do you guys do a lot? Yeah. So, you know, even if you were like texting the driver to remind them to do it, it's not really a super high success rate with that. They'll just forget to do it a better way. Which is what also we're working on with Primo is to get the customers to take the digital bill of lading that we're providing and use that as a basis for the inbound and provide that back in an automated fashion. That's sort of the dream though. I think we can all. That's sort of a little bit out there thing. But in short, there's not, there's not a silver bullet to the solution to that problem. And anybody that tells you that there is likely lying to you. So the, the best that can be done is to be able to provide an interface for the over the road drivers to be able to do it. But it will be, you know, generally not that effective. That's, you know, I, I like to consider myself somewhat of a straight shooter. Not trying to blow too much smoke.

HQ-SOUTH Legacy 207: 37:55
 But that makes sense.

HQ-SOUTH Legacy 207: 37:57
 That's kind of what I've seen also.

Jake Koppinger: 38:01
 Yeah. The technology to do that is not hard to build. It's more the compliance. Once the driver leaves your yard, you're, you know, unless they're your driver or your dedicated carrier, it's hard to control their behavior. It's hard. And you know, once they're in the. The other way to do it, and this is all sort of relationship is go ahead.

Casey: 38:27
 Yeah, I was just gonna say, I mean, like the driver needs a pod as well to get their invoice factored to get paid.

Jake Koppinger: 38:38
 Yeah, you just put the driver in.

HQ-SOUTH Legacy 207: 38:39
 A sticky situation because it really comes down to is the customer want to sign digitally or with a paper and pencil?

Casey: 38:45
 And right.

HQ-SOUTH Legacy 207: 38:46
 You're. You're always going to have paper and pencil people for a while.

Jake Koppinger: 38:52
 Yeah, we're so back to that. I kind of glossed over this one, but the whole concept of having the driver. So this is the driver's device, right? Not this one. This one, they've got this pod or this bill of waiting here. And we provide like a mechanism for them to turn their, turn it sideways and sign just like a ups. Any driver that's using a personal device for this, which, which is a lot, they're not going to want the customer to actually touch their device. So there is that option, but the, the acceptance is going to be even lower for that. What's more likely is on here if you have like a button that says capture pod and it pops up, just a camera, and they hand them the physical bill of waiting, they sign it, they then take a picture of that physical bill of waiting. So that, that automatically goes up in here as another line. It's not hard to build, it's hard to enforce. So. But you know, this is sort of like what I said before. We have a lot of capabilities, but there's always more, which is why we're building. You know, we're looking for initial partners to say, you know, here's. Here are some other areas where we would like to see, you know, in your roadmap and build that out in partnership. And if we think that that's a viable opportunity, you know, based on your relationship with your carriers and your customers, we're happy to work with you to take that to fruition. It's something we worked on a while ago, but because of some of the questions, we kind of put it along, put off to the side. But yeah, in other words, working with us, not only would you get everything that we've kind of built to date, but we would work with you on roadmap capabilities that you would want to see, you know, as part of the subscription. Yeah. Any. Any other questions? I don't think so this time. Okay, cool. Well, I guess where are you guys in terms of some sort of. This is kind of probably random, but like, are you in the process of looking at YMS's? Is this just kind of random because Sylvia sent it over. What would be required for us to consider, like a pilot?

HQ-SOUTH Legacy 207: 41:53
 I mean, right now it's like I wanted these two to get familiar with what the offering was and then we got to have some discussions internally, Jake, and then I can circle back with you.

Jake Koppinger: 42:02
 Awesome.

HQ-SOUTH Legacy 207: 42:03
 Yeah.

HQ-SOUTH Legacy 207: 42:04
 And that sounds like a plan.

Jake Koppinger: 42:06
Oh, okay. Yep. Casey, did you have any questions before we let these gentlemen go? No.

Casey: 42:17
Thank you for the demo. Jake is super powerful product from what I can tell. Have you guys seen anything else like this out there that scalable across the entire facility network?

HQ-SOUTH Legacy 207: 42:35
Yeah, I think there are several providers that offer components. It's just about how you want to slice and dice, supporting them together. So, yeah, there's options.

Jake Koppinger: 42:50
Cool. Any. Any other. Any other one. Any other names that come to mind that are interesting?

HQ-SOUTH Legacy 207: 42:57
I don't went too far into any of them. I think we've dabbled in a couple things here and there, but. Yeah, nothing. Nothing that's way out in front of everybody else, basically.

Jake Koppinger: 43:12
Okay, fair enough. Cool. Well, yeah, like I said, keep. Keep us posted. You know, I think one of the values, as I mentioned before, is, you know, our willingness to work, you know, work with you and. And help you get to where you need to be at a price that's, I would say, relatively easily justifiable, at least, hopefully.

HQ-SOUTH Legacy 207: 43:42
Oh, well, we'll circle the wagons and we'll touch base back with the J.

Jake Koppinger: 43:48
Awesome. Thanks so much, guys.

HQ-SOUTH Legacy 207: 43:52
Take care.

Jake Koppinger: 43:54
Thanks, y'. All.

Casey: 43:55
When?

Jake Koppinger: 43:58
Quickly.

Casey: 43:58
When should we expect to hear back from you guys? Don't want to become too much a bother.

HQ-SOUTH Legacy 207: 44:03
 I would say I should be able to circle back late this week, early next week.

Jake Koppinger: 44:09
 Okay, awesome. Sounds good. Thank you all. Thank you. Bye. Bye.