

October 2018



# Partner Program Guide



## Truckstop.com Partner Program

Truckstop.com has been consistently recognized for excellence in the development of world-class software solutions for Transportation. During the last 23 years, Truckstop.com has been awarded Company of the Year for Online Freight Aggregation by Frost & Sullivan, Top 100 Logistics IT Provider by Inbound Logistics and more.

Today, we facilitate the matching of over 500,000 loads per day between shippers, brokers and carriers. In addition, we aggregate more than 50 Billion Dollars per year in Truckload data by lane. All while 89% of our carriers are logging in 7 days a week. That's a lot of data!

Thank you for your interest in becoming a Truckstop.com partner. Truckstop.com is continually seeking beneficial relationships with progressive and market-leading companies that provide technology, optimization and consulting services to the transportation marketplace.

Truckstop.com is committed to support our partners and channel sales. We are looking to work with partners as we believe they are an essential element for delivering quality and value to clients worldwide. Our partnerships are crucial to our go-to-market strategy and our Partner Program is designed to support our partners' success, through sales and technical support to education and marketing.

## Benefits & Opportunities

Truckstop.com Partner Program is designed to help you easily promote and sell our World Class Software Solutions and give your customers truly flexible Transportation Solutions.

Our Program will provide you the following benefits and opportunities:

- ✓ Attractive margins that will allow you to increase your revenue.
- ✓ Access to our library of sales and marketing tools and resources.
- ✓ Website presence in our Partners Webpage.
- ✓ Remote support with Live Demos
- ✓ Pre-sales and Technical Support.
- ✓ Account Manager assigned.



## Partnership Levels

Each partner level offers incremental benefits to suit increased participation in the program and your level of commitment to the Truckstop.com brand. These are the levels:

1. Technology
2. OEM
3. Alliance
4. Reseller

## Technology

Truckstop.com's Technology Partner program is created to enhance the Transportation Ecosystem with Best-of-breed organizations with the strategy to make our mutual customers access data, integrate, analyze and share knowledge. If you are a Transportation Management System, Technology Provider or Host a service that helps people in Supply Chain with the freight execution lifecycle then the Truckstop.com's Technology Partner program would be a great fit for you.

Work your way up to get more benefits to your company!

- ✓ Beta Integrator less than 10 Accounts
  - Listing as Beta Tester
  - Truckstop Community Beta Access
  - Marketing Resources
  - Support & Maint Subscription may be required
- ✓ Certified Partner 50+ Accounts
  - Listing on Partner Page
  - Exposure through Truckstop.com Marketing Channels
  - Marketing support
- ✓ Premier Partner 100+ Accounts
  - Premium Listing in TS Marketplace
  - Quarterly Business Reviews
  - Quarterly Co-Marketing Campaigns
  - Invitations to Premiere Partner Events
  - Onsite Sales Enablement
  - Co-Marketing Blogs etc.
  - Leads & Data Share
  - Webinars



### **Program Benefits:**

- ✓ Enter into NDA with Truckstop.com to get an early view on our product roadmap for alignment.
- ✓ Co-marketing listing opportunity on our partner website. Co-branded press releases etc.
- ✓ Training and sales enablement workshops. Access to Truckstop University.
- ✓ Access to Truckstop.com Dev and testing credentials
- ✓ Training, Marketing and Sales Resources

## **OEM**

Truckstop.com's OEM Partner Program has the ultimate goal of helping embed data, analytics, or reporting into a third party application. Whether it be our mobile technology or subscription based online tools. By becoming a Truckstop.com OEM Partner, you can embed our industry leading technology into your application. Let our data fuel your decisions.

### **Program Benefits:**

- ✓ Co-marketing listing opportunity on our partner website. Co-branded press releases etc.
- ✓ Training and sales enablement workshops. Access to Truckstop University.
- ✓ Access to Truckstop.com Dev and testing credentials
- ✓ Training, Marketing and Sales Resources



## Alliance

Truckstop.com's Alliance Partners help their customers find the solution for the business challenge that is presented. The Alliance partnerships have experience in working with Truckstop.com and are considered experts in the technology, transportation or data management space. If you are interested in better utilizing our products and services but not interested in reselling our licenses then the Alliance program is a great fit

### Program Benefits:

- ✓ Co-marketing listing opportunity on our partner website. Co-branded press releases etc.
- ✓ Training and sales enablement workshops. Access to Truckstop University.
- ✓ Access to Truckstop.com Dev and testing credentials
- ✓ Training, Marketing and Sales Resources

## Reseller

Truckstop.com's Reseller Partners have been with Truckstop.com for several years. They are aligned in strategy and focus on similar customer needs. If you are interested in reselling Truckstop software license as part of your packaged solution, consulting and offering supporting services then this would be a good fit for you.

### Program Benefits:

- ✓ Revenue Sharing Opportunities
- ✓ Co-marketing listing opportunity on our partner website. Co-branded press releases etc.
- ✓ Training and sales enablement workshops. Access to Truckstop University.
- ✓ Access to Truckstop.com Dev and testing credentials
- ✓ Training, Marketing and Sales Resources

**Partner status is reviewed annually.**

**For additional information please contact us through our email [Partners@Truckstop.com](mailto:Partners@Truckstop.com)**



## Why Truckstop.com and Next Steps

Thank you for your interest in becoming a Truckstop.com Partner. Our company has a legacy of satisfied customers throughout the United States and Canada. The Truckstop.com team is proud to have a customer approval rate that exceeds 96% and works hard every day to continue our valued relationships with each and every customer.

Truckstop.com is designed specifically for companies that require a Transportation Execution Solutions to manage and optimize complex operations in their Trucking business.

As new partners we need to learn more about each other, build trust and establish the communication needed for a successful business partnership.

If you are seriously considering becoming a Truckstop.com Partner, please send us an email to partner email here and our Partner Account Manager will contact you shortly to coordinate an orientation session to discuss the details of our Partner Program and the steps required to formalize our Partnership.

For more information about Truckstop.com and our solutions, we invite you to visit the following links and resources:

- ✓ Library and Resource Center: **Truckstop Hub**
- ✓ Truckstop.com YouTube Channel: [www.youtube.com/truckstop.com](http://www.youtube.com/truckstop.com)
- ✓ Truckstop.com SlideShares: **Truckstop Hub**



## About Truckstop.com

Truckstop.com was founded in 1995, when founder Scott Moscrip began offering a better way for truck drivers to find loads than by posting signs on the side of their trucks or gathering around local bulletin boards. Now, over two decades later, Scott's digital vision has grown and Truckstop.com's dedicated partners work to help truck drivers and their trusted freight partners grow their businesses. His guiding idea is still the same—always work to find a better way.

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