

Q&A with Brad Hollister, CEO of ClearView Audit Transportation Management System enabling Supply Chain Professions to Automate Decision Making, View Shipments in Transit, Settle Freight Billings, View Data and Analytics



Brad Hollister
Chief Executive Officer

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Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: *Mr. Hollister, what is the vision behind ClearView Audit?*

Mr. Hollister: Our company started out as ClearView Supply Chain. We saw an opportunity in the market to apply technology to all areas of transportation across all shipping modes, from parcel, to LTL freight, to full truckload freight, to rail and even to ocean container, and provide companies the ability to dynamically make decisions and leverage artificial intelligence to make the proper routing decision of which carrier, which mode and how to ship something, view the shipment in transit and then settle the freight invoice from the carrier. We quickly realized that ClearView Supply Chain did not resonate

with our customers. After stepping back we really had a decision to make; should we call ourselves ClearView Technology or ClearView TMS, which stands for Transportation Management System or should we call ourselves ClearView Audit. The challenge we have in branding is that most supply chain professionals want to put us in a bucket they are familiar with. We view our company as completely 'blue ocean' with no competitors anywhere in the world that have the same vision of using technology to automate decision making, view shipments in transit, have visibility of shipments; either outbound or inbound to any customer and lastly, to have the ability to view the data and the analytics and settle those freight bills to make sure that you have not only proper billing, but you can make decisions based on your data.

CEOCFO: *What were some of the bigger challenges in putting the pieces together?*

Mr. Hollister: The biggest challenges that we see in the shipping industry are still old-school thinking about shipping purchasing decisions are made and those antiquated strategies are reinforced by current landscape of legacy transportation technology companies. An example of this flawed thinking would be table based routing decisions where static decision making is made once per year and that is the decision that is being made. When you look at global leading supply chain technologies like SAT and Oracle, they continue to do business the way business was done in the 1980's and these companies continue to sell multimillion dollar technologies to essentially lookup carrier routing based on a table entered once per year (or less). ClearView sees a future that is essentially automated and dynamic which allows people to survey the market on every shipment and choose the best option at any given time (based on price and transit time). This live, real-time decision making is a very large disruption to the status quo in how leading global shipping executives manage their supply chains. Tapping into the Fortune 500 companies has proven more difficult than we anticipated, despite the reassurance from these companies that we are 'years ahead of anything else they've seen.' ClearView has discovered that companies which are adopting a transportation technology for the first time are going to choose the technologies they perceive as safe because these legacy technologies can point to a list of well known companies who have purchased the solution over the last 30 years. However, companies utilizing these legacy technologies are going to have a better understanding of what these systems are lacking and they are going to see what our system does for them truly in having the real time visibility. ClearView is well suited to deploy our cutting edge solution in companies which have the experience to make decisions about functional requirements of what they need in their supply chain.