



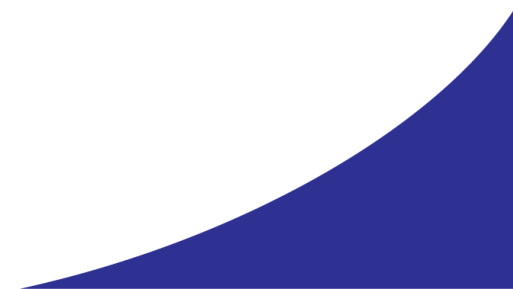
IANA

**INTERMODAL ASSOCIATION
OF NORTH AMERICA**

Understanding Intermodal: *The Basics*

Presented by Intermodal University

Tuesday, April 21st at 2:00 p.m. ET



Housekeeping

- Speakers will be followed by audience question and answer session
- Audience audio will be muted
- Submit questions at any time for Q&A session at the end of the webinar presentations
- A recorded version of this webinar, including the slides, will be available in the near future



Our Presenters



Shelli Austin, President, InTek Freight & Logistics

Jeffrey Brashares, Dean of Intermodal
University



Rick LaGore, CEO, InTek Freight & Logistics

Structure

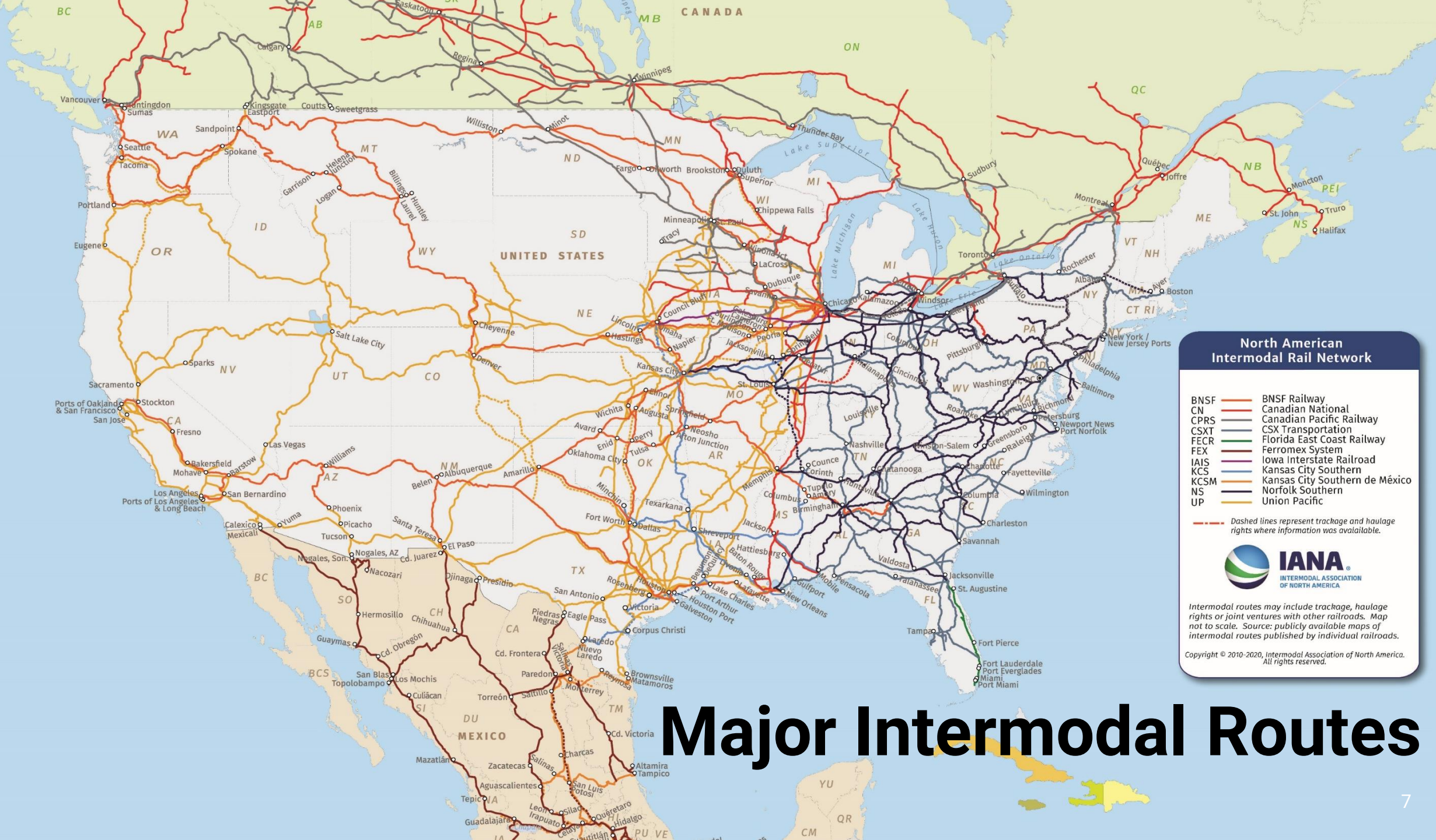
- Intermodal Baseline
- Benefits to Sell Shippers
- Misconceptions / Objections
- Need to Knows
- How to Get Started
- Creative Solutions with Intermodal
- Finding Shippers



Understanding Intermodal:

Intermodal Baseline



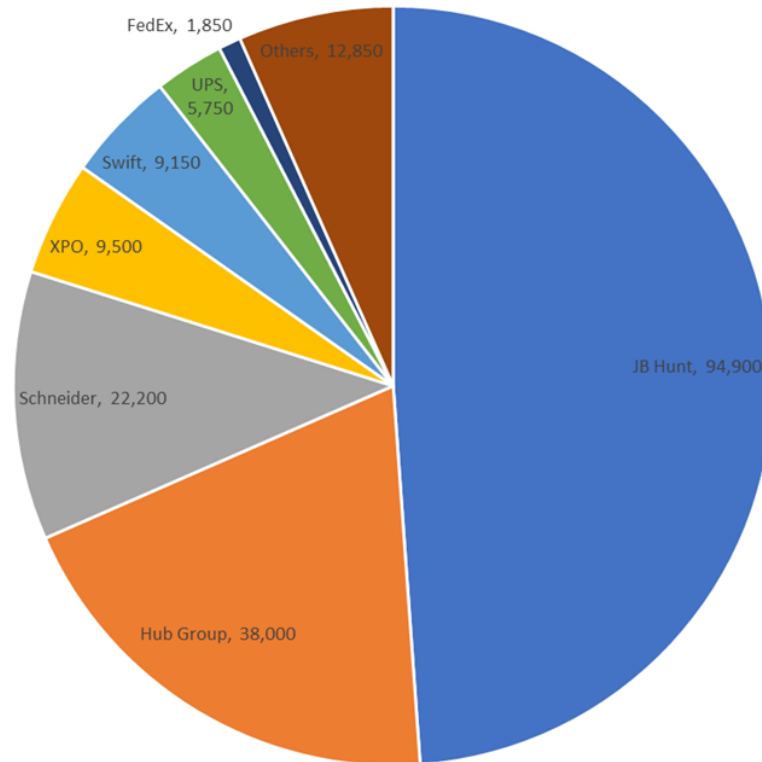


Major Intermodal Routes

Intermodal Box Ownership

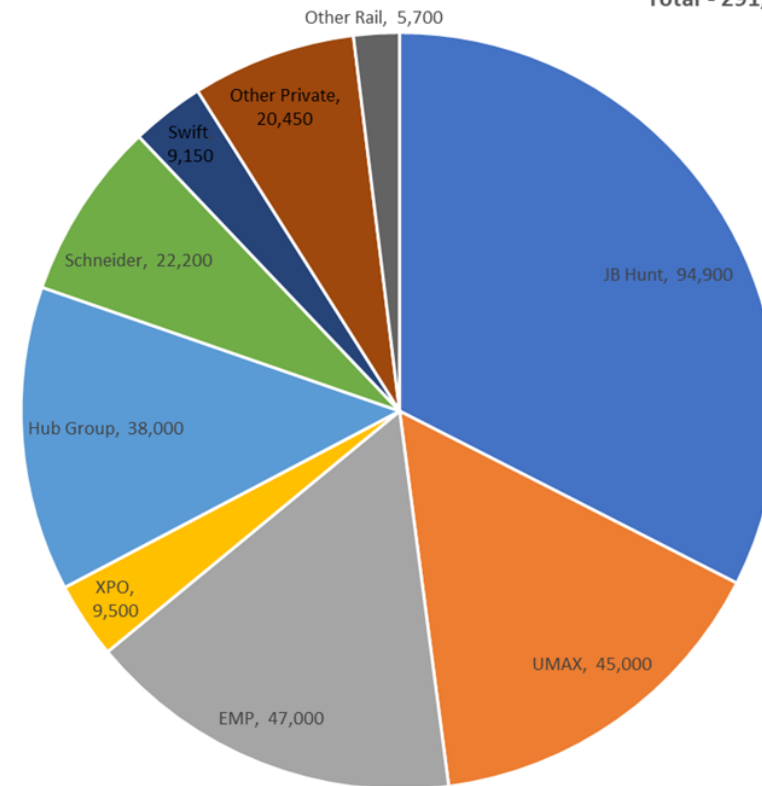
U.S. Private Container Fleet

Total - 194,200



U.S. Total Container Fleet

Total - 291,900



Intermodal Marketing Company (IMC)

- Definition & Purpose of an IMC

Types of IMC's

Bi-modal (Asset)

- Private Assets (JB Hunt, Schneider, HUB, Matson, etc.)

Non-Asset IMC (Ramp-to-Ramp)

- Rail Owned (Mode, Knichel, etc.)

Non-Asset IMC (Door-to-Door)

- Non-Asset (InTek, Schneider Logistics, etc.)



Equipment Types

- 53' Domestic COFC (Container on Flat Car)
 - Move throughout North America
 - Assume max weight 42,500
- ISO Boxes (20' / 40' / 45')
 - Used for import / exports internationally, but opportunities for domestic use through re-positioning market (repo)
- 53' COFC & TOFC Reefers
 - Limited, but capabilities continue to improve
 - TOFC better on weight



What Makes for a Good Intermodal Lane

- Length of Haul
 - Generally begins to make sense for lanes of 700 miles or more
- Dray Distance from Intermodal Ramps
 - 50 miles or less from the pick-up and delivery locations
 - As the length of haul increase, so can dray but not much beyond 100 miles
- Weight
 - Use max weight of 42,500 lbs as a general guideline
- High Value
 - With limited highway miles, theft is greatly reduced
 - Great option for Mexico



Understanding Intermodal:

Intermodal Benefits



Top 5 Benefits of Intermodal

- Scalable Capacity
 - Can bring a great deal of capacity in a short period of time
 - In a tightening market provides shippers with an alternative for
- Cost Efficient
 - Average 15% to 18% improvement over truck
- Reliable & Predictable
 - Standardized train routes with consistent transits
- Security
 - Significantly more secure than OTR
- Environmentally Responsible
 - 5.4 lbs of carbon dioxide versus 19.8 via truck
 - Train moves one ton of freight roughly 400 miles on a single gallon of fuel
 - 1 intermodal train removes 280 trucks off the road



Understanding Intermodal:

Intermodal Misconceptions



Common Intermodal Misconceptions

- Slow Transits
- High Damage & Loss
- Unreliable Service
- Complicated
- Lack of Visibility
- Limited Service Provider Options
- Not Good for Big Box Retailers



Misconception – Long Transits

- Assume truck, plus a day
 - An additional day when interlined between RR's
- Expedited options available
- Transits over the weekend

Streamline Transit Times in Key Lanes

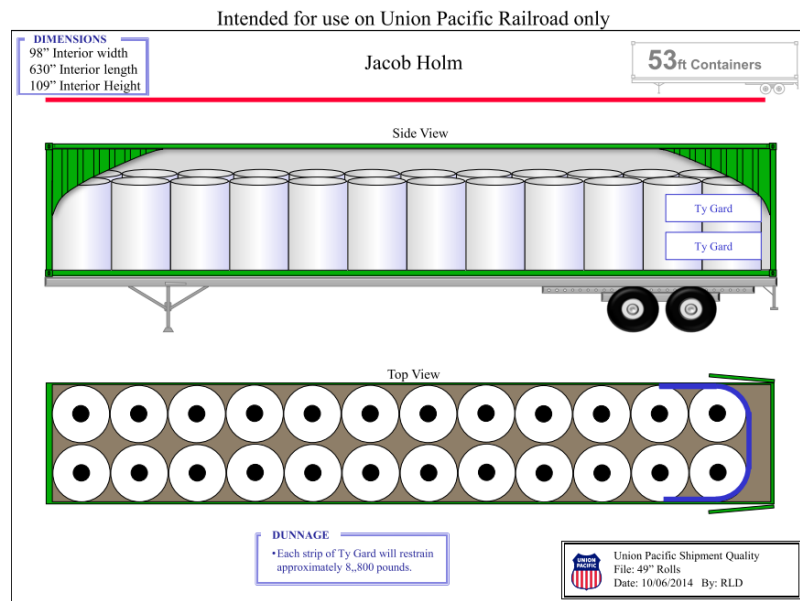
Lane	Streamline			Truck
	Service Days	Depart Shipper By	First Available Delivery	Availability
Chicago to Dallas	T W Th F S	10:30 PM	2nd day by 8:00 AM	2nd day PM
Chicago to Houston	S M T W Th F S	2:00 PM	3rd day by 8:00 AM	2nd day PM
Chicago to Los Angeles	S M T W Th F S	3:00 PM	4th day by 5:00 PM	4th day AM
Chicago to Northern California*	S M T W Th F S	9:00 AM	4th day by 8:00 AM	4th day AM
Chicago to Salt Lake City	S M T W Th F S	2:00 PM	3rd day by 8:00 AM	3rd day AM
Chicago to Tacoma	S M T W Th F S	3:00 PM	5th day by 8:00 AM	4th day AM
Dallas to Chicago	M T W Th F	1:00 PM	3rd day by 8:00 AM	2nd day AM
Dallas to Los Angeles	M T W Th F S	9:00 PM	3rd day by 5:00 PM	3rd day PM
Houston to Chicago	M T Th F	2:00 PM	3rd day by 5:00 PM	2nd day PM
Houston to Los Angeles	M W F	6:00 PM	5th day by 8:00 AM	3rd day PM
Los Angeles to Atlanta	M T W Th F S	2:00 PM	5th day by 8:00 AM	4th day PM
Los Angeles to Chicago	M T W Th F S	2:00 PM	4th day by 8:00 AM	4th day AM
Los Angeles to Croxton, NJ	M T W Th F S	2:00 PM	6th day by 1:00 PM	5th day PM
Los Angeles to Dallas	M T W Th F S	9:00 PM	3rd day by 12:00 PM	3rd day PM
Los Angeles to Houston	M T W Th F S	8:00 PM	4th day by 8:00 AM	3rd day PM
Los Angeles to Memphis	M T W Th F	9:00 PM	4th day by 8:00 AM	4th day AM
Los Angeles to Tacoma	M T W Th F S	3:00 PM	3rd day by 5:00 PM	2nd day PM
Memphis to Los Angeles	T W Th F S	3:45 PM	4th day by 8:00 AM	4th day AM
Northern California* to Chicago	M T W Th F	1:00 PM	4th day by 8:00 AM	4th day AM
Salt Lake City to Chicago	M T W Th F	2:00 PM	3rd day by 8:00 AM	3rd day AM
Tacoma to Chicago	M T W Th F S	2:00 PM	4th day by 3:00 PM	4th day AM

Service Comparability Truck Like Truck + 1 Truck + 2

* Northern California = Oakland or Lathrop ramps

Misconception – High Damage & Loss

- Not an issue when properly blocked & braced
 - Blocking and bracing is the most important subject when it comes to damage and weight
- RR's do all they can to help
 - Site visits and load diagrams are part of the program



Misconception – Lack Visibility and TMS limitations

Detail	Plan	International	Related Contacts	Tracking	Call Check	POD	Directions	Load Matching	Shipment Matching	Backhaul Matching	Notes	Links	Documents	Audit History
Shipper				Consignee			SCAC	PRO	BOL		PO	Trailer	ETA	Interline SCAC
AZ WEST - DS (EIMU ONLY) 250 W MAINVILLE ST COMPTON, CA 90220				TRANSTAR 875 E DEVON AVE ELK GROVE VILLAGE, IL 60007			SMNN	01465762	AZW106496			234147		
Last Status Date					Last Status Detail					Last Status Location				
06/03/2013 14:43					Out-Gate (OA)					CHICAGO, IL				
All Status Messages:														
	Date	Type	Detail					Stop Number	Location					
✖	06/03/2013 14:43	OA	Out-Gate						CHICAGO, IL					
✖	06/01/2013 22:45	NT	Notification						CHICAGO, IL					
✖	06/01/2013 22:35	UR	Unloaded from a Rail Car						CHICAGO, IL					
✖	06/01/2013 17:36	AR	Rail Arrival at Destination Intermodal Ramp						CHICAGO, IL					
✖	06/01/2013 07:26	RA	Arrived at Intermediate Ramp						FORT MADISON, IA					
✖	06/01/2013 07:19	RA	Arrived at Intermediate Ramp						FORT MADISON, IA					
✖	06/01/2013 02:19	RA	Arrived at Intermediate Ramp						ARMOURDALE, KS					
✖	06/01/2013 00:32	RA	Arrived at Intermediate Ramp						TOPEKA, KS					
✖	05/31/2013 22:06	RA	Arrived at Intermediate Ramp						HERINGTON, KS					
✖	05/31/2013 18:49	RA	Arrived at Intermediate Ramp						PRATT, KS					
✖	05/31/2013 14:04	RA	Arrived at Intermediate Ramp						DALHART, TX					
✖	05/31/2013 10:05	RA	Arrived at Intermediate Ramp						VAUGHN, NM					
✖	05/31/2013 05:16	RA	Arrived at Intermediate Ramp						DESERT, NM					
✖	05/31/2013 02:38	RA	Arrived at Intermediate Ramp						EL PASO DALLAS ST, TX					
✖	05/30/2013 23:27	RA	Arrived at Intermediate Ramp						LORDSBURG, NM					
✖	05/30/2013 18:07	RA	Arrived at Intermediate Ramp						TUCSON, AZ					
✖	05/30/2013 12:41	RA	Arrived at Intermediate Ramp						YUMA, AZ					
✖	05/30/2013 06:06	RA	Arrived at Intermediate Ramp						COLTON, CA					
✖	05/30/2013 04:24	RL	Rail Departure from Origin Intermodal Ramp						CITY OF INDUSTRY, CA					
✖	05/30/2013 03:54	RL	Rail Departure from Origin Intermodal Ramp						CITY OF INDUSTRY, CA					
✖	05/29/2013 20:44	TA	Rail Waybill Created						CITY OF INDUSTRY, CA					
✖	05/29/2013 19:39	IT	In-Gate						CITY OF INDUSTRY, CA					
✖	05/29/2013 18:41	AF	Actual Pickup						COMPTON, CA					
✖	05/29/2013 18:30	X3	Arrived at Pick-up Location						COMPTON, CA					

Dashboard
Control Tower
Quotes

Control Tower
204
FILTER
Hide Map
NEW QUOTE

38
Rated

27
In Transit

139
Pending

\$138.69
USD
Average Spend

Customer Portal Active Orders
Customer Portal Booking
Customer Portal This Month
Customer Portal In Transit
Customer Portal Delivered

APPLIED FILTERS
Status Not In Cancelled/Delivered

Pri Ref #	Origin	Stops	Destination	Carrier	Items	Equipment
S0551 (Shipping Order) Chattanooga General Shipments Rated	King & Queen ROME, GA US 04/14/2020 8:00 AM - 4:00 PM	2	Sandra Gwosdz FORDA, NY US 04/14/2020 5:00 PM - 8:00 PM	UPGF UPS Freight Standard LTL	2 Items 160 lbs (72.57 KG)	Lift Gate Delivery
S0550 (Shipping Order) SMP Automotive...key In Transit	ARaymond Rochester Hills, MI US 04/08/2020 4:00 PM	2	SMP Automotive Cottondale, AL US 04/08/2020 5:00 PM		1 Item 189 lbs (85.73 KG)	
S0549 (Shipping Order) Rack Builders... acravatt In Transit	Rack Builders, Inc. Quincy, IL US 04/06/2020 3:48 PM - 4:12 PM	2	Gordon Food Service Distribution Center LITHIA SPRINGS, GA US 04/06/2020 5:00 PM		1 Item 500 lbs (225.80 KG)	

Misconception – Not Good for Big Box Retail

- Much easier to manage the buffer window
 - Preposition the deliveries within 50 miles of destination one to two days before RAD
- Can throw great deal of volume on the lane
 - Think of how many dray moves under 50 miles can be done by a single driver, while the railroad does the heavy lifting on the long haul



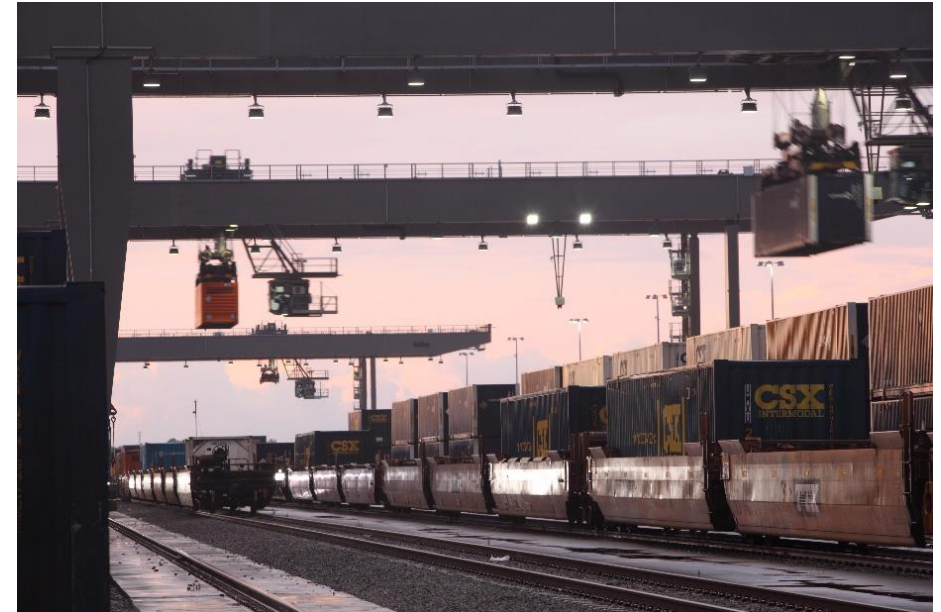
Understanding Intermodal:

Intermodal Need to Knows



What You Need to Know

- 42,500 vs 45,000
- Blocking & Bracing
- IMC's Role in Retail & Wholesale IMDL Market (Shipper & Freight Provider Perspective)
- Pricing Options
 - Guaranteed Capacity
 - Spot Rates
 - Project Rates
- Terminal Storage & Per Diem
 - Not intended to be a revenue source, but a means to encourage equipment to turn
- Commodity
 - Prohibited and Restricted Commodities
- Cut Times
- Review Transits
 - Not all lanes move every day



Blocking, Bracing & Weight

- Blocking, Bracing & Weight are THE Top Issues
- Loads can & will shift in transit - Harmonic Vibration
- Can be under gross, but over on axle



Maximum Gross Vehicle Weight 80,000 lbs.

* Federal Maximum Single Axle weight 20,000 lbs.

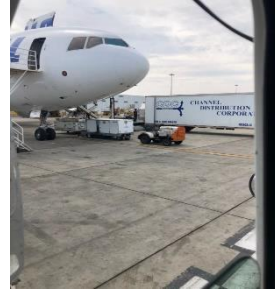


Understanding Intermodal:

*Creative Solutions with
Intermodal*




The New Norm... Everyone Join Together!



- TDIS is offering OTR with their Dray Solutions!

**Modal-X Hot
List**

Modal-X Hot List: *Triple Crown OTR Service Begins Monday 4/13*

-  **LOUP** is offering pricing solutions and capacity for FEMA shipments!
- Railroads are providing solutions to the Retailers
 - Per Diem Relief
- All Transportation Providers are saying “How can we help”

Understanding Intermodal:

Getting Started



How to Get Started (Freight Providers)

- Evaluate potential routes for mileage, weight, etc. with current customers
- Connect and establish credit with door-to-door IMC's
 - In the door-to-door market this means establishing relationship with Union Pacific, Norfolk Southern, CSX, FEC and Canadian railroads door-to-door divisions. Important to know CN & CP sell retail.
- Find and evaluate options to get to BNSF
 - Unlike the other Class I's, BNSF does not own boxes
- Clear the BCO's (beneficial cargo owners)
- Establish Solutions & Pricing
- Start Moving Freight



How to Get Started (Shippers)

- Evaluate potential routes for mileage, weight, etc. for modal conversion opportunities.
 - IMC's have the tools to help in the process
- Connect with both bi-modals and non-asset IMC's
 - Bi-modals do not necessarily operate same O/D pairings
 - Find a good operational and service mix for your business
- Establish Solutions & Pricing
- Train floor and freight operations teams
- Put test shipments on the lanes
- Turn on 100%, once tests prove successful



Pricing

Spot vs. Contract Savings

- Spot: 5% to 10% savings over spot truckload
- Contract 10% to 15% savings over contract truckload



Pricing Expectations

- Continued spot market weakness that will improve competitiveness against truck.
- Low single digit cost increases expected in the coming RFP season.
- Contract savings to remain in the 10% to 15% savings over contract truckload.



Understanding Intermodal:

Finding Shippers



Finding Customers

- Review Current Customers & Freight for Conversions
- For Freight Providers Looking for Opportunities Drive the Heavily Populated DC Parks
- Inbound Marketing
- Have shippers seek your company out.
- Blog to position your company as industry experts.
- Use social media to promote high end content and engage with the logistics community.





Questions?

Enter them in the control panel

For more information about IANA visit:
intermodal.org
or e-mail info@intermodal.org

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