

# Your Network Matters More Than You Think

Who you work with can have just as much impact on performance as the processes and systems you use. Strong carrier relationships create consistency, improve communication, and build confidence that freight will move reliably when it matters most.

In freight, relationships matter. For many shippers, a trusted network becomes the foundation of their operation.

Known carriers understand expectations, lanes, facilities, and service requirements. Over time, that familiarity reduces friction and improves execution. Reliable partners often deliver better long-term operational performance because there is already an established level of trust and accountability.

## **Relying too heavily on a closed network can also create limitations.**

Markets change quickly. Capacity shifts, demand fluctuates, and pricing conditions evolve constantly. When visibility is restricted to only a small group of providers, it becomes harder to understand where the market truly sits. Pricing competitiveness can decline, and operational risk increases if key providers become unavailable during high-demand periods.

## **That's where balance becomes critical.**

The strongest freight strategies combine a dependable core network with the ability to access broader market capacity when needed. This creates both stability and flexibility, two qualities that are increasingly important in today's freight environment.

## **Evotrux is designed to balance your trusted network and the broader market.**

Shippers can continue working directly with carriers they already know and trust through private network functionality, maintaining established relationships and preferred workflows. At the same time, they can expand visibility beyond that network when additional pricing intelligence, capacity, or redundancy is required.

## **This creates a more resilient procurement model.**

Instead of choosing between relationship-based freight management and open market visibility, shippers can leverage both simultaneously. Trusted partners remain central to the operation, while broader access helps validate pricing, improve competitiveness, and provide backup capacity during disruptions or surges in demand.

## **Flexibility becomes a competitive advantage for you.**

Because in freight, reliability matters, but so does visibility. And the operations that perform best are often the ones that can combine both.