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For More Information Call:

Chris Parker

(813) 681-5000 x 1344

[CParker@InMotionGlobal.com](mailto:CParker@InMotionGlobal.com)

Russell Jones

(650) 265-6100 x109

[RJones@CargoChief.com](mailto:RJones@CargoChief.com)

**AscendTMS Brokers and Shippers Now Have the World's First Human-Like Booking Assistant (a Booking Bot) Built Into AscendTMS.**

**Within AscendTMS, users can now let their personal Booking Assistant do all the heavy lifting and repetitive tasks associated with finding trucks and getting quotes with Cargo Chief's integrated "Booking Assistant".**

**Tampa, Florida – April 10<sup>th</sup>, 2019**

InMotion Global, Inc. announced today at the TIA conference that AscendTMS, the world's most popular transportation management software (TMS), has integrated Cargo Chief's Booking Assistant® technology, the first fully automated truckload booking assistant service, to enable AscendTMS users the ability to let their personal Booking Assistant do all the repetitive tasks for finding trucks, emailing carriers, and getting quotes - all with a single mouse click.

Cargo Chief has pioneered the time saving and margin maximizing automated Booking Assistant service, which enables brokers or shippers to reduce time spent on the repetitive tasks of calling, emailing, and finding trucks while thoroughly verifying and qualifying carriers for the user.

Tim Higham, president and CEO of InMotion Global, Inc. said, "This technology should open the eyes of every broker and shipper that sees it. The Booking Assistant from Cargo Chief is like a real human assistant that reaches out to thousands of carriers, 24 hours per day, to get real-time quotes for the AscendTMS users available loads. This is truly at the forefront of TMS capabilities. With Booking Assistant they are exposing their loads to more carriers - and receiving more offers without lifting a finger – because their Booking Assistant is doing all the repetitive heavy lifting for them. It's fantastic!"

AscendTMS Shippers or Brokers simply tell the Booking Assistant what loads need covering and the Cargo Chief Booking Assistant technology takes over – just like a real human assistant would. The load is then automatically offered to an optimized subset of the hundreds of thousands of qualified and nearby trucks in the Cargo Chief network. Those carriers will then accept the load offer or can counter-



bid. AscendTMS users can then see which carriers are available, and at what price they can do the load. The user can then easily select the best carrier option for that particular load.

Russell Jones, Cargo Chief's CEO, stated, "With the AscendTMS integration, thousands of shippers and brokers can now leverage this game changing technology to reduce repetitive human labor costs and accelerate growth. Cargo Chief has already fully integrated our Booking Assistant technology with AscendTMS so it's immediately available to every AscendTMS user. Moreover, carriers love the fact that their next bona-fide load is the absolute best match from a pre-vetted shipper or broker."

Higham continued, "This is a great example of allowing a 'bot' to replace a human in performing repetitive mundane tasks. I fully expect this type of ready-to-use artificial intelligence to be the norm going forward for brokers and shippers – and it's available in AscendTMS today."

AscendTMS is the world's number one rated TMS software platform. It's also the only true cloud-based TMS system, requiring no IT staff, no downloads, no setup, no configuration, no installation, no hardware, and no contracts. It offers complete dispatch control, fully customizable load management screens, free load tracking built into the TMS, free document management, sending of driver instructions via text from the TMS (and the ability to receive texted replies into the TMS), complete fleet, asset, and driver management, full brokerage management, easy accounting, seamless cash funding on completed loads, full reporting, user role management, branch and agent management, a free truckload rate index, real truck-miles and routes, automated driver pay and settlement, free route and load optimization, free customization, one-dollar EDI connectivity, a driver payment portal, and much more.

**About InMotion Global:**

InMotion Global, Inc. provides the free, award-winning, patent-pending Transportation Management System, AscendTMS®, to freight shippers, freight brokers, and trucking companies. AscendTMS® is used by thousands of companies in 19 countries, from small single-person logistics operations to multi-billion-dollar international corporations and can manage any logistics operation. AscendTMS® is 100% free to use for the Basic system, requires no upfront fees, no annual license cost, requires no downloads or installations, is mobile certified, and provides full enterprise level TMS features to manage and operate any logistics operation. AscendTMS® is ranked as the number one TMS software by Crowd Reviews, Capterra, and Software Advice (a Gartner company). InMotion Global, Inc. is headquartered in Brandon, Florida. Learn more at [www.TheFreeTMS.com](http://www.TheFreeTMS.com) or at [www.InMotionGlobal.com](http://www.InMotionGlobal.com).

**About Cargo Chief:**

Cargo Chief unlocks hidden carrier capacity for 3PLs by leveraging multi-patented, award-winning technology created by the combination of Silicon Valley ingenuity and deep freight industry expertise and relationships. Cargo Chief enables 3PLs to enhance their service and profitability by matching, booking and managing loads with their existing carriers more efficiently and effectively. Please visit [www.CargoChief.com](http://www.CargoChief.com).

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