



PRESS RELEASE

For Immediate Release

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Raven Logistics' Railroad Rule 11 Compliance Solution Available through Cloud Logistics by E2open TMS Enhances Efficiency, Saves Time and Money

Enhanced operations efficiency is the key to a successful business and the driver behind the Cloud Logistics by E2open and Raven Logistics Alliance



Mark Nix, Senior Vice President of Transportation and Founder of Cloud Logistics by E2Open

ATLANTA — June 18, 2019 — Railroad Rule 11 is a rail industry regulation governing the accounting procedures around interline shipments, whereby more than one carrier is utilized to meet the shipment requirements of the customer. Due to the complications surrounding the accounting procedures, each party is required to be in compliance.

“Cloud Logistics’ customers were looking for an efficient process around railroad Rule 11 compliance, and turned to us to incorporate this function into our TMS,” said Mark Nix, senior vice president of transportation and founder of [Cloud Logistics by E2open](#). “We quickly identified [Raven Logistics](#), with its exclusive solution designed to create efficiency and compliance around Rule 11, as an ideal partner.”

Rule 11 requires each rail carrier of an interline shipment to invoice the customer for its segment of the trip, putting the responsibility on the customer to allocate resources to manage the multiple invoices, handle payment, and of course, ensure compliance.

While the issues of Rule 11 compliance are complex, there is no question the regulation created efficiencies, resulting in more accurate invoicing and less time wasted. Prior to Rule 11, the originating carrier on an interline shipment was responsible to invoice the shipper and dole out payments to the other carriers, which resulted in a disorganized, redundant system fraught with inaccuracies. What’s more, the originating carrier was aware of the rates negotiated by other carriers, which left the industry uneasy.

The Cloud Logistics/Raven Logistics alliance takes the efficiencies of Rule 11 one step further by offering customers smooth, seamless compliance as well as enhanced visibility. A [recent article](#) underscores the importance of utilizing software solutions customized to your needs and industry to help reduce manual processes and redundancies, thereby reducing mistakes, as well as encouraging agile workflow and increasing accountability.

Redundancy—duplicating efforts—not only wastes time and mismanages resources, but multiple people involved in one function makes it prone to errors, inconsistencies and dropped balls , according to [a recent report](#). An article in [Entrepreneur Magazine](#) indicates that repeated steps dilutes the quality of the process, creates confusion for all those involved and distracts them from focusing on longer term goals.

“Our customers need to be able to focus on the task at hand, not get bogged down with details of worrying about compliance. Our new relationship with Raven Logistics frees our customers up to focus on meeting business objectives and generating revenue,” said Mr. Nix.

Productivity [experts](#) stress that efficient operations are often the difference between success and failure for any organization or system. Employee time is an organization’s most valuable resource and should be managed wisely to ensure it is optimized, ideally making the organization money and not being bogged down in tedious process details.

About Raven Logistics

Raven's technology offerings were designed to meet a request echoed by the majority of customers: Provide us a platform with powerful, usable software tools that enables employees to better manage their business. Raven’s TMS Rail Applications provide a fully integrated, single source communication channel that empowers customers to optimize their freight charges,

manage car movements, enhance rail car billing processes, limit their demurrage spend and audit carrier invoices.

About Cloud Logistics by E2open

Cloud Logistics by E2open (Cloud Logistics) provides innovative and easy-to-use technology that powers transportation logistics solutions for the global supply chain market. Cloud Logistics' TMS offers a modern, intuitive user experience to simplify carrier selection, load tendering, communication and payment while increasing visibility and offering real-time reporting. The cloud-based tool is easy to implement and offers a rapid-deployment TMS that can go live in as little as one day. Cloud Logistics makes the complexities of order collaboration, communication and international transportation management simple and beneficial for companies of any size. The TMS includes a unique user experience, customizable alerts, social technology for business and a mobile application designed specifically for carriers. For more information about Cloud Logistics, please visit <https://www.gocloudlogistics.com/>.

About E2open

At E2open, we're creating a more connected, intelligent supply chain. It starts with sensing and responding to real-time demand, supply and delivery constraints. Bringing together data from customers, distribution channels, suppliers, contract manufacturers and logistics partners, our collaborative and agile supply chain platform enables companies to use data in real time, with artificial intelligence and machine learning to drive smarter decisions. All this complex information is delivered in a single view that encompasses your demand, supply and logistics ecosystems. E2open is changing everything. *Demand. Supply. Delivered.* Visit <http://www.e2open.com/>.

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