

WIN Adopts New Corporate Name, Centerboard – The Logistics Industry's Neutral Technology Platform

CENTERBOARD

Offering Shippers Affordable Access to a Flexible Range of
Transportation Management Solutions

NEWS RELEASE BY CENTERBOARD

Danbury, Conn. | September 20, 2021 09:00 AM Eastern Daylight Time

Leading logistics technology platform, Web Integrated Network (WIN), today announced it will be adopting a new corporate brand name, Centerboard, to best reflect its overall mission of giving shippers control over their supply chain using the growing slate of neutral, shipper-centric transportation and supply chain management technology solutions it is developing. A truly neutral solution, Centerboard empowers the shipper to utilize its own contract carrier relationships – as well as accessing any carrier/broker in the spot market. There is more than \$1 billion in freight value running through the platform.

The company also unveiled a range of new features for its core platform, now known as WIN, by Centerboard.

Centerboard, which will continue to operate as a standalone entity from its former parent company, Odyssey Logistics & Technology Corporation, is focused on providing shippers with solutions that are easy to use, customizable and designed for integration, while being more affordable than other options. Centerboard's proprietary technologies provide supply chain stakeholders access to real-time data, providing unprecedented transparency and efficiency and helping shippers move goods in the fastest, most cost-effective and sustainable manner. Unlike older legacy systems, the company's product development approach leverages modern, nimble, modular architecture, enabling Centerboard to offer shippers of all sizes the advantage of continuous improvement with the latest technology. Centerboard's philosophy and modular approach enables supply chain participants the ability to integrate and upgrade while minimizing development costs.

Centerboard's leadership team consists of Glenn Riggs, President; Lindsey Shellman, Chief Commercial Officer; and Xavier Amella, Chief Technology Officer. The company was founded in 2017 and the cost-effective, cloud-based solutions it created like WIN, by Centerboard have helped companies of all sizes save time and money, resulting in increased profits.

"Dairyland Trading Co. is a satisfied customer of WIN. Last year alone the WIN software contributed to our 27 percent year over year growth," said Jerry Haines, Owner and Manager at Dairyland Trading Co. LLC. "We are looking forward to using the expanded features of the WIN, by

Centerboard offering to increase our efficiencies as we continue to meet the shifting demands of shipping our goods.”

Centerboard enables shippers to transact with quality carriers as well as successfully and easily integrate with legacy and emerging technology. Along with a new vision for the industry, the rollout comes with new platform features like **advanced shipment notifications** which sends notifications on all order tracking messages, helping to improve costs, accuracy and flexibility. Additionally, a new **spot quote carrier setup** feature helps to increase efficiencies.

“Working with Centerboard allows us to provide our customers with seamless, easy access to key transportation management features right within our system,” said John Walker, Logistics Product Manager at Encompass Technologies, a comprehensive cloud-based ERP for the beverage and food industry. “Centerboard’s technology architecture is designed to be flexible, modular, and agile, which allows our team to upgrade to the latest technology, saving our team and customers time and money.”

“The rollout of Centerboard’s solutions, including our ability to offer both standard and custom integrations, allows us to solve key issues facing the shipping and logistics industry. For the first time, shippers are able to take command of their supply chain and to access the features they need most,” said Glenn Riggs, President of Centerboard. “Supply chain is the lifeblood of business, but it’s complex, fragmented and often difficult to find answers to inform good decision making. Centerboard changes that with simplicity, easy integration capabilities and affordability.”

To learn more about Centerboard and the new solutions offered through WIN, by Centerboard, visit www.centerboard.com.

About Centerboard

Centerboard is a neutral, shipper-centric transportation and supply chain management platform supplying shippers with access to a wide range of affordable features needed to take control of operations. Centerboard unlocks business opportunities for shippers, carriers and supply chain stakeholders, through leveraging real-time data. Centerboard is out to make the supply chain more sustainable and efficient to ensure less waste and significant carbon reduction with every trip.

Contact Details

Kite Hill PR for Centerboard

Kite Hill PR

centerboard@kitehillpr.com

Company Website

<https://www.centerboard.com/>

Tags

LOGISTICS

CENTERBOARD

SHIPPING

SUSTAINABILITY

FREIGHT

FREIGHTVALUE