



The Trifecta Platform: An Industry-Leading, Unified Logistics Ecosystem

Roles & Responsibilities in the Alliance

A. Corporate Management Group (CMG) - Strategic Freight Intelligence & Optimization

Primary Role: Act as the alliance's consulting and strategy arm, focusing on cost reduction and insight-driven logistics decisioning.

Key Responsibilities:

- Lead freight spend analysis and provide monthly performance reporting to alliance clients.
- Use proprietary analytics to identify cost-saving opportunities across carrier contracts, accessorial fees, and routing.
- Recommend optimal combinations of carrier networks, ADL services, and last-mile solutions based on client costs and delivery requirements.
- Act as intermediary between clients and alliance executors (ADL/LMS) to ensure alignment with client strategic objectives.

Value Created:

- Delivers measurable freight cost savings and transparency.
- Helps clients retain control over logistics decisions without outsourcing full management.
- Identifies opportunities across the supply chain that open doors to repeat revenue and long-term contracts.

B. Last Mile Solutions (LMS) - High-Performance Final Delivery

Primary Role: Provide next-day delivery performance and customer-centric parcel delivery services.

Key Responsibilities:

- Execute last-mile parcel delivery and routing with high reliability and predictable performance.
- Integrate delivery tracking with alliance systems to provide end-to-end visibility.
- Offer differentiated services such as expedited delivery, scheduled delivery windows, and special handling options.
- Coordinate with ADL hubs and carrier networks to ensure seamless flow from long-haul to final delivery.

Value Created:

- Enhances service quality and customer satisfaction.
- Builds reliability that strengthens alliance client retention.

- Bridges strategic freight optimization with operational execution at the delivery point.

C. American Diamond Logistics (ADL) - Execution & Scalability

Primary Role: Serve as the operational backbone for warehousing, distribution, transportation, and fulfillment.

Key Responsibilities:

- Provide transportation coordination, inventory management, warehousing, packaging, and order fulfillment.
- Use integrated systems (e.g., TMS/WMS) to streamline flows and improve visibility.
- Scale operations based on demand shifts and seasonal changes.
- Coordinate last-mile delivery with LMS and align execution with CMG freight strategies.

Value Created:

- Brings operational strength and flexibility to the alliance.
- Reduces investment risk by sharing infrastructure and systems across accounts.
- Enables full service from inbound logistics to final delivery.

Strategic Alliance Services & Offerings

By combining these competencies, the alliance delivers integrated logistics offerings.

A. End-to-End Logistics Management

- Freight analytics and optimization (CMG)
- Supply chain execution and logistics infrastructure (ADL)
- Final delivery performance (LMS)

Client Benefits:

- Full visibility into freight costs and operational performance.
- Reduced overhead from eliminating logistics silos.
- Improved delivery performance and customer experience.

B. Scalable Solution Tiers

Basic - Freight spend analysis plus regional 3PL fulfillment for small to mid-sized shippers.

Standard - Freight optimization plus distribution and last-mile delivery for growing e-commerce and retail clients.

Premium - Predictive analytics, SLA-driven execution, and brand-aligned delivery for enterprise clients.

C. Market Expansion Packages

- CMG identifies optimal routing and carrier strategies.
- ADL provides warehousing and distribution in new markets.
- LMS delivers consistent last-mile support locally.

Operating Principles & Governance

Shared KPIs & Performance Metrics

- On-time delivery rate (OTIF)
- Freight cost savings percentage
- Inventory accuracy
- Customer satisfaction scores

Integrated Technology & Data Sharing

- Unified TMS/WMS integrations between ADL and LMS
- CMG analytics layered for strategic insight
- Real-time visibility dashboards for clients

Flexible Commercial Models

- Retainer plus usage-based consulting (CMG)
- Revenue share based on delivery volume (LMS)
- Tiered logistics pricing based on scale and performance (ADL)

Go-to-Market Strategy

- Joint sales enablement to communicate the combined value proposition.
- Case studies and proof-of-concept pilots demonstrating cost and service improvements.
- Targeted outreach to sectors with complex logistics needs including e-commerce, retail, and manufacturing.

Continuous Improvement & Innovation

A cross-partner strategy council monitors performance and identifies emerging opportunities such as AI-driven routing, real-time logistics visibility, and evolving service packages aligned with client needs.

Summary

The alliance between CMG, Last Mile Solutions, and American Diamond Logistics functions as a cohesive logistics ecosystem delivering strategic cost savings, operational excellence, and customer-centric fulfillment. By integrating strategy, infrastructure, and delivery execution, the Trifecta platform provides scalable, high-value logistics solutions that outperform fragmented standalone offerings.