

## Q&A with Chris Ricciardi, Co-Founder and COO of Logistical Labs providing Logistics and Supply Chain Software and Analytics for Shipping, 3PLs and Intermodal Marketing Companies enabling Better Informed Pricing and Quoting Decisions, Data-Driven Insights and Social Collaboration



**Chris Ricciardi**  
Co-founder & Chief Operating Officer

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**CEOCFO: Mr. Ricciardi, would you tell us about Logistical Labs?**

**Mr. Ricciardi:** Logistical Labs builds innovative technology for the logistics and supply chain industries focusing on shippers, 3PLs, and intermodal marketing companies (IMCs). Our main product is LoadDex, our software-as-a-service analytics platform. Using this, users can make better informed pricing and quoting decisions through data-driven insights and social collaboration. With so much information now at our fingertips, our goal is to gather all useful data sources into a simplified format to help the everyday user become more confident in making quicker decisions.

**“Our full concentration is on the user experience, so unless we can make our user’s daily lives 10 times better, we do not build it.”- Chris Ricciardi**

**CEOCFO: It is an impressive goal. How did you get there?**

**Mr. Ricciardi:** It really stemmed from how I started in the industry. My first job out of college was a sales position at a Top-50 brokerage firm in Chicago. At the time, quoting LTL was easy because they had tools to tell me the exact cost, but quoting truckload or intermodal took forever because there were so many places to gather intel. After 15 minutes of information gathering, I called my customer back to give them a quote and they had already given that opportunity to someone else. Right away I realized I needed to be both accurate and fast, but there were not any good tools for me to accomplish that with confidence. So, we created Logistical Labs.

**CEOCFO: What was the challenge in putting the technology in place?**

**Mr. Ricciardi:** Identifying and setting up the right integrations is definitely a challenge. There is so much information out there, so it is tough to recognize what people want and put it all into a digestible format to create a positive user experience. It is also difficult to set up and complete an integration with those sources, as the logistics industry tends to be closed off when it comes to sharing information.

**CEOCFO: What is involved in implementation?**

**Mr. Ricciardi:** It is very easy to get started. Since we’ve already done all the hard work in integrating all the components into one system, we can spin up a website in 30 seconds by connecting all the integration pieces. If companies need help coming up with a pricing strategy, we love introducing them to our existing partners too. Once we know a user’s goals, we