**Optym’s Innovative Software Product RouteMAX Scores Success with Trucking Giant Saia**

**RouteMAX Delivers Increased Operational Efficiency and Speed, Says Saia**

GAINESVILLE, Fla.--(BUSINESS WIRE)--Optym, a privately-held world leader in new-generation optimization software solutions, has gained praise from national trucking giant Saia for the way its new software product RouteMAX helped to streamline and speed up the carrier’s last-mile shipment delivery.

Since 2000, Optym has created the most innovative transportation software on the market. By using its novel optimization solutions for planning, scheduling and real-time execution, logistic and transportation companies have reduced operational costs, increased profitability and improved service quality. Optym’s technology has applications in numerous domains, including the automotive, defense, energy, finance and healthcare fields.

Optym’s new software product RouteMAX optimizes trucking pickup and delivery operations by reducing driver miles while consistently meeting all service commitments. RouteMAX’s first user, Saia, is one of the top 10 less-than-truckload (LTL) carriers in the United States, posting $1.7 billion in revenue in 2018.

“RouteMAX delivers an improved planning environment that fosters greater efficiency,” said Rohit Lal, Saia’s Chief Information Officer. “RouteMAX’s unique combination of route optimization and intuitive user workflows has delivered improved visibility, rapid route planning and better utilization of drivers and equipment.”

According to Lal, RouteMAX has boosted productivity among Saia’s planners and improved the quality of routes, since the product allows users to become more proactive and not reactive at later stages. He praised RouteMAX for helping planners get a head start in inbound planning, allowing them to focus on improving routes, as opposed to spending the bulk of their time creating routes manually .

“RouteMAX’s dynamic routing in congested, high-density areas is game-changing,” he said. “With this route optimization solution, our planners are able to create routes that push driver throughput and trailer utilization without compromising on service quality.

“Optym has been a very good partner,” he added. “Our expectations were high, and Optym met them. RouteMAX is helping Saia become a technology company. What differentiates Optym from other vendors is its unique combination of diverse skills, bringing together UX, sophisticated algorithms and deep understanding of the LTL business, including its uncertainty and complexity. This helped them build a product that creates both optimal and practical routes. In addition, the system is flexible enough to allow users to make last-minute changes.”

Patrick Sugar, VP, Linehaul and Engineering at Saia, commented how effective the change management process was.

“Optym helped us onboard over 200 users easily,” he said. “We experienced easy adoption and rollout across 165 terminals. Most planners were able to understand majority features with little or no training. And driver and dock worker feedback has been strong. Our planners liked the onboarding box that Optym provided—a kit with the user manual, tutorial videos and fun RouteMAX swag. Training was excellent, and in fact, we learned that employees explored the product on their own and discovered shortcuts.

“Optym offers a strong support structure, and the help platform delivers very rapid response to planners. We really liked the in-app chat to reach RouteMAX support without leaving RouteMAX. Also, end users can easily contact the RouteMAX engineering team to suggest feature enhancements and ask questions — the team listens and adds these upgrades in no time. In addition, RouteMAX features a cool UX, which was a decided improvement over our legacy system.”

Optym was enthusiastic about the alliance as well.

“We are excited to partner with Saia and redefine pickup and delivery optimization for the LTL industry,” said Ronda Lewis, Optym’s Chief Revenue Officer. “Together, we pioneered an industry-first dynamic routing solution that helps create zip-code agnostic routes and completed network-wide rollout to 165 terminals in less than four months.”

**About Optym:**

Since its inception almost 20 years ago, Optym has developed software solutions for some of the most complex problems in transportation. It has developed three haul-specific products for the trucking industry: RouteMAX creates and executes the best feasible set of routes for LTL pickup and delivery operations; HaulPLAN is a linehaul planning tool that uses optimization algorithms to reduce miles and improve service quality for LTL carriers; and Axele simplifies load planning with a driver-facing mobile app and award-winning algorithms that generate the best options for trip plans and load selection. Optym’s clients include customers such as Southwest Airlines (NYSE: LUV), easyJet (NYSE: ESYJY), YRC Worldwide (NYSE: YRCW), BHP Group (NYSE: BHP), BNSF Railway (NYSE: BNI) and CSX Corp. (NYSE: CSX). Optym’s mission is to develop intelligent solutions that help companies reduce their operational costs, increase their profitability and improve their service quality. Optym’s software has created value in tens to hundreds of millions of dollars annually for its clients.

Optym’s global headquarters is located on a 10-acre campus in Gainesville, Florida, with additional offices in Yerevan, Armenia, Bangalore, India, and Perth, Australia. For more information about Optym, go to www.optym.com.

**About Saia, Inc.**

Saia, Inc. (NASDAQ: SAIA) offers customers a wide range of less-than-truckload, non-asset truckload, expedited and logistics services. With headquarters in Johns Creek, Georgia, Saia LTL Freight operates 166 terminals across 42 states and employs over 11,000 people nationwide. Saia LTL Freight has been recognized by the American Trucking Association's Safety Management Council for its outstanding safety record. For more information on Saia, Inc., visit [www.saia.com](http://www.saia.com).

.

