

Orchestrating the Future of Global Logistics

For Odyssey Logistics and Technology, simplicity is the key to success for the company and its customers

AI is rapidly transforming logistics — but increasing complexity across shipper and carrier ecosystems means many organizations can't fully capitalize on it alone. Odyssey Logistics is helping shippers and carriers unlock the full value of modern technology.

What began with a single client in 2003 has grown into a multimodal logistics organization serving thousands of customers with comprehensive, technology-driven, on-demand, and scheduled logistics solutions for the chemical, food and beverage, and industrial sectors. Their services

include intermodal, truckload/LTL, warehousing, and 4PL, supported by a global \$3 billion freight network.

Today, Odyssey is evolving from a traditional operator into a digital orchestrator of logistics ecosystems. They've remained resilient through global supply chain disruptions, expanding the reach of their customers' freight by giving them innovative access to more and better options. One of their freshest innovations is a dynamic ecosystem designed to shift the company from being an operator to orchestrator.







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At the helm of this transformation is Odyssey's Vice President of Digital Transformation, Nirab Kumar. A former XPO leader who drove industry-shaping programs, he brings 20-plus years of expertise and a bold, visionary approach to innovation.

"We are here to enable the business to deliver outcomes, not just support systems," he told Reboot. "The business leaders I work with have a saying: Technology plus operations is equal to business. We're investing millions so our customers can unlock the full potential of today's technology."

One of Odyssey's backend technology programs, SpotBot, may give the impression that it's merely a handy tool for internal teams to more efficiently generate spot pricing for customers, but there's much more to the system. SpotBot is designed to deepen ecosystem visibility and analytics, with real-time validation of shipment costs and savings. "Our first and foremost goal is to save transportation cost for our

shippers. At the same time, we want to make sure that the carrier's tires are always rolling," he noted. "If we deliver on both, we create value in the middle. It's a win-win for everybody."

"The SpotBot initiative demonstrates the powerful results that emerge when deep supply chain expertise meets purposeful digital innovation, said Maheish Kesarkar, Head of Manufacturing and Logistics for Iris Software. "Nirab brought a future-focused vision for how automation and data intelligence could radically improve spot bidding in logistics."

Iris Software and Odyssey teamed up to design and engineer SpotBot, which leverages historical load patterns, optimizes pricing in real time, and executes bids at near-instant speed, enabling the business to respond to market opportunities with greater precision and agility than ever before.

"The measurable results we are seeing validate a powerful truth: when visionary leadership aligns with the right

technology capabilities, transformative outcomes become not only possible but inevitable,” he noted. “SpotBot is a strong example of how innovation, executed well, can redefine what’s achievable within the logistics ecosystem.”

The dynamic ecosystem uses multiple data sources to generate pricing and recommendations, including market rate feeds, historical shipment data, carrier capacity signals, and load-to-truck ratio. SpotBot predicts market conditions and suggests optimal pricing and scheduling for shipments. For example, shippers may save money by delaying a shipment if capacity conditions are expected to improve.

SpotBot supports spot market pricing and load matching between shippers and carriers by using data-driven models. It helps determine competitive spot rates that align with current market conditions and improve the likelihood of shipper acceptance. In parallel, it evaluates carrier behavior and preferences to identify which loads are most likely to be covered, helping reduce empty miles and improve overall network efficiency.

The platform integrates multiple AI components such as pricing engines, bidding systems, decision models, and feedback loops that connect shippers and carriers efficiently, minimizes empty miles, and delivers real-time, market-accurate pricing. The goal is to move from manual logistics operations to automated orchestration, incorporating automatic quoting, auto-booking, and

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refreshing expired quotes. While this level of optimization has significantly improved outbound transportation — where Odyssey already delivers strong visibility through deep carrier and electric logging device (ELD) integrations — it also highlighted a gap on the inbound side of the supply chain.

Odyssey OnDemand (ODM), another application in the same ecosystem addresses this gap, by extending visibility and orchestration to inbound raw material flows.

“Our customers are very happy with our outbound” Kumar said. “We have integrations with the ELD providers and carriers, giving us strong visibility. However, customers were struggling to gain the visibility of inbound when managing it on their own. By extending our platform with a strategic and creative solution, we were able to bring both those carriers into the mix, supporting visibility, collaboration, and control upstream.”

That innovative solution is Odyssey’s transportation management system designed to automate workflow and automate carrier rates and routes, master data management, and shipment consolidation. ODM gives suppliers control tower insights – increasing efficiency and reducing manual touch points while driving data-driven decisions.

Once a supplier accepts a purchase order, ODM is used to plan and operate the move, including defining origin and destination, selecting carriers,

assigning loads, and executing pickup and delivery to the manufacturer's warehouse or plant. By extending from outbound-only to combined outbound and inbound capabilities, Odyssey provides customers with end-to-end visibility across their supply chain rather than just their outbound flows.

"Every company is in their own stage of innovation and digital journey," he explained. "We meet our customers where they are. We can integrate with their existing SAP system or their own ERP, however, they can also integrate using EDI, APIs, or direct integrations, as well as access to a developer portal." Customers at different stages of digital maturity can connect without integration woes.

Enabling this unified approach is Odyssey's cloud-native architecture, built in partnership with AWS. As Kumar explained, "These are possible because we have architected our system to adapt to our customer's landscape, not the other way around."

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As one of Odyssey's primary cloud providers, AWS hosts the platform and its core applications, allowing them to scale dynamically with demand. This foundation also supports advanced capabilities, from white-labeled customer experiences to conversational AI that enables service teams to interact with lifelike virtual agents.

Ultimately, Odyssey engineered a flexible backbone supporting its vision of automated, making end-to-end supply chain orchestration possible. By abstracting away complexity, from pricing and execution to visibility and integration, Odyssey enables customers

to focus on their core business, even in highly complex and regulated environments.

"We'll take care of the complexity in supply chain execution so customers can focus on their core competencies. With expertise in complex and regulated logistics, including hazmat, we have the capabilities to move even the most challenging freight with confidence," Kumar concluded. "We are a very specialized, data driven, tech driven transportation company. Really, we bring our deep expertise and proven experience to deliver with confidence and precision."

And that's shaping the future of multimodal logistics for the benefit of all. ■



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Helping logistics and supply chain leaders transform operations with data, automation, and intelligent platforms.

At Iris Software, we partner with industry leaders to modernize logistics and supply chain operations through advanced digital engineering. Our teams combine deep industry understanding with strong technology capabilities to help organizations improve efficiency, optimize costs, and build scalable digital platforms.

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