



AHFA 2026 CONFERENCE
GLOBAL
FURNITURE LOGISTICS
— AND SUPPLY CHAIN —



CONNECT



INNOVATE



AUTOMATE



DELIVER

Meet Eric Clarke

Transportation Operator. Technology Innovator. Aurora CEO.



Transportation Experience

40+ Years in Transportation

Owned & operated
trucking companies



Aurora Journey

Customer Since 1999

Acquired Aurora
Software in 2023



Technology Leadership

VP at DispatchTrack

5 years leading
B2B initiatives



Industry Perspective

**CDL Holder &
Operator Mindset**

Built from real-world
transportation experience



Innovation Mindset

Early Technology Adopter

Focused on modern
logistics solutions



Vision for the Future

Driving Aurora Forward

AI, automation, and
operational innovation



Remote
Certified

Real Experience. Real Vision. Real Results.
Leading Aurora into the Future.



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UNDER SIEGE

EMBRACE CHANGE – IT'S COMING FAST!



CHANGE IN THE LEGACY CUSTOMER/BUSINESS
that will affect the traditional Furniture Carrier



NEW ENTRANTS IN THE SUPPLY CHAIN
that are non asset – Lower cost structure



LACK OF CONNECTED SYSTEMS
causing delays and visibility gaps



THE NEED TO REDUCE COST
to be competitive in the marketplace



CHANGE IS ACCELERATING.
PROACTIVE TRANSPORTATION COMPANIES WILL LEAD THE WAY.

E-COMMERCE LEADERS SETTING THE STANDARD

Raising customer expectations across parcel and big & bulky

Walmart 



CONVENIENCE

Store-based fulfillment, pickup & delivery options, and local inventory make it easy for customers.

amazon 



SPEED

1–2 day (and same-day) delivery became the expectation.

 wayfair



OVERSIZED DELIVERY VISIBILITY

Wayfair set the bar for visibility, appointment scheduling and communication for big & bulky deliveries.

 ASHLEY



BIG & BULKY EXPERTISE

Ashley delivers a seamless experience for furniture with white-glove options and room-of-choice delivery.



POWERPOINT TAKEAWAY (CONDENSED)

“Amazon taught customers to expect speed. Walmart taught them convenience. Wayfair taught them oversized delivery visibility.”

Today, every transportation provider is being measured against those expectations.

AI – The Next Business Paradigm?

*The Industrial Revolution mechanized labor.
AI mechanizes operations, decision-making and insight.*



Real-Time Insights Never Before Available

AI delivers real-time visibility and predictive insights so you can *act with confidence*.



Reduced Manual Work & Greater Efficiency

Automate repetitive tasks, eliminate busywork, and *streamline operations*.



Better Decisions at Every Level

AI analyzes more data, uncovers patterns, and recommends the *best next step*.



Improved Scalability & Agility

Scale your business, adapt faster, and *do more without scaling your team*.



KEY TAKEAWAY:

*A smaller team can now operate
like a much larger company.*

AI: BEYOND THE BUZZWORD

Practical applications that improve execution, visibility, and profitability.



AI IS NOT MAGIC

Not hype. Not robots replacing people.

Practical tools that improve decision-making.



AI WORKS BEHIND THE SCENES

- Monitors bills and charges
- Watches shipment profiles
- Tracks operational performance
- 24/7 – All the time



AI IDENTIFIES PROBLEMS EARLY

- Flags billing errors
- Predicts service failures
- Improves customer communication
- Surfaces risks faster



AI MAKES GREAT OPERATORS BETTER

- Your best people stay in control
- Helps them move faster
- Smarter decisions
- Better results



Your best operations person can only look at so much in a day.
AI can look at everything... all the time.



The companies that win over the next five years won't necessarily be the biggest.
They'll be the ones that combine operational experience with technology—and use AI as a force multiplier.

If you wait until AI becomes crystal clear...
YOU'RE ALREADY BEHIND.

AI as an Operational Co-Pilot

AI helps your team work smarter, not harder.



Optimize Loads & Routes

Maximize capacity and match the right load to the right equipment.



Predict Delays & Exceptions

Anticipate disruptions and take action before they impact your business.



Improve Asset Utilization

Make better use of every truck, trailer, and driver.



Reduce Empty Miles

AI finds return opportunities and minimizes deadhead miles.



Automate Customer Service & Customer Communication

AI automates responses and updates across channels—delivering faster, consistent communication 24/7.



Empower Your Team

Give your team the information they need to make confident decisions.



KEY TAKEAWAY:

AI supports operators—it doesn't replace them.

INDUSTRY PROBLEM. SHARED SOLUTION. COMPETITIVE ADVANTAGE.

*We have an industry problem – You will survive by helping each other.
Improving the flow of information.*



THE SOLUTION: A SHARED INFORMATION ECOSYSTEM

Real-time data sharing ✓ Better planning ✓ AI-powered execution ✓ Predictable outcomes

Deliver predictable transit times. Win together.

AI Will Separate Leaders from Followers

The companies adopting AI today will outperform those waiting.



COMPANIES ADOPTING AI



Lower Operating Costs

Automate more. Spend less. Grow stronger.



Faster Execution

Make decisions quicker and act with speed.



Better Customer Service

Deliver exceptional experiences, every time.



Increased Profitability

Maximize margins and drive sustainable growth.



RESULT:

More competitive,
scalable operations



COMPANIES DELAYING



Higher Labor Dependency

Relying on people for work AI can do.



More Inefficiency

Manual processes create waste and delays.



Slower Response Times

Miss opportunities. Lose valuable time.



Increased Competitive Pressure

Falling behind faster-moving competitors.



RESULT:

Falling behind
faster-moving competitors



KEY TAKEAWAY:

The gap between leaders and followers will widen.

THE FUTURE OF FINAL MILE IS CONNECTED

THE WINNERS WILL EMBRACE CONNECTIVITY. THE LOSERS WILL PROTECT OUTDATED PROCESSES.

1 FINAL MILE IS GROWING FAST



Final Mile is the one segment of the transportation industry that is going full bore.

This will continue to grow over the next five years.

2 TRADITIONAL FREIGHT IS DECLINING



You will see traditional brick and mortar decline as consumer behavior continues to shift toward delivery-first models.

3 LEGACY THINKING IS DANGEROUS



If you continue to think your business is going to come from traditional shippers, **you will be out of business.**

4 3PL PORTALS WILL BE CHALLENGED



If you are a 3PL with your own portal requiring FM carriers to use your portal or app to update your system, **you will lose market share** when the carrier can replace your business.

5 THE INDUSTRY MUST CONNECT



The industry has to be on a connected system that allows for the **free flow of data**, regardless of the shipper, manufacturer, linehaul carrier or final mile carrier.

6 FREE FLOW OF DATA WINS



There must be a **free flow of data and connectivity** to power real-time visibility, smarter execution, and better experiences for everyone.



THE FUTURE BELONGS TO CONNECTED ECOSYSTEMS.

EMBRACE CONNECTIVITY. SHARE DATA FREELY. EXECUTE WITH PREDICTABILITY. WIN TOGETHER.



The Future of Transportation

Transportation Expertise + AI = Competitive Advantage



Move Faster

Make decisions quicker and respond in real time.



Operate Smarter

AI enhances planning, visibility, and execution.



Embrace Automation

Scale operations without scaling overhead.



**“ AI is not replacing transportation operators—
it is multiplying their capability. ”**



The future belongs to transportation companies that combine **experience** with **AI**.

Aurora Transportation Ecosystem

One connected platform for transportation operations, automation, visibility, and integration.

NOVA TMS PLATFORM

LTL • FTL • AIR FREIGHT • INTERMODAL • FINAL MILE • BROKERAGE



ORDERS

- Create / Edit
- Complex Rating Engine w/ Auto-Rating
- Manage
- Invoice w/ Automated Triggers, Documentation & Delivery Methods



LOADS & MANIFESTS

- Create
- Manage
- Execute
- Assign Power & Trailers
- Driver Management & Settlement
- Driver Mobile App.



DOCUMENT IMAGING

- POD's
- BOL's
- Invoices
- Other



ACCOUNTING

- A/R
- A/P
- G/L
- PAYROLL
- SALES TAX



REPORTING

- Operations
- Sales / Revenue
- Rate Management
- Costing
- General Accounting
- Payroll



TARIFF BUREAUS

- SMC3/CZARLITE
- MIDDLEWEST
- OTHERS



AURORA INTEGRATION HUB

- API • EDI • File Transfer
- Multi-Point – To/From ALL Trading Partners



INTEGRATION BETWEEN TRADING PARTNERS



INTEGRATION TO MICROSOFT BI (and others)



FreightOps:
Warehouse
Management
for SHIPMENTS



FreightOps:
3PL Warehouse
Management for
ITEM INVENTORY



CUSTOMER WEB PORTAL

- Quotes
- Track & Trace
- Create Orders
- Invoices & Photos



AI DOCUMENT CONVERSION

Convert document
Images to Data
(In development)



FreightSnap INTEGRATION

Automated Wt &
Dims Audits
(In development)



DispatchTrack FINAL MILE

- Final Mile Route Optimization by Terminal Agent
- Delivery Appt. Scheduling & Self-

NOVA Integration Hub

Any System to Any System

TRADING PARTNER SYSTEMS

ERP, TMS, WMS,
ROUTING,
BROKERAGE,
ACCOUNTING

VIA EDI, API, FILE,
SPREADSHEET,
DATABASE

ON-PREM, CLOUD,
VAN, SFTP



INTERNAL SYSTEMS

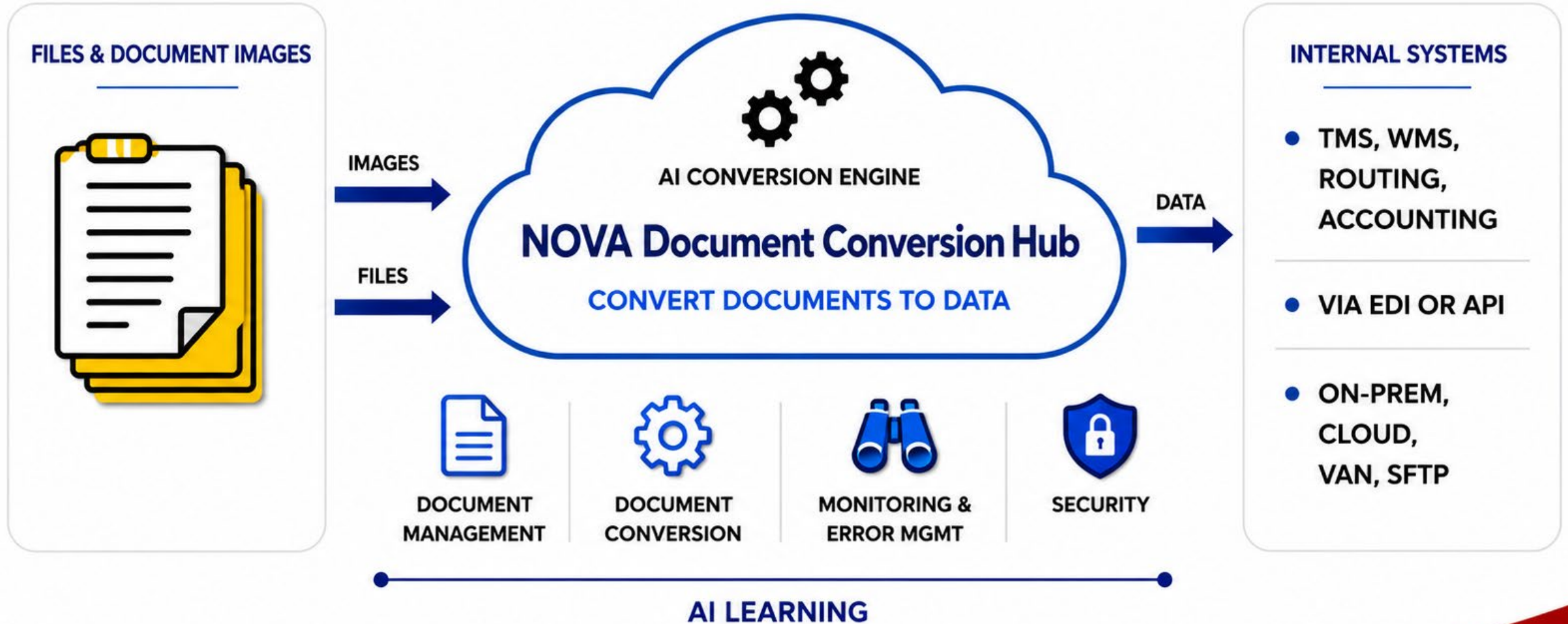
ERP, TMS, WMS,
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ON-PREM, CLOUD,
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Nova Document Conversion Hub

Any System to Any System





DECISION TIME



**TRANSPORTATION
HAS ALREADY CHANGED.**

DO YOU HAVE A PLAN?



LEAD

- ✓ Shape the future
- ✓ Create opportunity
- ✓ Drive results



CHASE

- ✗ React to disruption
- ✗ Lose control
- ✗ Fall behind

THANK YOU