



NEWS RELEASE

Werner® Wins 2024 Top Supply Chain Projects Award for AI-Powered Dynamic Pricing Engine

6/26/2024

OMAHA, Neb.,--(BUSINESS WIRE)-- **Werner Enterprises, Inc.** (Nasdaq: WERN), a premier transportation and logistics provider, is honored to announce its selection as a 2024 Top Supply Chain Projects award recipient by Supply & Demand Chain Executive. The recognition highlights Werner's dynamic pricing engine, an AI-powered solution designed to optimize transportation costs, improve pricing accuracy and streamline pricing processes.

The development of Werner's dynamic pricing engine began after the company uncovered limited flexibility and outdated technology on a previous platform. The team saw an opportunity to take decisive action and develop a more robust and adaptable dynamic pricing engine to fuel business growth and meet Werner's evolving needs.

"At Werner, we are constantly developing and sourcing innovative solutions that enhance our workflows and help us and our customers reach their goals," said Werner's Executive Vice President and Chief Information Officer, Daragh Mahon. "This recognition validates our efforts to upgrade internal processes while making the supply chain more efficient, safe and reliable."

The updated dynamic pricing engine goes beyond simple automation and leverages a sophisticated approach to generate unique buy rates for each shipment. Since implementing the new dynamic pricing engine, Werner has seen improvements including enhanced efficiency, improved customer satisfaction, faster response times, streamlined workflows and cost optimization.

Supply & Demand Chain Executive's Top Supply Chain Projects Award honors companies within the supply chain and logistics space making significant improvements toward supply chain efficiency. It celebrates companies working smarter, cultivating strength and demonstrating ingenuity.



Visit [here](#) to view the full list of Top Supply Chain Projects winners.

About Werner Enterprises

Werner Enterprises, Inc. (Nasdaq: WERN) delivers superior truckload transportation and logistics services to customers across the United States, Mexico and Canada. With 2023 revenues of \$3.3 billion, an industry-leading modern truck and trailer fleet, nearly 14,000 talented associates and our innovative Werner EDGE® technology, we are an essential solutions provider for customers who value the integrity of their supply chain and require safe and exceptional on-time service. Werner provides Dedicated and One-Way Truckload services as well as Logistics services that include truckload brokerage, freight management, intermodal and final mile. As an industry leader, Werner is deeply committed to promoting sustainability and supporting diversity, equity and inclusion.

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