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FOR IMMEDIATE RELEASE

**J.B. Hunt, JDA Integrate Technology Platforms to Provide
Customers with Dynamic Pricing and Access to Capacity**

One of the largest transportation and logistics providers in North America to leverage JDA's AI-driven platform to deliver dynamic quoting and rate updates in real-time

SCOTTSDALE, Ariz. and LOWELL, Ark., December 9, 2019 – [JDA Software, Inc.](#) and [J.B. Hunt Transport Services, Inc.](#), announced today they will integrate JDA's [Supply Chain Management \(SCM\) Platform](#) with J.B. Hunt 360[®], the company's industry-leading digital freight matching platform, to provide customers with greater pricing visibility and access to available capacity. By combining the processing power of APIs from both technology platforms, customers using [JDA[®] Transportation Management](#) will have access to dynamic quotes, detailed pricing, and real-time rate updates.

"Customers want a more efficient way to do business, and integrating these two platforms will provide JDA and J.B. Hunt 360 users with the information needed to make timely decisions," said Shelley Simpson, executive vice president, chief commercial officer, and president of highway services at J.B. Hunt. "Many of our customers already use JDA Transportation Management, so uniting it with J.B. Hunt 360 modernizes our connectivity to allow carriers and shippers to see rate updates and get dynamic quoting in real-time."

Together, J.B. Hunt and JDA are delivering a powerful joint solution for customers using JDA Transportation Management that increases operational efficiency. JDA Transportation Management users will be able to access the marketplace within J.B. Hunt 360 through the app when needing to secure capacity on the spot market. Rates and pricing will be generated by considering the historical and industry information captured by both platforms, providing a near true market price and automating a time-consuming process.

J.B. Hunt 360 is the company's technology solution that addresses the need for efficiency, cost savings, and visibility across the supply chain. Through J.B. Hunt 360, customers and carriers can engage in a marketplace for freight matching, gain unprecedented visibility into their operations within the supply chain, and access features that automate and streamline day-to-day efforts.

The JDA SCM Platform offers an intelligent, efficient, API-led architecture that is built to deliver innovation to the world's biggest companies. As one of the largest transportation and logistics companies in North America, J.B. Hunt will be able to leverage the AI capabilities within JDA's platform to enable real-time, actionable decision-making, giving updates to myriad shippers and carriers while synchronizing critical transportation processes via JDA Transportation Management.

“Integrating J.B. Hunt 360 with the JDA SCM Platform showcases the criticality of a continuous supply chain and the ability to tap into previously inaccessible data streams to create efficiencies,” said Terry Norton, vice president, 3PL/distribution at JDA. “This joint offering for J.B. Hunt’s customers – and our own – unlocks real-time information for carriers and shippers for the first time, while aiding an integrated logistics strategy for J.B. Hunt.”

About JDA Software, Inc.

JDA Software provides the leading AI-driven supply chain management (SCM) platform. Our end-to-end solutions span supply chain and retail planning, execution, delivery and workforce management. Our mission is to empower companies to better predict, make and deliver exactly what their customers want – when, where and how they want it. We power free-flowing, connected global commerce - without wasted materials, energy, costs or time – to accelerate economic growth, sustainability and prosperity. JDA delivers a more Autonomous Supply Chain™ for 4,000 of the world’s leading companies including 75 of the top 100 retailers, 77 of the top 100 consumer goods companies and 8 of the top 10 global 3PLs. **Running JDA, you can plan to deliver.** www.jda.com

About J.B. Hunt

J.B. Hunt Transport Services, Inc., a Fortune 500, S&P 500, and NASDAQ-100 company, provides innovative supply chain solutions for a variety of customers throughout North America. Utilizing an integrated, multimodal approach, the company applies technology-driven methods to create the best solution for each customer, adding efficiency, flexibility, and value to their operations. J.B. Hunt services include intermodal, dedicated, refrigerated, truckload, less-than-truckload, flatbed, single source, final mile, and more. J.B. Hunt Transport Services, Inc. stock trades on NASDAQ under the ticker symbol JBHT and is a component of the Dow Jones Transportation Average. J.B. Hunt Transport, Inc. is a wholly owned subsidiary of JBHT. For more information, visit www.jbhunt.com.