

GoodShip and GenLogs Partner to Bring Real-Time Carrier Discovery to Shippers

New Integration Helps Transportation Teams Identify and Evaluate Carriers Beyond Their Existing Networks



BELLEVUE, WA & ARLINGTON, VA — Feb. 9, 2026 — **GoodShip**, the all-in-one platform for freight orchestration and procurement, and **GenLogs**, the freight intelligence platform providing real-time visibility into truck, carrier, and lane patterns across the U.S., today announced a partnership to introduce *Carrier Discovery* inside the GoodShip platform.

Carrier Discovery brings GenLogs’ real-world truck intelligence directly into GoodShip’s orchestration and procurement workflows, giving transportation teams a powerful new way to discover and evaluate carriers outside of their incumbent networks without leaving the GoodShip experience. Shippers can filter and identify carriers based on lane activity, regional footprint, recent sightings, safety score, insurance, number of assets, and other key criteria backed by observed freight movement data.

“Shippers typically operate within the confines of their existing carrier networks while fielding a constant stream of inbound carrier interest with little objective signal,” said Ryan Soskin, co-founder and CEO of GoodShip. “By combining GenLogs’ observed freight movement data with GoodShip’s network context, this integration materially changes the carrier discovery model by replacing reactive screening with evidence-based recommendations grounded in a shipper’s network.”

GenLogs operates a proprietary nationwide sensor network that captures real freight movement data, including carrier identities, equipment details, and lane patterns. This data is analyzed using computer vision and AI, then made available. With these insights embedded into GoodShip, customers can identify carriers that are already operating on targeted lanes or whose movement patterns indicate strong regional or backhaul alignment.

“GoodShip’s platform is built around helping shippers make smarter decisions with better data,” said Ryan Joyce, CEO of GenLogs. “By bringing our truck intelligence into GoodShip’s workflows, shippers gain access to evidence-based insights that show which carriers are actually moving freight where they need it, not just who says they can.”

Carrier Discovery will be available to GoodShip customers in late Q1, giving shippers a faster and more informed way to source capacity beyond their existing carrier networks.

About GoodShip

GoodShip is the all-in-one platform for freight orchestration and procurement, built for transportation teams, by transportation teams. GoodShip unifies freight data, surfaces real-time insights, and helps teams move from reactive decision-making to coordinated, data-driven execution. With the recent launch of Laney, the industry's first AI Transportation Analyst, teams can ask questions about their network and receive in-depth answers in seconds through an intuitive, conversational interface. Learn more at www.goodship.io.

About GenLogs

GenLogs is the freight intelligence platform delivering proprietary insights through a nationwide network of sensors, commercial, and open-source datasets. With real-time visibility into carrier routes, lane activity, and equipment movement, GenLogs helps shippers, brokers, and carriers discover capacity, reduce fraud, and unlock more efficient freight flows. Learn more at www.genlogs.io.

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