Groundtruth launches with J.B. Hunt to address industry-wide billing challenges
AI-powered platform advances a higher standard for invoice validation and reconciliation

NASHVILLE, Tenn. (Nov. 16, 2026) — Groundtruth today launched its AI-powered invoice validation platform, developed and co-designed with J.B. Hunt Transport, Inc., a subsidiary of J.B. Hunt Transport Services, Inc. (Nasdaq: JBHT). The technology helps freight providers validate invoice information before billing, by reviewing information such as contracts, rates, accessorial authorizations and fuel charges.

Freight invoices often rely on information that changes frequently and resides across multiple systems and departments, creating complexity for both carriers and shippers. Groundtruth is an AI platform that reconciles commercial and operational data before invoicing, helping transportation providers validate billing information more efficiently and integrate the process directly into existing finance and customer service systems.

Groundtruth serves mid-market and enterprise transportation providers including carriers, freight brokers and forwarders with the flexible, modular architecture of an AI-native solution. For transportation providers like J.B. Hunt, this can help reduce manual administrative effort, increase efficiency across billing workflows and support a faster quote-to-cash cycle. For shippers, it can provide greater consistency in invoice validation and streamline the exchange of billing information.

“Our approach to technology has always been rooted in solving real-world challenges for customers while improving the way we operate. Groundtruth reflects that approach, applying AI to the complex process of validating freight billing information across large transportation networks while helping advance a higher standard for freight billing and reconciliation,” said Brad Delco, chief financial officer and executive vice president of finance at J.B. Hunt.

Groundtruth is the second startup announced as part of J.B. Hunt's work with Vantora, formerly UP.Labs. Overroute, an AI-native freight execution platform, launched in July. J.B. Hunt's work with Vantora is focused on building startups that address complex challenges across essential industries.

"The freight industry manages enormous amounts of commercial and operational data across every transaction. Groundtruth helps transportation providers bring that information together earlier in the process, creating a more consistent and efficient approach to invoice validation and reconciliation,” said Alex Rustioni, chief executive officer of Groundtruth.

For more information, visit www.groundtruth.io and www.vantora.us.

About Groundtruth

Groundtruth reconciles the fragmented commercial and operational data behind every freight transaction, including rates, contracts, accessorials, emails, documents, and shipment events, to determine what should actually be billed before the invoice reaches the customer. Groundtruth was incubated by J.B. Hunt, and is based in Nashville, Tennessee. Learn more at www.groundtruth.io.

About J.B. Hunt Transport Services, Inc.
J.B. Hunt's vision is to create the most efficient transportation network in North America. The company's industry-leading solutions and mode-neutral approach generate value for customers by eliminating waste, reducing costs and enhancing supply chain visibility. Powered by one of the largest company-owned fleets in the country and third-party capacity through its J.B. Hunt 360°® digital freight marketplace, J.B. Hunt can meet the unique shipping needs of any business, from first mile to final delivery, and every shipment in-between. Through disciplined investments in its people, technology and capacity, J.B. Hunt is delivering exceptional value and service that enable long-term growth for the company and its stakeholders.

J.B. Hunt Transport Services Inc. is an S&P 500 company and a component of the Dow Jones Transportation Average. Its stock trades on Nasdaq under the ticker symbol JBHT. J.B. Hunt Transport Inc. is a wholly owned subsidiary of JBHT. The company's services include intermodal, dedicated, refrigerated, truckload, less-than-truckload, flatbed, single source, last mile, transload and more. For more information, visit www.jbhunt.com.

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