

## Slync's technology finds new home in consulting group led by industry veteran



*Bluspark will integrate the Slync technology into its existing VOYIX platform, which it provides to shippers to manage core logistics processes. Photo credit: Travel mania / Shutterstock.com.*

**Eric Johnson, Senior Technology Editor | Mar 4, 2024, 11:35 AM EST**

A logistics consulting group said Monday it has acquired the technology assets of Slync, the now-defunct software vendor that declared bankruptcy in October after an acrimonious legal ordeal involving its founder, who was convicted in January of using company funds for his personal benefit.

The consulting group, Bluspark, said in a statement that the acquisition of Slync's intellectual property will help it accelerate the rollout of a platform it offers to importers and exporters to improve core international logistics processes, including rate management, shipment bookings allocation, rate audit and payment.

Terms of the deal were not disclosed.

“The storied demise of Slync should not overshadow the great work the development and product team did to bring innovative solutions using the latest in [artificial intelligence] and machine learning to their customers,” Bluspark President and CEO Ken O’Brien said in the statement. “As a former potential customer, we saw the value of leveraging the technology stack to bring the vast amounts of unstructured data this industry generates into an actionable, automated state in a structured cloud environment.”

O’Brien, a veteran of the liner carrier business, also serves as CEO of the Gemini Shippers Association, an ocean freight buying group for importers and exporters.

The deal would seem to bring closure to the Slync saga. The company was shuttered in Oct. 2023 after a failed attempt to resurrect the brand helmed by new CEO John Urban.

In January, Slync founder and former CEO Chris Kirchner was convicted by a federal jury on 11 counts of wire fraud and engaging in monetary transactions in property derived from specified unlawful activity. He faces sentencing in July.

Bluspark will integrate the Slync technology into its existing VOYIX platform, which it provides to shippers to manage core logistics processes.

“The addition of the Slync IP into our existing product suite will bring new functionality to our shipper association and beneficial cargo owner customers while opening up new product offerings and market segments,” Nilanjan Mitra, Bluspark’s head of technology, said in the statement.

Before closing, Slync’s tech was primarily focused in two areas of automation: the freight booking process, and order-related processes that connected emails and spreadsheets to the order management systems that logistics services providers and shippers use.

“We know the industry and we know the tech space,” said O’Brien. “We always appreciate accretive opportunities — this is one such opportunity.”

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