Equipalizer provides a global information trading platform that increases cargo informative capabilities. Equipalizer organizes the world's freight information and makes it universal, globally accessible, and useful. Equipalizer.com facilitates the sharing of information through the social graph and digital mapping of equipment with real-world supply chain social connections.

Equipment Localizer Co, Inc. was incorporated as a privately held company on June 06, 2008. Their mission is to create collaboration between shippers and logistics providers with information that will lead in the Logistics initiative to effectively and aggressively be a catalyst in the supply chain industry and implementing strategies across user's networking operations and creating the most advanced Supply Chain Network.

The word Equipalizer derives from the words, "Equipment Localizer." The site was made with the intentions of being a tool to centerline guidance for shippers, importers, exporters and service providers.

Equipalizer is an internet-based, real-time network that integrates numerous sources of service provider's location, service area and status into a single, easily navigated Web portal to allow users to access cargo and terminal information to facilitate the most efficient logistics planning. We look to organize the world's transportation information by building an open community that collaborates to better their freight transportation positioning and strategies with that in mind, Equipalizer.com was created because it was clear that there is an urgent need to introduce and implement a website that is a solution to organizing the world's shipping options.

Users must register before using the site, after which they may create a profile, add other users that they would like updates from, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common-interest user groups, organized by service type, trending topics, or other characteristics, and categorize their followers into lists such as "Ocean Carrier, Trucking Companies (Drayman), "3PL" and Intermodal service providers that service different Container Port and Warehouses. Equipalizer allows any users who declare themselves to be a service provider and shippers (Importers/Exporters) to become registered users of the site.

Users can create profiles with photos, lists of industry interests, contact information, and other trade and service information. Users can communicate with and other users through private or public messages and broadcasting features. Posts are publicly visible by default; however, senders can restrict message delivery to just their followers.

On September 6, 2006, Track and trace was announced, which appears on the homepage and the feature and results are available to everyone. This enabled service is for searching current status and history of ocean containers, bill of Lading and air cargo shipments.

Video-sharing uses Adobe Flash Video and HTML5[4] technology to display a wide variety of user-generated video content, as well as amateur content such as video blogging and short original videos.

Most of the content on Equipalizer has been uploaded by individuals, although media corporations including Air Cargo, Bar Pilot, Barge Line, Container Freight Station (CFS), Customs Broker, Depot, Third Party Distribution Center/Warehouse, Equipment Supplier, Export Packer, Freight Forwarder, Haulers, Heavy Haul Trucking, Indirect Air Carrier (IAC), Industrial Real Estate (broker, developer), Importer/Exporter, Retailer, Wholesaler (BCO), Intermodal Marketing Company (IMC), Intermodal Rail Terminal/Rail Ramp, Labor Management, Leasing Company, Logistics/Transportation Consultant, Logistics/Transportation Financing, Logistics/Transportation Insurance, Logistics/Transportation Law Firm, Manufacturer/Commodities/Raw Materials, Marine Terminal Operator, Media, Non-Vessel Operating Common Carrier(NVOCC), Ocean Carrier, Online Portal/IT/Transactional Service, Owner Operator, Port Authority, Railroad/Rail Transportation, Ship Broker, Shippers, Steamship Agent, Steamship Line, Stevedoring, Supplier, Third Party Logistics (3PL's), Trade Association/Publication ,Trucking, Trucking-Less than Truck Load (LTL), Trucking-Private Fleet, Trucking-Truck Load (TL), Trucking-Port Draymen, and other Supply Chain organizations offer some of their material via YouTube. Unregistered users can watch videos, while registered users can upload an unlimited number of videos.