

9 REASONS ADOPTION OF DIGITAL FREIGHT MODELS IS GROWING



INCREASED DEMAND FOR DOMESTIC FREIGHT CAPACITY

Extremely limited truck capacity due to the ongoing driver shortage and increased consumer demand keep feeding the never ending cycle of freight volatility.

MORE FREQUENT TENDER REJECTIONS BY CARRIERS

With so many goods passing through supply chain channels, 3PLs, shippers, and others are in a position to be picky about what freight they want to take on, leading to record highs in tender rejections.

RISING SPOT MARKET AND LONG-TERM RATES

With rates continuing to rise and no end in sight, access to digital freight will empower shippers to make the best of what they have without going over budget.

NEED FOR REAL-TIME AND DYNAMIC VIEWS INTO CAPACITY AND RATES

More and more shippers and carriers need access to real-time data to ensure shipments are on time, within budget, and on track. Visibility like that is only possible with the most sophisticated algorithms.



NEED TO ACCESS A LARGER CARRIER BASE

The need for reliable capacity translates to an overall necessity for a larger carrier base, which would provide shippers more options to get their shipments out on time and on budget.

USE OF VISIBILITY PLATFORMS FOR COLLABORATION



The only way collaboration can work is if there is equal visibility among all participants. Technology bridges the gap between shippers and carriers, providing them with the visibility needed to build trust and work together.

PROCUREMENT AND ANALYTICS CAPABILITIES FOR LONGER-TERM CONTRACTED FREIGHT

Continuous data collection into freight needs allows shippers to make better-informed procurement decisions.

EASY ACCESS TO, AND INTEGRATION OF THESE PLATFORMS THROUGH THE SHIPPER TMS

With TMS integration enabled, shippers can check online and in real-time, rates and alternatives, without needing to leave their main TMS. This creates easier access to and adoption of digital models.

TMS LIGHT-TYPE CAPABILITIES ADDED INTO SOLUTIONS

This opens up digital models for small and mid-size shippers who may not have an enterprise-level TMS, increasing the number of shippers they can reach.