

Integrating Private and Purchased Transportation

Bringing Two Worlds Together

Although traditionally private fleet and purchased transportation management have operated in isolation, merging transport planning and execution is the trend.



Asset utilization
Scheduling drivers and vehicles
Compliance

Carrier selection
Contracting
Carrier performance management
Load tendering



*percent of U.S. market vehicles

Signs the paradigm is shifting:

- » Departmental walls in transport are breaking down
- » Optimization and service opportunities are being found
- » Fleets are getting more efficient
- » Carriers are offering more specialized capabilities

A new holistic, dynamic approach to reduce costs and improve service:

Omni-Mode Integration



Keys to Successful Integration



Collaborate

Integrate fleet and transportation management teams

- » Foster collaboration
- » Don't separate traditional inbound and outbound roles.
- » Approach each movement as a single logistics challenge



Focus

Identify your primary goal

- » Are you trying to maximize assets or optimize daily costs?
- » Establish key performance indicators to focus the integrated team



Invest

Invest in logistics technology

- » Messaging, visibility and dynamic dispatch are essential
- » Determine if new or upgraded capabilities are needed
- » A common technology platform is optimal
- » Flexible solutions providing real-time information improve decisions



Leverage

Use your fleet

- » It's trapped capacity and should be leveraged whenever possible, e.g. backhauls
- » Consider using it where vendors are offering good allowances
- » Combine it with carriers to lower costs on a single order