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

**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