Integrating Private and Purchased Transportation

Leveraging Transportation Across the Enterprise for Reduced Costs and Improved Service

Traditionally, private fleet and purchased transportation management have operated in isolation. However, enterprises are looking for new ways to reduce transportation costs, better utilize their transportation resources, and serve customers. Now there are transportation management solutions with the breadth and depth of capability to help holistically manage their transportation operations.

PRIVATE FLEET

Asset Utilization
Scheduling Drivers and Vehicles
Compliance

Carrier Selection
Contracting
Carrier Performance & Management
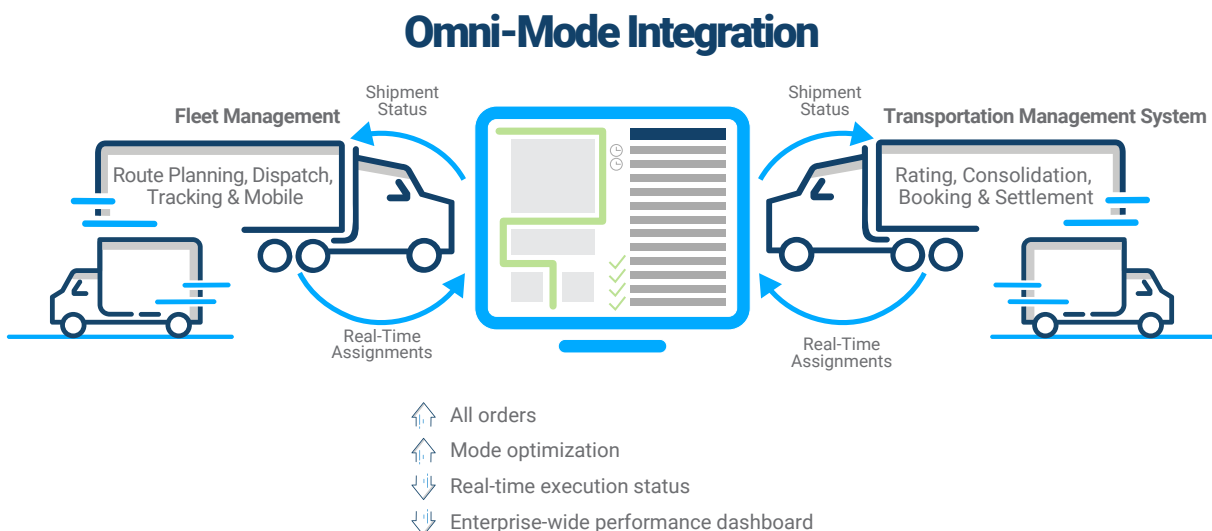Load Tendering

PURCHASED TRANSPORT

What's Driving the Trend To Manage Transportation Resources Holistically?

» Reduce logistics costs by being able to select the most cost-effective mode
» Leverage backhauls and intracompany shipments to increase transportation utilization
» Leverage all transportation resources to offer better service to customers
» Desire to have a comprehensive real-time view of transportation resources and performance metrics

A Seamless, Multimodal Approach to Reduce Costs and Improve Service:

Fleet and For-Hire Transportation Management Platform

Omni-Mode Integration

Fleet Management
Shipment Status
Route Planning, Dispatch, Tracking & Mobile
Real-Time Assignments

Shipment Status
Transportation Management System
Rating, Consolidation, Booking & Settlement
Real-Time Assignments

- All orders
- Mode optimization
- Real-time execution status
- Enterprise-wide performance dashboard

Keys to Successful Fleet and For-Hire Integration

Collaborate
Combine Fleet & Transportation Teams

- Organize by transportation process, not mode
- Leverage the modes (e.g., backhauls and common carrier for less dense areas)

Focus
Identify Your Primary Goals

- Determine what combination of fleet and for-hire minimize total costs
- Develop shared metrics

Invest
Invest in Logistics Technology

- Single unified view of transportation resources
- Functionality depth to manage modes
- Planning that dynamically optimizes shipments across modes

Leverage
Use Your Fleet Smartly

- Know when it should be leveraged (e.g., backhauls)
- Use common carriers for the best cost and service
- Let the system dynamically optimize mode selection to eliminate costs