

Transportation Management Software (TMS). Why You Should Use It!

As seen on the DAT Solutions website in June 2017

If I could *guarantee* you, that by the end of the day, you could make more money, reduce your costs, and eliminate most of your daily work headaches, would you be interested? Hopefully you would. And, by the end of reading this, you will know how.

Every one of the most profitable and efficient trucking companies, freight brokers and shippers, have one simple thing in common. *100% of the time, they use a highly-tuned Transportation Management System (TMS).*

I've literally seen trucking companies and freight brokers double in size, with half the cost, because they started using the *right* TMS software. Conversely, I've also seen trucking companies and freight brokers cease to exist because they refused to embrace the most basic technology needed to run their business (why companies are willing to go out of business because they aren't willing to embrace the right technology is still a mystery to me).

It used to be that only the most sophisticated logistics companies could afford the money or the expertise for top-notch TMS technology. Today, if successfully use email, texting or the Internet (you know, the thing that Al Gore invented – wink wink), then you should also be using the latest TMS technology to run your entire logistics business more efficiently and more profitably.

Still skeptical? How about I told you that with one *simple* software system, available in under 10 seconds from the time you finish reading this article, you could; *manage all your daily loads, dispatch drivers, manage power units, trailers, do your billing, settlement, payroll, full accounting, IFTA reporting, advances, manage claims, driver onboarding, carrier verification, manage sales and credit checks, organize your branches and agents, document management, load tracking and driver messaging, load board postings, DAT load searching and matching, and a complete ELD / GPS system connection*, would you be impressed?

That's what a TMS offers you – and it's why the most successful trucking companies and logistics operations are so successful and so profitable.

So, where do you start? How do you know which TMS system is right for you? What's the cost? How much technical expertise do you need?

A great place to start is reading the reviews of as many TMS systems as you can find. Three of the top review websites are www.CrowdReviews.com, www.Capterra.com, and www.SoftwareAdvice.com (managed by Gartner Consulting). Each of these will give you a complete list of every mainstream TMS software, many with detailed reviews from real users. If nothing else, it's a good place to narrow down your own list to just the TMS options that more closely meet your needs.

TMS systems can cost as little or as much as you want to pay. The review websites above will often give you an idea of the price range and the available features. Just be sure to follow the 5 suggestions below when making your decision:

- **Never pay money upfront.** The latest systems let you subscribe (per user) and pay “as you go”. If you pay upfront, and don't like the system once it goes live, you will lose what you paid.
- **Avoid annual license fees, support fees, and training fees.** ASK if they apply. These extra “hidden” fees can double the cost of your new TMS so they are best avoided.
- **Never sign a long term contract.** If you don't like the system you can't get out of it.
- Unless you have your own skilled IT department, **avoid systems you have to manage yourself.**
- **Make sure your TMS will work on ANY device you have handy** (PC, Mac, phone, tablet). In today's “web world”, you should be able to use any device in front of you to access your TMS system.

The bottom line is, if you want to compete, you need a TMS system that can run your entire business both today *and* with tomorrow in mind. The

right TMS will save you money immediately, help you grow (with less people), and set you up for a solid future.

DAT offers carriers a completely free TMS system (with all the features mentioned above) that includes built in load searching for empty trucks (matching your upcoming empty trucks with available loads from DAT's massive load database). If you are interested in learning more, just go to www.TheFreeTMS.com and see what the right TMS can do to help you transform your entire trucking business. I think you will be amazed at what it can do for you – and what you've been missing!

Tim Higham is the president and CEO of AscendTMS, the world's most widely used TMS software. You can reach Tim directly at THigham@InMotionGlobal.com, or call 813-681-5000 x 1323. Learn more about DAT's carrier TMS solution at www.TheFreeTMS.com