Making the Case for a

Modern-Day
Transportation
Management
System

PEERLESS
CONTENT CREATION

3GTMS
Unmatched Power: Unequalled Usability

Making the Case for a Modern-day Transportation Management System

By leveraging the functionalities of a feature-rich, user-friendly TMS, companies can not only reduce their freight spend, but can also improve service levels, streamline their logistics functions and gain more control over their end-to-end supply chains.
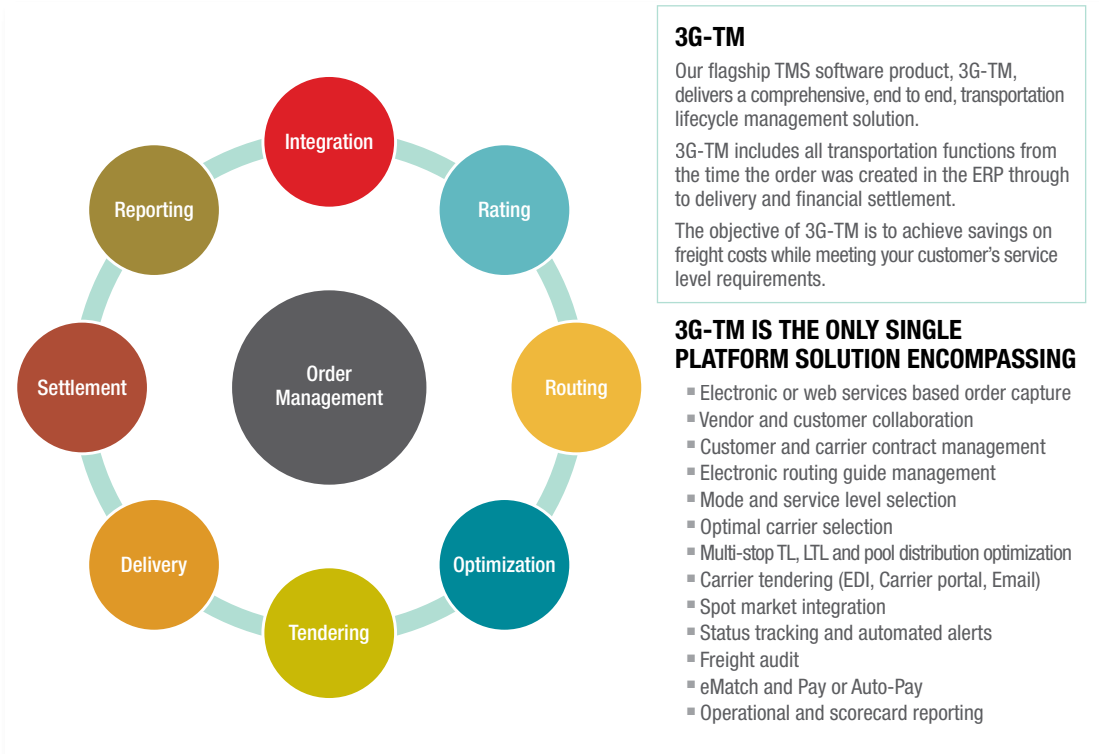
DID YOU KNOW THAT MOST transportation management systems (TMS) in use today were originally designed and built around 20 years ago?

That's right. Long before words like Cloud, e-commerce and mobile would become part of our everyday vernacular, software designers were unknowingly working on solutions that would endure more than two decades of use.

What those software developers couldn't anticipate at the time were the technological and business transformations of the modern era. And while it's always good to know that your investments can stand the test of time, all products have a lifecycle and the longer it is extended the harder and more difficult it is to keep up.

In fact, it can be downright expensive, time-consuming, and debilitating for the shipper or logistics provider that is still using a TMS that was

THE 3GTMS VALUE PROPOSITION

3G-TM

Our flagship TMS software product, 3G-TM, delivers a comprehensive, end to end, transportation lifecycle management solution.

3G-TM includes all transportation functions from the time the order was created in the ERP through to delivery and financial settlement.

The objective of 3G-TM is to achieve savings on freight costs while meeting your customer's service level requirements.

3G-TM IS THE ONLY SINGLE PLATFORM SOLUTION ENCOMPASSING

- Electronic or web services based order capture
- Vendor and customer collaboration
- Customer and carrier contract management
- Electronic routing guide management
- Mode and service level selection
- Optimal carrier selection
- Multi-stop TL, LTL and pool distribution optimization
- Carrier tendering (EDI, Carrier portal, Email)
- Spot market integration
- Status tracking and automated alerts
- Freight audit
- eMatch and Pay or Auto-Pay
- Operational and scorecard reporting

born during what some would consider the last, pre-dot com millennia.

The good news is that there is today a Tier 1 TMS built using the latest development tools and trends. Currently in the growth stage of its product life cycle, 3Gtms' feature-rich, user-friendly platform stands apart from solutions that are over the product lifecycle 'hump' and in the "mature" or even end-of-life stages.

"Our technology is simple and new, while other TMS offerings are using designs/tech from the 1990's," says JP Wiggins, vice president of logistics at 3Gtms. "So where we're just getting going, adding new features rapidly and finding new ways to help shippers and 3PLs work smarter, better, and faster, vs the TMS in the later stages of product life cycles that are complex and more difficult to extend."

Plus, those "older models" don't incorporate the latest-and-greatest functionalities, nor do they work very well with other systems. Twenty years ago, for example,

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THE SAVINGS EXPECTATION IS ABOUT

8%

for most industry verticals."

—Steve Banker, ARC Advisory Group

revenues on transportation and logistics, why would you rely on antiquated technology to manage this critical business component controlling millions of dollars?

What hasn't changed about TMS since its inception over two decades ago is the real value and fast, measurable return on investment (ROI) that it delivers. As Steve Banker of ARC Advisory Group notes: "TMS is one of those applications that has good payback…when a company installs a TMS, the savings expectation is about 8% for most industry verticals."

By leveraging these functionalities, companies not only reduce their freight spend, but they can also improve service levels, streamline their logistics functions, and gain more control over their end-to-end supply chains. These gains are particularly crucial in today's omni-channel distribution environment, where customer requirements are increasingly complex and the need for speed and accuracy are growing exponentially.

"Historically, return on investment (ROI) for TMS in the

Order Entry and Execution	Brokerage Operations	Planning and Optimization	Load Tendering	Shipment Visibility	Financial Management	Reporting and Analytics

Logistics Data Management

solutions were still built with a largely siloed mindset, with every department or function handled by different software platforms—not all of which played well with one another. Today interconnectivity between systems is central to success and core in our design.

From a pure technology standpoint, Wiggins asks, in what world would you buy a solution that was 20 years old? The average shipper spends about 10% of its annual

mid-market was skewed because the systems were too expensive and took too much time to install and implement, what used to take years to install can now be done in months" says Wiggins. "The vendor community has stepped up to the plate and made it easier for most any size company to realize the value of a full-featured, modern TMS."

3GTMS

Quick Adaptation in a Changing Distribution Environment

Today's shippers need a modern framework, fast implementation times and an agile environment that integrates well with other systems.

IN TODAY'S DISTRIBUTION ENVIRONMENT, shippers and 3PLs

can't afford to be bogged down by older, rigid software platforms that run on antiquated development trends and mindsets. The rise of e-commerce and omni-channel have made the transportation component that much more difficult to manage.

Concurrently, technology has evolved to the point where companies of all sizes—and regardless of shipping volumes or frequencies—can benefit from a cloud-based TMS that incorporates the latest features and functionalities.

Now considered a mission-critical, centralized platform for any shipper or 3PL, a modern TMS orchestrates order management/integration, planning and optimization, load execution and tendering, in-transit operations and visibility, freight payment/financial management, and reporting and analytics. It also provides:

- Vendor and customer collaboration with web services and APIs
- Customer and carrier contract management
- Electronic routing guide management
- Mode and service level selection
- Optimal carrier selection
- Multi-stop TL, parcel, LTL & pool distribution optimization
- Carrier tendering (webservice, EDI, Carrier portal, Email)
- Spot market integration
- Status tracking and automated alerts
- Freight audit
- eMatch & Pay or Auto-Pay
- Integration with ERP, WMS and Accounting
- Operational & scorecard reporting

As a growth-stage product that incorporates a modern framework and clean slate redesign, 3Gtms' solution provides added features, fast implementation times, and an agile environment (i.e., changing the software to fit the requirements is seamless) that integrates well with other systems.

"Much of our TMS' agility is due to the redesign and simple configurations that shippers and 3PLs can handle themselves," says JP Wiggins, vice president of logistics at 3Gtms.

For example, a 3PL can onboard a new client or a shipper can create custom configurations for a

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CORE BENEFITS OF 3G-TM INCLUDE THE FOLLOWING

FEATURE	BENEFITS	VALUE IMPACT
Load Consolidation and Routing	▪ Consolidate smaller shipments into larger loads–lower cost/cwt	**3%-8%** reduction in annual freight spend
Mode and Carrier Selection	▪ Compare cost across modes and carrier to find lowest cost option	**2%-4%** reduction in annual freight spend
Freight Settlement/Audit	▪ Reduce payment processing costs ▪ Recover fees from incorrect invoices	**1%-3%** reduction in annual freight spend
Shipment Execution	▪ Automate repetitive tasks ▪ Manage by exception	**5%-12%** reduction in overhead costs
Performance Improvement and Monitoring	▪ Capture internal/external performance metrics ▪ Fact-based continuous improvement	**4%-8%** reduction in annual freight spend
Contract Management	▪ Maintain accurate rates ▪ Accurately record accessorials	**3%-6%** reduction in overhead costs

specific execution screen without having to call technical support or a software developer. Other easily-configurable tasks include changing fields

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> —JP Wiggins, vice president of logistics at 3Gtms

on screens, determining which users see what functions, defining workflows & process automation, and creating carrier portals.

Wiggins says that this ease of use was very intentional on the part of 3Gtms, which, unlike many of its predecessors, actually wants to put the power of customization into its customers' hands. "We know that in today's business world everyone needs something that's different and unique to their specific business," he says. "When business shifts occur or a new need arises, companies need agile software that responds to their changes without having to call the vendor

and pay for those changes."

Knowing that many shippers are stuck using legacy systems that lack many of the basic functionalities that today's Tier 1 TMS offers, 3Gtms also designed its solution in a way that allows companies to "fill in the gaps" created by their existing platforms. In other words, getting your TMS up to speed doesn't necessarily require a full rip-and-replace process.

"Our solution allows users to add new features and functions faster than other Tier 1 offerings on the market," says Wiggins. Credit the fact that 3Gtms' development environment incorporates both modern methodologies like Agile with extensive in-house logistics expertise.

Never afraid to take a step back and write up a new program or develop a new approach from scratch—namely because its technology as a whole is less than four years old—3Gtms is in the unique position to deliver a comprehensive, end-to-end, multi-model transportation lifecycle management solution that handles all transportation functions from the time the order is created in the ERP through to delivery and financial settlement. ⇄

Case Study: Third-party Logistics Provider (3PL)

Wanted: A Flexible TMS that Meets Our Changing Needs

When **Shippers Express Truck Lines** initially sought out a transportation management system (TMS) provider, it selected one vendor and then relied on a reseller to support the launch. However, the TMS, coupled with working through a third-party support provider, made the relationship complicated and slow moving.

"Every time we needed to change something, like a work flow or generate a new report, it was like an act of Congress," says Kevin West, vice president of transportation. "The solution was expensive and inflexible, yet we didn't know of another TMS vendor out there that could work with us. I literally had the renewal contract on my desk when I learned about 3Gtms."

As a private and common carrier that owns 29 trucks, Shippers Express provides transportation and distribution services for manufacturing plants, major food service companies, and retail grocery leaders. To best meet the needs of these customers, Shippers Express decided to make the switch to the 3Gtms 3G-TM transportation management software. The 3G-TM solution boosts productivity by improving shipment efficiency and communications; increasing shipment visibility; and providing greater financial transparency.

Integration was a key sticking point with the firm's previous TMS, but Shippers Express quickly learned just how flexible 3G-TM's integration approach was. For example, the 3G-Integration Hub supports a variety of formats that allow for faster, simpler integrations. It also provides a self-service capability with which Shippers Express can use the Hub to map additional integrations via a variety of pre-built templates, resulting in faster

"We chose 3Gtms because of the flexibility and innovative design of the software. It can be adapted to meet the needs of our business and we can add functionality much more easily than before."

—Kevin West, vice president of transportation, Shippers Express Truck Lines

onboarding of new clients and better service overall.

"We chose 3Gtms because of the flexibility and innovative design of the software," says West. "It can be adapted to meet the needs of our business and we can add functionality much more easily than before. The 3Gtms team spent time learning our unique requirements and demonstrated its understanding—we didn't have that level of expertise or engagement with our other TMS vendor."

Shippers Express is currently using 3G-TM to house all carrier rates and customer contracted rates; load billing; invoicing; as well as integration with the warehouse management system of its parent company, its own private fleet, and other truckload functionality. It plans to continue expanding its use of optimization and the 3G-TM customer portal. ⇆

Case Study: Shipper

# Managing the Complexities of a Growing Transportation Segment

AS LOAD-RELATED COMMUNICATIONS became more complex and numerous, Corsicana Bedding went in search of a TMS to enable new business initiatives while also increasing the firm's use of automation and streamlining its operations.

"For example, some loads had as many as 20 e-mails going back and forth, making sure we knew what was covered," says Michael Strickland, director of logistics. "It was cumbersome and we needed a TMS to help streamline that."

A producer of quality mattresses for independent retail stores, regional outlets, and national chains across the U.S. for more than 40 years, Corsicana builds a wide range of premium mattresses and bedding products and prioritizes service and on-time delivery with strategically placed production facilities throughout the country.

Ultimately, the company selected the 3Gtms 3G-TM system, which stood out because of its flexibility, applicability to the manufacturer's size and needs, and the expert reputation of Mitch Weseley, CEO of 3Gtms. "I've used TMS software several times in past positions and it's not easy to choose the right one," says Strickland. "Many offer the same features and functionalities, but not the flexibility or usability that we found with the 3Gtms system."

Corsicana required substantial business changes during implementation and after the go-live, particularly around order fulfillment. According to Strickland, 3Gtms' responsive teams and flexible software enabled every change. "We had complex requirements for this project that changed throughout, but 3Gtms helped improve our
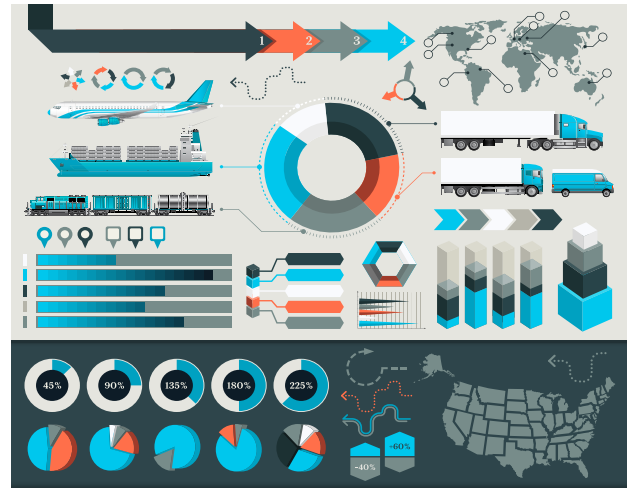
> **"We had complex requirements for this project that changed throughout, but 3Gtms helped improve our processes and make our operations more efficient...It is a true partnership."**
>
> —Michael Strickland, director of logistics, Corsicana Bedding

processes and make our operations more efficient," he says. "The experience and industry knowledge of the 3Gtms team is exceptional. Everyone we've worked with is top-notch and committed to our success. It is a true partnership."

In addition, Corsicana's improved automation and business intelligence have improved efficiencies. "We strive to provide an exceptional customer experience before and after each purchase, right down to strategically shipping our products," explains Strickland. "Now with improved visibility and operational data, we can ensure fast, efficient service for our customers."

3GTMS

Making the Case for a Modern TMS

Benefits for 3PLs, logistics managers and IT all lead to lower TCO

IT'S CLEAR THAT WHEN SHIPPERS

and 3PLs implement a modern TMS, all stakeholders benefit.

Benefits for 3PLs: Third-party logistics CEOs know full well that their own value propositions are closely tied to their transportation management systems (TMS). Operating in a highly competitive business environment, these CEOs can't afford to run their businesses on old, outdated, antiquated systems.

> **With a modern, full-featured TMS in their corners, logistics managers gain key ROI like freight savings (of 8%-10%, on average), ease of use, flexibility, empowerment, and the ability to do dynamic planning in a very automated and seamless manner.**

With the ability to support complex pricing programs, buy/sell side rating, the flexibility to support a 3PL's key competitive advantages, and the agility needed to customize services specific to the individual shipper-customer, the modern TMS sets the bar high for companies that need full transportation support and optimization, for a total and customizable managed services offering.

"Every customer of a 3PL wants something different," says JP Wiggins, vice president of logistics at 3Gtms, "and logistics providers need to be able to rapidly onboard new customers without having to call the vendor every time they need to make an adjustment."

Benefits for logistics managers: Under pressure to do more with less while also managing today's lengthy, complex, global supply chains, today's logistics managers need a TMS that can work with them and flex as needed.

With a modern, full-featured TMS in their corners, logistics managers gain key ROI like freight savings (of 8%-10%, on average), ease of use, flexibility, empowerment, and the ability to do dynamic planning in a very automated and seamless manner.

Logistics managers also gain the benefit of optimized freight in a world where omni-channel and e-commerce have significantly increased shipment volumes while reducing individual shipment sizes. "Orders are coming in faster than ever, and usually in smaller quantities," says Wiggins. "Being able to make rapid decisions regarding best carriers and modes is a key 'win' for logistics managers who are using a modern TMS."

Benefits for IT: Taxed to their limits and called upon to manage everything from basic help desk issues all the way through to complex implementations, today's IT teams need hands-off solutions that meet their companies' needs without creating additional burdens on IT. That's exactly what modern TMS does with its self-empowerment features.

Those features allow IT teams to make quick and timely adjustments without having to shell out money or time for vendor support. For example, the chief technology officer (CTO) at a 3PL can onboard a new client or a shipper can create custom configurations for a specific execution screen without having to call technical support or a software developer for help.

Other easily-configurable tasks include changing fields on screens, determining which users see what functions, defining workflows according to users, and creating carrier portals. Additionally, modern TMS offers more deployment options (i.e., SaaS, private cloud, on-premise, or a combination of one or more of these options) and built in integration tools. Combined, these advantages translate into significant ROI for today's IT departments. ⇆

The Three Flavors of TMS: SaaS vs. Private Cloud vs. On-Premise

Today's transportation management systems (TMS) are served up in three different flavors. Here are the similarities and differences among them:
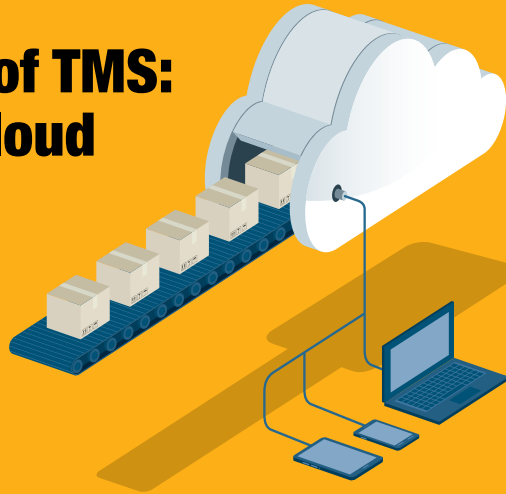
1 Software as a Service (Saas): Also referred to as "on-demand software," SaaS is a software licensing and delivery model where software is licensed on a subscription basis and then centrally hosted. While SaaS receives a lot of attention in the media, true SaaS means you're sharing an environment and database with others. Sharing an environment means the vendor takes care of all hosting needs, maintenance and upgrades. It traditionally is the most inexpensive and rapid to deploy option as new clients all log into the same environment. As the hosting company handles all upgrades, you fall under their schedule.

2 Private Cloud: Dedicated to a single organization, this type of cloud computing delivers similar advantages to public cloud but has a dedicated (not shared) environment. It used to be that SaaS had rapid implementation advantages, but with modern software like from 3Gtms, private clouds can be spun up very quickly (just a few hours.) Cost for dedicated hardware is a bit more but it is not as much gap as it used to be. Private Cloud give the customer more control on when they take upgrades, as well as easier to do advanced integration projects like self-reporting or data warehouse projects.

3 On-Premise: This is actually better described as "self-hosted," as clients use the hosting provider of choice or even on-premise hardware. It is similar to a private cloud in that it is a dedicated environment. The client takes on the management and cost of hosting.

At 3Gtms, we provide a simple technical advantage by delivering the same software solution across all three deployment models. This allows you to select the best deployment model for your needs. Even better, we allow customers to change strategies, say, starting out as SaaS and then moving to a private cloud or on-premise installation. ⇄

Closing Arguments:

THE MODERN DAY SUPPLY CHAIN

has become a competitive tool for companies of all sizes and across all industries. At the same time, the transportation industry looks drastically different than it did 20 years ago, when most transportation management systems (TMS) were originally designed.

As a result, challenges that are now considered "normal" by today's standards weren't even an issue back in the mid-1990s, when common terms like e-commerce, omni-channel and mobile computing had yet to make their way into the average logistics manager's vocabulary.

"The impact that technology has had on supply chain management can't be overstated, yet many companies are completely missing the boat when it comes to full-feature, modern TMS," says JP Wiggins, vice president of logistics at 3Gtms. "Instead, many shippers and 3PLs continue to rely on antiquated solutions—or, on a combination of old TMS software augmented with Excel spreadsheets, email, and phone calls—to orchestrate their end-to-end transportation networks."

Unfortunately, Excel spreadsheets can only take a company so far down its path to truly optimized and cost-effective transportation choices. Without a modern TMS, for example, it's virtually impossible to know which mode will be the fastest and most efficient, or what size/weight box will be more applicable for less-than-truckload versus parcel shipment. And while a 75-pound cutoff for the former may sound viable in theory, other factors come into play during the mode selection process.

"In most cases, you don't know until you actually look specifically at what you'll be charged today for shipping LTL versus using parcel," Wiggins points out. "In the end, you need to be able to use actual rates and service offerings to make the best modal decisions. You can't do that manually, and you can't do it efficiently with an older TMS."

"By allowing companies to be self-reliant using a modern tool, we're changing the way shippers and 3PLs view transportation while also enabling double-digit decreases in transportation costs and helping them meet their own customers' service level requirements."

—JP Wiggins, vice president of logistics at 3Gtms

According to Wiggins, 3Gtms is laser-focused on providing the most advanced functionality in an architecture that emphasizes usability, flexibility, and expansion; provides a Tier 1 TMS platform that will produce results today and well into the future; and extends across a company's current technology stable.

The company's modern, flexible solution also empowers users to do everything from creating their own screens to developing their own browser fields to making their own portals quickly and without developer intervention.

"The days when everyone wanted to just follow a best practice are long gone, and have been replaced by a highly customized approach to transportation," says Wiggins. "By allowing companies to be self reliant using a modern tool, we're changing the way shippers and 3PLs view transportation while also enabling double-digit decreases in transportation costs and helping them meet their own customers' service level requirements."