



# Digital Freight Broker Integration: An Open Road for Shippers



Economic instability, significant supply chain disruptions and consumer expectations have re-shaped the logistics industry, making rapid delivery the new norm. Cloud Logistics™ by E2open® makes it easy for businesses to rate, ship and manage their freight with integration to the digital brokerages such as Uber Freight®. Shippers access reliable, guaranteed capacity with broader networks comprising more than 60,000 carriers available 24/7. With this seamless integration, shippers gain a full set of transportation management system (TMS) capabilities on one platform while reducing transportation spend and improving performance.

## Access to Capacity, Pricing and Service

Over the past decade, the trucking industry has changed significantly, facing driver shortages, regulatory mandates for drivers, fluctuating fuel costs and consumer demand for faster service. Companies of every size are working to build more agile and resilient supply chains to maintain their operational tempo and fill customer orders. These challenges require a TMS that can easily help plan and execute shipments across an extensive network of providers.

Digital freight brokers such as Uber Freight provide shippers of all sizes with a competitive advantage in several ways. With these services, shippers can find lower-cost spot rates or capacity for an unplanned shipment without the need for long-term, fixed-price carrier contracts that reduce organizational agility while increasing costs.

## More Ground Shipping Options Combined With a TMS

The digital freight brokers integrate directly with Cloud Logistics' Transportation Management application to power instant quotes, booking and carrier matching from the range of transportation providers selected by the shipper. Businesses that use the Cloud Logistics TMS tap into pricing insights and access a broader network of carriers using Uber Freight to connect with shippers across the U.S. and Europe. Once activated, shippers can see booking options from digital brokers in the TMS within hours. In addition to quotes and shipment lanes, shippers can also gain end-to-end shipment visibility — provided by each carrier.

## Key Features

- Seamless integration to a robust TMS for higher efficiency and control
- Tendering from instant quotes for shipments up to two weeks in advance
- Access to a broader network of reliable carriers to ensure capacity when needed
- Visibility to shipment tracking updates from the carriers
- Ability to view carrier ratings and key performance indicators (KPIs) before booking

## Key Benefits

- Reduces time-intensive, costly, manual processes for capacity sourcing and tendering
- Enables 24/7 access compared to live brokers through cloud-based, digital booking capabilities
- Reduces shipping costs by using real-time market pricing and spot rates
- Provides access to an extensive network of carriers without annual contract commitments
- Empowers shippers to provide their customers with real-time tracking updates
- Includes robust KPI analytics to measure shipment performance

## Access to a Broader Network and Real-Time Pricing

With integration to digital freight brokers, shippers are equipped with a reliable TMS that is extended to a larger network of dray, full truckload and less-than-truckload carriers. Shippers reduce the time spent manually searching for capacity and rates. Instant pricing and tendering based on real-time market conditions allow for faster decision making and provide the agility to react quickly when necessary.

## Fewer Empty Loads

Some authorities estimate that as many as 20% of truck miles are driven empty. These deadhead miles are essentially wasted but could potentially be used to move goods if shippers and drivers took advantage of digital technologies to coordinate the return loads. With access to load boards integrated with a TMS, truckers can be more efficient by tendering backhauls to avoid driving empty miles. This leads to cost savings for shippers and improves supply chain sustainability by reducing the overall carbon footprint.

## End-to-End Supply Chain Management Platform

Once an organization implements Cloud Logistics, or any E2open platform application, it is easy to add more capabilities in the future for better visibility, coordination and control over the end-to-end supply chain. The E2open platform creates a digital representation of the internal — and optionally external — network, connects internal enterprise resource planning (ERP) and financial systems using SAP® and Oracle® certified adapters for timely data feeds, and normalizes and cleanses the data to make it decision-grade. Using machine learning-enabled algorithms and supply chain management applications, the platform processes the data and provides bi-directional, closed-loop communications back to ERP systems for execution. This facilitates the evolution of supply chain processes towards true convergence of end-to-end planning and execution.

By taking advantage of the power of a broader network of over-the-road carriers in the U.S. and Europe combined with a TMS, shippers reduce transportation spend and improve service levels.



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