6 Keys to Accelerated Growth with Modern TMS

for Brokers, 3PLs, and Shippers

Mobile, Fast, Cloud TMS Apps Are Here.
How Does Your TMS Stack Up?

Consumer Tech Has Finally Made its Way into the Office

And it happened almost as fast as you can say "global pandemic." It can be described as a hyper-personalized, data-driven, and omni-channel digital experience, jet-fueled by a tech-savvy generation that uses modern cloud apps on their phones. They watch and listen to movies and podcasts from the palm of their hand, not on a TV or radio in their living rooms. *That's old school.*

And it's not just Millennials and Gen Zs. Gen X and Baby Boomers have joined forces, cutting the cord, managing their daily lives on phones and tablets. Video games, social media, mobile apps for fitness, weather, stocks, news, shopping, and just about anything else you can think of are all easy-to-use and "on-the-go." They are self-service. They deliver instant gratification and delivery of goods.

So why should TMS software be any different from what we use in our everyday lives?

Traditionally, business applications have not looked or behaved like consumer technology. Many companies today are still using outdated tech and struggling to connect with newer software that delivers competitive advantages. They're logging into greens screens, on-premise clunky software, and user interfaces (UIs) that look like spreadsheets.

The workplace looks much different for 2022 and beyond, with staff distributed across offices, home offices, and client sites. For shipping and logistics companies – sending, receiving, tracking, storing, and replenishing – while finding operational efficiencies and savings is critical. Collaborating across the enterprise to solve real-time problems and deliver exceptional customer experience wins. **Connections and real-time interactions between leadership, your customers, and third-party suppliers are keys to growth.** This can all now be done with innovative B2B technology that looks and acts like consumer technology.

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> **We were looking for a system that was attractive, user friendly, and provided visibility and access. There were legacy systems out there for the management of drayage that we were interested in. But they didn't provide visibility and weren't attractive like Turvo. They looked more like an Excel spreadsheet."**
>
> **TOM ZEIS**
> **CIO, Port X Logistics**

This ebook outlines 6 key drivers that help successful transportation companies accelerate growth using modern technology. Discover why you can't ignore your tech stack or today's digital shift if you want to compete with other freight brokers, 2-, 3-, 4-, and 5-PLs, and shippers.

1. **There's No Other Path Forward, All Roads Lead to Cloud**

2. **Collaboration is Key, and Integration Makes it Happen**

3. **Visibility Can Be Operationalized Through Digitization**

4. **Hiring New Talent Is Tough with Old Tech**

5. **User Adoption Is Higher with an Intuitive UI**

6. **Mobility Is a Necessity**

Ask For Demo

There's No Other Path Forward, All Roads Lead to Cloud

The world's consumers have been banking in the cloud since the 1980s. The cloud is safer and more secure than any infrastructure small- to mid-size businesses can build or maintain. Large, respected cloud providers like Amazon, Microsoft, and Google have built the most resilient cloud networks, with fail-safe security redundancies and the latest hardware, storage, networking, and data applications. The world runs on these cloud networks that guarantee up to 99.99% uptime. They're built for your business to run without the investment of infrastructure and IT.

SaaS (Software-as-a-Service) via the cloud is the most modern and preferred choice for CTOs today. SaaS is hosted in the cloud and delivered to all users as a service. Instead of applications installed on individual machines, SaaS is a "one-to-many" solution shared across the enterprise and beyond.

According to a Harvard Business Review survey:

83% of respondents said that cloud is very or extremely important to their future strategy and growth.

69% said that 60% or more of their infrastructure and applications will be on the cloud in two years.

66% said that analyzing real-time data is very or extremely important to gaining insights across cloud services, applications and infrastructure.
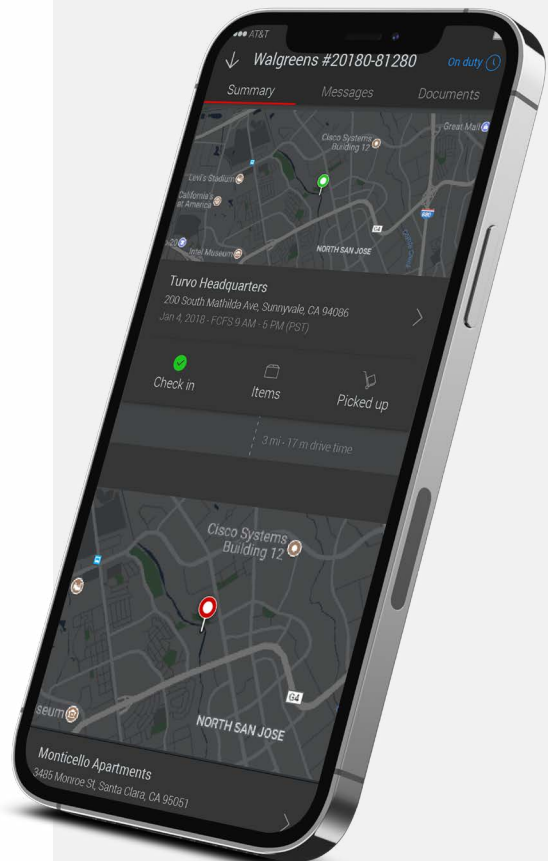
> **More than $1.3 trillion** in IT spending will be affected by the shift to the cloud by 2022. Currently, the largest shift of IT spending is in application software."

Gartner.

> **94% of enterprises** already use a cloud service."

FLEXEra

Benefits of Cloud SaaS:

Fast.
Secure.
Flexible.
Scalable.

- **Tight security with built-in redundancies backed by large "too big to fail" providers** (Amazon, Microsoft, Google)
- **Infinitely scalable, easy integration**
- **Instant, new feature releases shared by all users**
- **No hardware, infrastructure costs**
- **Smarter budgeting, no CAPEX**
- **More opportunities for automation**
- **24/7/365 monitoring and maintenance**
- **Built-in disaster recovery**
- **Always up-to-date infrastructure and applications**
- **Reliable 99.99% uptime guarantee**

PROOF POINT

Turvo Delivers a SaaS-in-the-Cloud TMS for Unlimited Benefits

Turvo TMS is hosted on AWS. What makes Turvo's cloud unique is it has a collaboration layer built in. Scale your business on demand and rest assured your data is secure. Turvo's security compliance, assured by SOC 2 Type II certification, is trusted and rated for availability, security, and confidentiality.

AICPA
SOC
aicpa.org/soc4so
SOC for Service Organizations | Service Organizations

Ask For Demo

② Collaboration Is Key, and Integration Makes It Happen

Logistics is a highly collaborative business. Isolated, disparate, task-specific tools that don't connect or communicate with each other hamstring progress. Older software promotes workarounds and wasted time in back-and-forth phone calls, emails, and faxes.

About 70% of the people involved in a single transaction or shipment work outside the four walls of the company managing it. Having a truly integrated technology that connects each stakeholder taking part in the order-to-cash process in any supply chain is necessary to empower a network to achieve efficiency and better ROI. This requires an open architecture that allows partners to plug and play within permissive boundaries, seamlessly interact with customer and business data, and view end-to-end order-to-delivery progress anywhere in real-time.

Want to collaborate better? Solve the integration conundrum first. Old tech limits your integration capacity with newer third-party solutions that have easy access to open APIs. The path to automation, efficiency gains, and faster transactions is through digital transformation and a modern TMS.

PROOF POINT
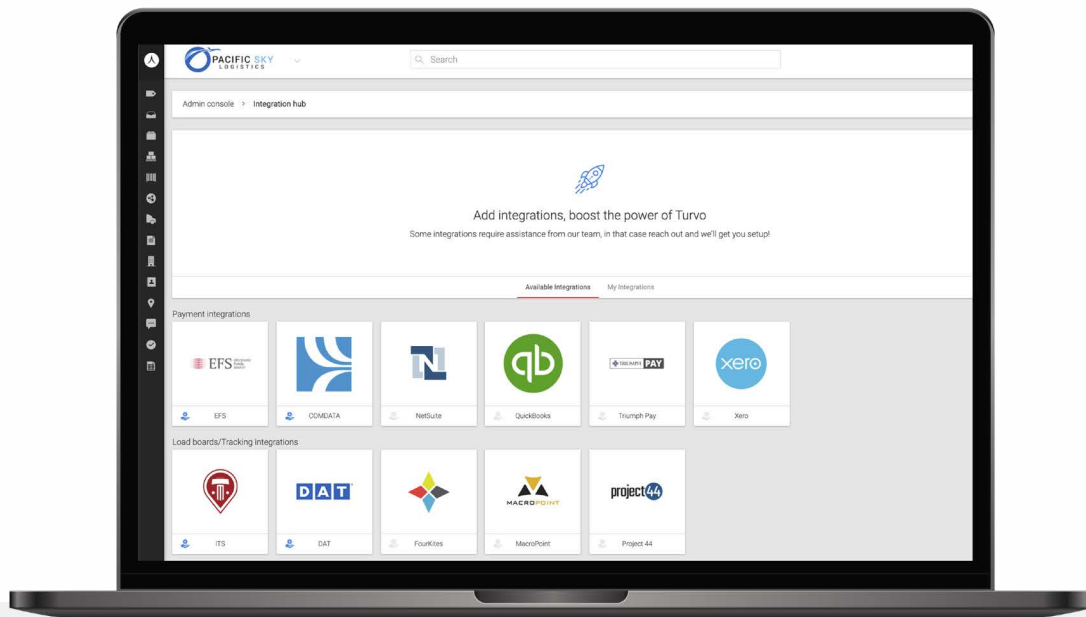
## Turvo's Application Architecture Is Built for Collaboration and Plug-and-Play

Turvo's robust API-driven TMS integration architecture facilitates the onboarding of cooperative applications across your supply chain, tying disparate systems and processes together under a single platform for collaboration and efficiency. Using Turvo's self-service Integration Hub, you can integrate third-party applications like WMS, SCM, telematics, load boards, accounting systems, and ERPs, into your base platform as easily as point-and-click. All data becomes searchable and actionable in Turvo.

③ Visibility Can Be Operationalized Through Digitalization

Supply chain visibility is what makes proactive risk management and continuous business improvement possible. Visibility 1.0 is old school. Most solutions can provide visibility of a shipment with a blue dot on a map. What they can't do is make it actionable through a connected, collaborative supply chain.

Now you can fix problems as they happen with Visibility 2.0+ solutions. Route matching, contract execution, driver performance, turnaround times – all add to a transport manager's ability to extract value from the supply chain and build a better customer experience. Upgrade your technology and go deeper than track-and-trace. Modern TMS tools expose the problems in your supply chain in real-time, allowing you to manage by exception. Set rules and notifications to identify issues – and connect on one platform with your partners and suppliers to solve them.

BEFORE

AFTER

PROOF POINT
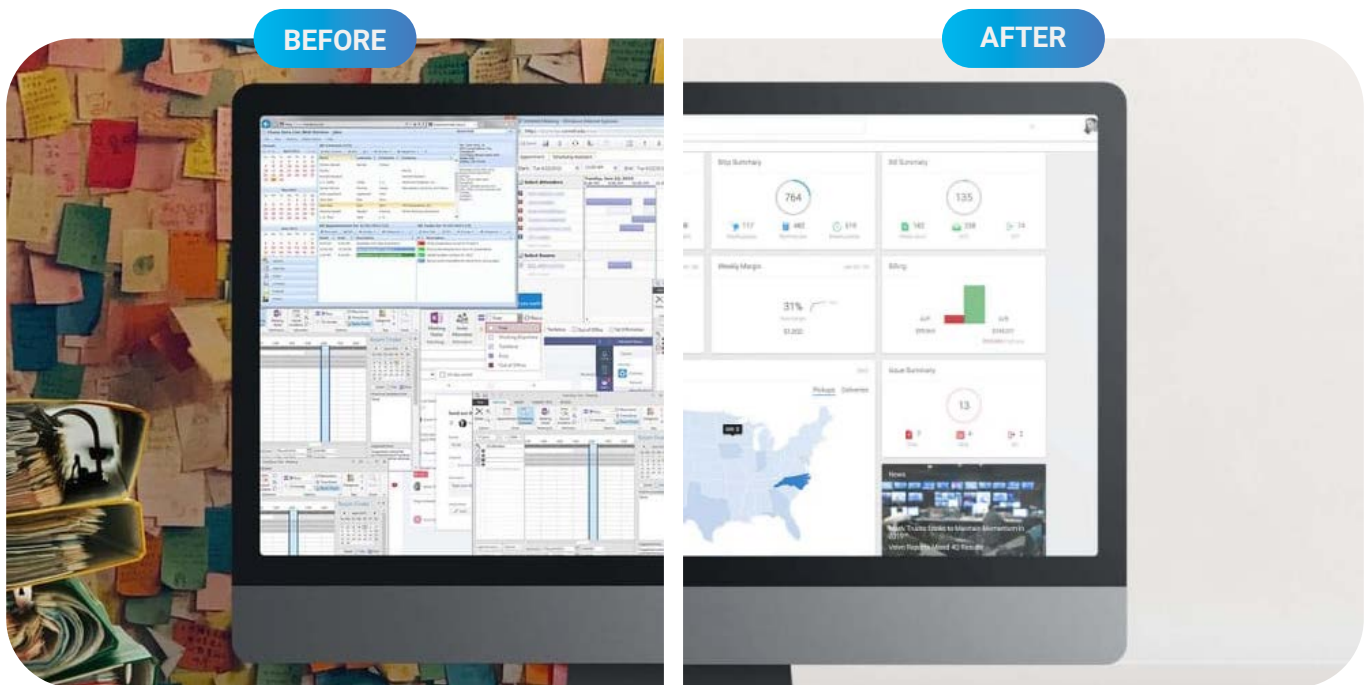
Turvo's Collaborative Platform Simplifies Data Sharing and Analysis

End-to-end visibility across your supply chain is one of the inherent benefits of using the Turvo Logistics Collaborative platform. Everything you need to run your business can be found on a single screen, from tracking market trends, customer demands, and inventory availability, to supply chain deliveries, partner performance, and predictive analytics. Overcome the barriers within your network with Turvo.

Ask For Demo

④→ **Hiring New Talent is Tough with Old Tech**

Spring 2022: Unemployment is low (3.6%). Competition for workers is high.

As the logistics industry loses more workers to retirement, and a new generation of digitally native candidates enter the workforce, the focus on technology grows even sharper. Forrester says that by 2030, 74% of the workforce will comprise of Millennials (born between 1980-1995) and Generation Z (born between 1996 and mid-2000s) workers. These are people who never knew a day without the internet or mobile devices. They have an insatiable appetite for leading-edge technology.

To attract, hire, and retain top talent in the digital age, logistics companies must offer an employee experience every bit as slick as that offered in the consumer world. If you want to compete, you must meet this new breed of worker on their own terms.

> ❝
> **Workers of the future will spend more time on activities that machines are less capable of, such as managing people, applying expertise, and communicating with others. They will spend less time on predictable physical activities and on collecting and processing data, where machines already exceed human performance."**
>
> **McKinsey Report**

> ❝
> **We were looking for the most modern stack with the best user experience that had integration capability, customer and carrier collaboration, and visibility built into the platform and overall architecture. Turvo was the only platform that met all those qualifications."**
>
> **CHRIS SOMERVILLE**
> **Senior Vice President of Customer Experience Port City Logistics**

PROOF POINT

Brokers and LSPs use Turvo TMS to Attract, Hire, and Retain Digital Workers

You're hiring the next generation. No one wants to work in multiple, disconnected, antiquated systems. Only Turvo has the slick UI/UX that customers, staff, and suppliers have come to expect in a modern business interaction. Invite suppliers, carriers, and partners onto your network for real-time interaction and resolution of shipping issues.

5 — Increase Adoption with an Intuitive UI

Getting staff to adopt new software can be a killer for companies who spend millions on systems that employees "work around" rather than "work with." Leaving behind an old product and adapting to new systems that make your business more efficient doesn't have to be painful when you employ modern, user-friendly business apps that are familiar to consumers.

The more difficult it is to navigate a system, the harder it is to train new hires. Improving user adoption can help you fight churn and increase customer loyalty.

A good user interface is what leads to a good user experience. Older business applications weren't designed with the end user's experience in mind. They're functionally driven to get a required task completed. And while there are many older software solutions built on old infrastructures that can still more than adequately get the job done – through digitalization, better design, and a focus on user experience – **better business results can be achieved.**

> " **Part of my job is driving Turvo adoption internally and externally. Turvo makes your job easier. Our operators, our customers, every part of the supply chain, their job is easier if they utilize Turvo."**
>
> **TOM ZEIS**
> **CIO, Port X Logistics**
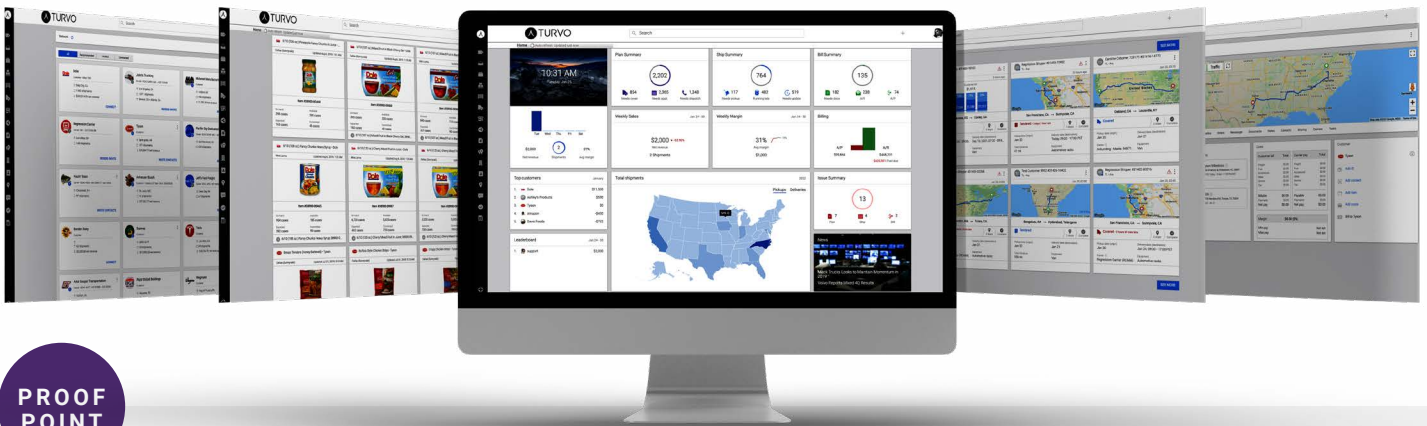
PROOF POINT

A UI Unlike Anything Else in the Industry - Just Turvo it

Training a user in Turvo takes hours, not days or weeks. The UI is unlike anything else in logistics. Turvo TMS gives staff, suppliers, and customers the look and feel of their personal devices. Users work within a shared, connected platform from anywhere with internet access. A "Google-like" search experience enables users to find just about anything in their supply chain network, including products, contracts, inventory, carriers, distribution centers, SKUs, and more.

Ask For Demo

⑥ ➝ Mobility Is a Necessity

Everything is done on a mobile device today from booking airfares and banking to streaming movies. Mobile devices make us more productive and are an indispensable part of our personal and work lives.

In the logistics industry, transport is always in motion, and increasingly mobile business apps are supporting every part of the supply chain including proof of deliveries (PODs), invoicing and payments, inventory tracking, warehouse appointment scheduling, load matching, and more. Giving staff and customers "on-the-go" access and visibility is a vital part of the modern supply chain.
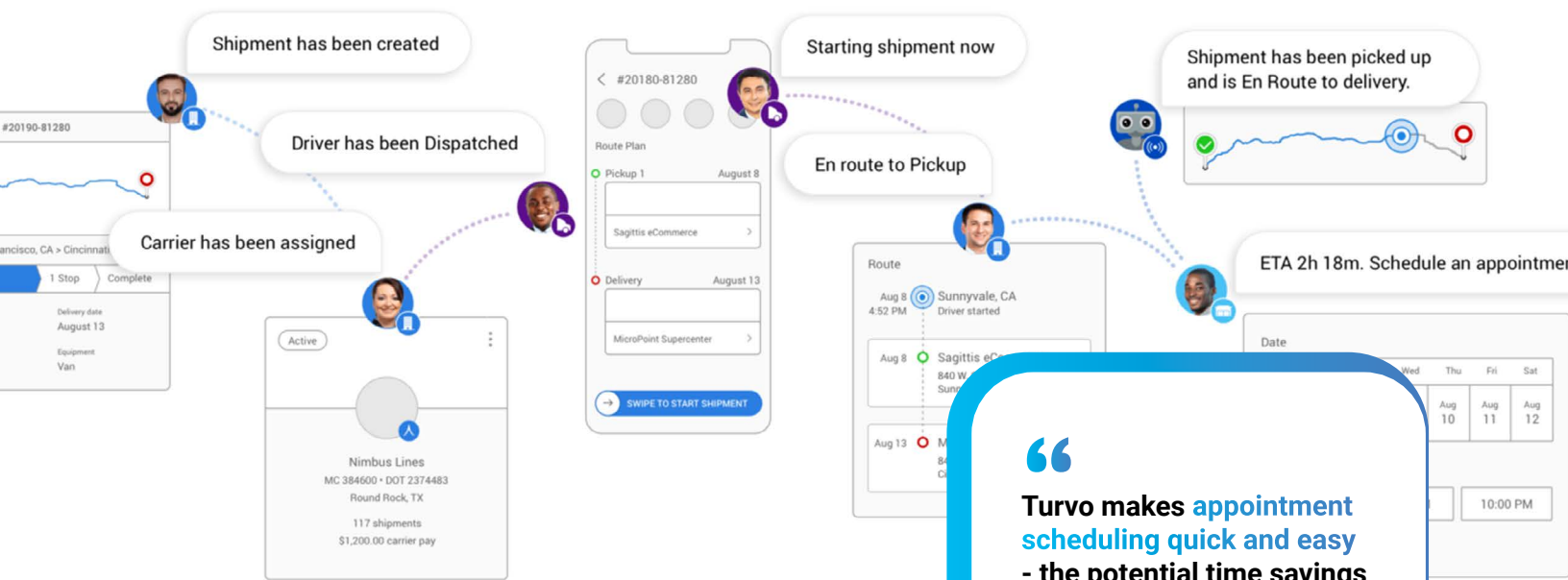
> ❝ **Mobile has surpassed desktop as the primary way to access the Internet."**
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> *Comscore, 2018*

> ❝ **By 2024, mobile workers will account for nearly 60% of the total US workforce."**
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> *IDC, 2020*

PROOF POINT

> ❝ **Turvo makes appointment scheduling quick and easy - the potential time savings with this product is HUGE! Our family at Taimen Transport, LLC loves it!"**
>
> **CHRISTOPHER WANG**
> CEO, Taimen

Turvo is Accessible *Everywhere*

Turvo is accessible on desktops, tablets, and mobile devices. Drivers love [Turvo's Driver App](#) to upload and share documents in real-time. This speeds up payment and productivity. Driver adoption is high with more than 123,000 drivers onboard.

Experience a Better Way to Work

Turvo brings the look and feel of personal consumer cloud apps into the workplace with the power to run the world's supply chains. Watch this brief video to see for yourself.

2.5X	200%	36K
more shipments per person	labor efficiency savings	connected enterprises

TURVO®

Ask For Demo

The ONLY Collaborative TMS For A Modern Supply Chain
For Freight Brokers, 3PLs, and Shippers.

turvo.com f t in