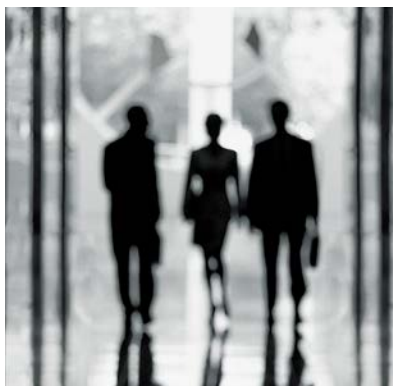# REASONS TO INVEST IN A TMS

MAGNUS TECHNOLOGIES

ABOUT
MAGNUS TECHNOLOGIES

Magnus Technologies is a trucking logistics management service company that is designed to help transportation companies improve their operations and maximize their profitability and growth by employing the best technology solutions.

WHY A TMS?

The digital supply chain has accelerated at a break-neck speed over the last year due to the global pandemic. It has brought with it a need for all companies involved in the supply chain to figure out how to use digital technology to solve their pain points. Visibility into freight management can be solved with a great TMS (transportation management system).

"Any company that was previously using a combination of analog (e.g., spreadsheets and clipboards) and digital (software, Cloud, AI) processes to run their supply chains quickly stepped up their investment in the latter to offset the business impacts of the pandemic."
- Bart De Muynck, research vice president, transportation technology at Gartner

The 2021 Gartner study on TMS estimates that the market is exploding in growth, especially for small and midsize companies with less complex transportation management needs. Cloud-based solutions, like Magnus TMS, have offered companies quick and cost-effective implementation, simplicity of use, and great user experience.
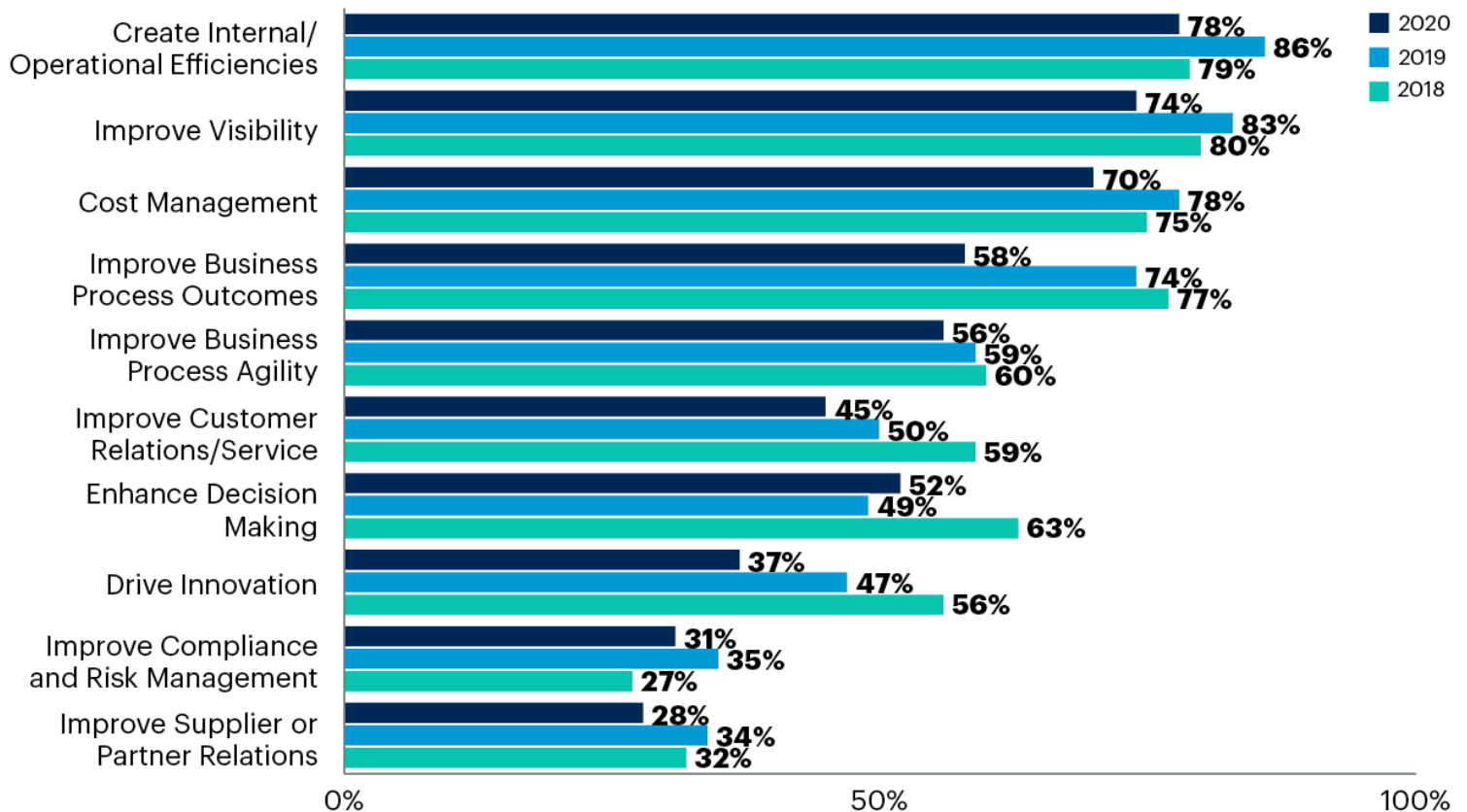
Technology is how companies will effectively manage their transportation operations. Investing in a TMS can lead to many benefits like creating efficiencies to improving supplier or partner relationships. Below are the top ten reasons why companies have invested in a TMS.

10 REASONS TO INVEST IN A TMS

Reasons to Invest in a TMS
Percentage of Respondents

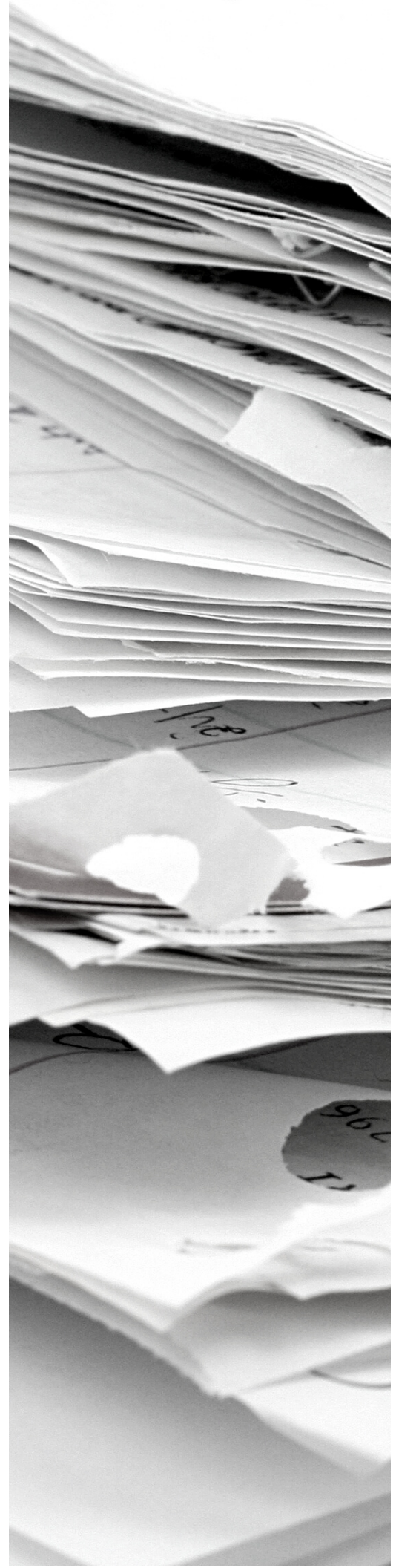| Reason	2020	2019	2018
Create Internal/Operational Efficiencies	78%	86%	79%
Improve Visibility	74%	83%	80%
Cost Management	70%	78%	75%
Improve Business Process Outcomes	58%	74%	77%
Improve Business Process Agility	56%	59%	60%
Improve Customer Relations/Service	45%	50%	59%
Enhance Decision Making	52%	49%	63%
Drive Innovation	37%	47%	56%
Improve Compliance and Risk Management	31%	35%	27%
Improve Supplier or Partner Relations	28%	34%	32%

n = 98 (2018); 96 (2019); 117 (2020)

#1 CREATE INTERNAL & OPERATIONAL EFFICIENCIES

The number one time management issue at most trucking companies is spending time on manual tasks that can be digitized. Identifying the best technology and trusting that the processes will be done better than before, is a barrier that keeps some owner-operators continuing to do things the way they always have. But spending time to analyze workflows and create efficient processes is the best way to free up time to focus on other areas of the business. This also creates transparency in operational processes which can lead to financial savings and making better business decisions.

A TMS that replaces manual filing, sorting, retrieving, connecting and analysis is the best way to create internal and operational efficiencies for trucking companies.

The ability of a load in transit to be tracked from the manufacturer to its final destination has become a non-negotiable part of the supply chain for everyone invested in the movement of that load.

Reliable supply chain visibility should be a part of every trucking company's business. Visibility into demand, resources, drivers and industry benchmarks is what creates true visibility. **A cloud-based TMS provides real-time visibility into a load's movement seamlessly.** Most Electronic Logging Device (ELD) systems provide some form of load tracking via the collected GPS. This data can tell you where loads are at a given point in time, but they can't tell if a driver delivered the cargo and collected the appropriate paperwork on time to fulfill the order. A cloud-based TMS does this as well as tracks adjustments as the operating environment inevitably changes due to weather, road conditions, new requests, load changes, etc.

#3 COST MANAGEMENT

Cost overruns not only impact a trucking company's margins, but also hinder the ability to execute future projects.

Understanding what parts of a business are cost effective and those that are not is vital to any company. The process of estimating, budgeting and controlling costs is time consuming and error-prone without technology. **In order to keep expenses in check, setting up a great TMS to integrate with financial service providers, accounting/payroll software, ELD and other legacy platforms is recommended.** A TMS is at the heart of operations, which means it must have the ability to connect, share, and coordinate all the disparate technologies used in a business. A TMS can also provide analytics and business intelligence to an organization that will give great insight into cost management among other important business data.

#4 IMPROVE BUSINESS PROCESS OUTCOMES

Making changes (improvements) to the way a business works (processes) can create better results for a business.

This can be complex. Identifying, evaluating, and improving processes is a continuous task for any business owner. If a company isn't doing this, they risk falling behind in the market. This is especially true when it comes to the technology a business uses. Technology is always changing and updating to meet the needs of the marketplace and regulations. A cloud-based technology is the easiest way to keep up with these changes. **Ensuring the technology backbone of a business is a cloud-based TMS is the best way to keep things simple and safe in order for employees to focus on other aspects of the business.** A TMS's reporting and analytics tools provide insights into trends to remove bottlenecks, predict future issues, and adapt workflow processes for improved productivity. The more comfortable a company becomes with using a TMS to improve processes, the easier it will be – and the results will speak for themselves.

Much like improving business processes outcomes, the ability to do it easily and seamlessly is important too. Creating a quick and easy way to identify issues and resolve them can be done best with great technology. This type of technology assists employees in delivering solutions fast and responsively. This in turn allows organizations to adapt rapidly to changing market conditions and sense emerging business opportunities. **Agility in a TMS will maximize automation of activities wherever possible.**

Mapping out the key operational components of a business and implementing a TMS to provide visibility, transparency and accountability for all these activities, creates an agile organization.

#6 IMPROVE CUSTOMER RELATIONS/SERVICE

The key to great customer relationships is clear and responsive communication.

No matter what is happening, keeping the channels of communication open is a sure way to let your customers know they matter to you. This is one of the areas where technology shines brightest. **Communication through a connected TMS and a mobile driver app provides a complete end-to-end communication solution to visibility into a load's movement.** Having this information at the ready provides companies with a way to intelligently discuss any questions a customer may have about that load. Additionally, it shows the customer a company is invested in solutions to create transparency and open communication with their customers. Another added bonus of a TMS is its ability to use data to improve all parts of the logistics process.

ENHANCE DECISION MAKING

To make good decisions you need two things: prediction and judgement.

A business' ability to predict the outcome of choices and assess those outcome requires understanding probability. This is another area where technology and data come in handy. **By using a TMS to analyze and track a business' data, it organizes information for any decision makers in a company.** Data dashboards provide a way of making information accessible across the entire lifecycle of load management as well as with all of the people involved in the business. A TMS can enable transparency into what is actually happening and create a basis for making decisions going forward.

#8 DRIVE INNOVATION

Technology accelerates innovation and has transformed the way the trucking industry does business.

While TMS's have been around for many years, widespread adoption is just now reaching a tipping point due to the pandemic of 2020. There are a variety of technologies available on the trucking marketplace that have enhanced the way the business operates: ELD's, telematics, camera systems, truck sensors, to name a few. Those who are not investing in technology will fall behind. **A TMS is the "hub" of a trucking company's technology wheel, which means it must have the ability to easily connect, share, and coordinate all of the different technologies it uses.** Investing in a TMS that easily does this will reduce the burden of managing multiple disparate apps.

#9 IMPROVE COMPLIANCE & RISK MANAGEMENT

Compliance management and risk management are related, but they are not the same thing. Risk management involves predicting and managing risks to help an organization protect itself from risks that might eventually lead to non-compliance. For its part, compliance management is the process of managing compliance within the boundaries of a time frame and a budget. A holistic approach to improve compliance and risk management comes from a single, enterprise-wide solution like a TMS. The benefits of this type of solution are reducing risk, reducing cost, enhancing customer experience, faster delivery times, and more.
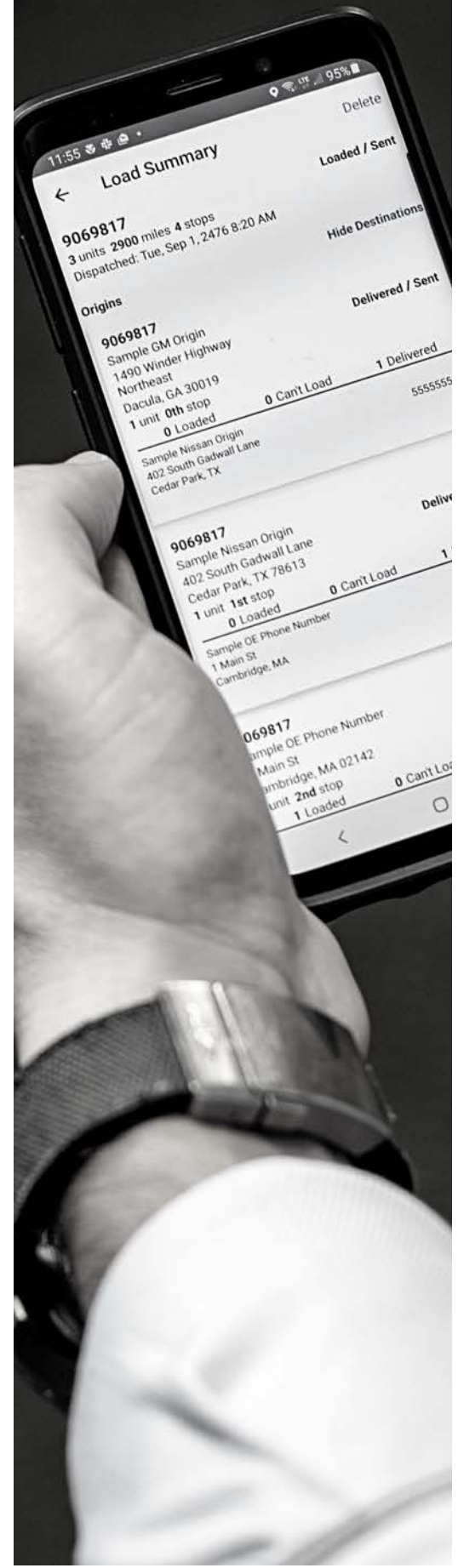
The right combination of technology and best practices can make your compliance process more effective. With today's TMS, it is much easier to stay ahead.

IMPROVE SUPPLIER OR PARTNER RELATIONS

Just like with improving customer relationships and experience, improving supplier and partner relationships comes with clear communication. Communicating regularly and effectively with your suppliers and partners puts you on a path to a trustworthy relationship. Regular insight into a load's movement as well as business updates or changes creates a relationship that is an open loop. Leveraging technology to facilitate this communication is a great way to create this openness.

A TMS's communication tools like chat, tracking, and records give insight into transactions that keep everyone in the know in real time.

IN SUMMARY

With 2020 now firmly in the rearview mirror, the technology decisions companies made over the last 12 months are making for a less tumultuous 2021, despite the ongoing impacts of the pandemic. Those who have not yet made an investment in technology need to closely examine how they will continue to be competitive in the current and future market. It is now the norm for customers, suppliers, drivers and truck owners to have up-to-the-minute information and decision making that can only be supplied by a cloud-based TMS. Select a TMS that provides solutions to the pain points and creatively supports human labor. This will integrate all of the parts of a business into one manageable solution that makes what was once complex a simpler, more efficient and financially sound investment.

ABOUT MAGNUS TECHNOLOGIES

Magnus Technologies is a trucking logistics management service company that is designed to help transportation companies improve their operations and maximize their profitability and growth by employing the best technology solutions. Formerly Viridian TransVision, in 2019 logistics and enterprise industry veterans rebranded and expanded their offerings to create the Magnus Technologies Platform, a carrier and brokerage software solution. The Magnus Transportation Management System (TMS), in conjunction with the mobile Magnus Driver App and the Magnus Carrier Advantage, provides a complete end-to-end transportation solution that automates and simplifies the creation, fulfillment, and settlement of transportation orders. The Magnus Platform seamlessly integrates with electronic logging devices (ELD), electronic data interchange (EDI), and legacy applications with a full suite of APIs to assist in managing multiple disparate software solutions.

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