

How to Choose a Transportation Management System: A Buyer's Framework

Selecting a Transportation Management System is a strategic decision that will shape how efficient and resilient [out of box integrations](#) your logistics operation becomes. This buyer's framework walks you through how to compare options, estimate your return on investment and match features to your business goals. It also looks at how FreightOptics stacks up against the criteria most enterprises use.

1. Start with What You Need

Focus on the outcomes you want first, then identify the features that will get you there.

- **Objectives:** Cost reduction, service reliability, visibility and regulatory compliance
- **Capabilities:** Multi-modal planning, booking, dispatch, tracking and claims management
- **Integrations:** ERP, WMS, rate marketplaces, carrier contracts and billing systems

2. Create a Structured Vendor Comparison

Use a consistent scoring grid so every vendor is judged on the same terms. Key areas to evaluate include:

- **Product capabilities:** Coverage across parcel, LTL, truckload, air and ocean, along with routing optimization and spend intelligence
- **Data and integration:** Data quality, API access and the number of available integrations
- **Deployment options:** Cloud, on-premises or hybrid, plus expected implementation timelines
- **Support and governance:** Training, support tiers and account management
- **Cost and return:** Total cost of ownership compared with realistic savings

3. Put Numbers to the Value

A strong decision needs a concrete business case behind it.

- Estimate potential savings on freight spend, detention, demurrage and manual labor.
- Break down savings by lane, mode and carrier, using historical data wherever possible.
- Account for less tangible benefits too, such as better service levels, a faster month-end close and more informed decision-making.

4. Gauge Your Readiness for Change

Even the best system won't succeed if your organization isn't ready for it.



- Review internal skills, training plans and the level of executive support.

- Map out the project timeline, key milestones and how risks will be managed.
- Ask each vendor about their change management approach and their track record.

5. Pilot, Decide and Scale

Narrow your list and test your top choices in a controlled setting.

- Run a focused pilot to confirm the system works as promised and delivers real value.
- Gather user feedback to fine-tune configurations and governance.
- Plan a phased deployment leading to a full-scale rollout.

How FreightOptics Measures Up

Strengths

- A comprehensive, multi-modal TMS with built-in spend intelligence
- A broad ecosystem of integrations
- Strong analytics with a clear focus on measurable outcomes

Questions to Explore

- Confirm the platform's data migration and governance capabilities meet your requirements.
- Make sure it's compatible with your existing enterprise systems.

Book a Demo or Scoping Session

To see FreightOptics in your own environment or compare it with other options, request a live demo or scoping session.

FreightOptics

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Make Your TMS Decision with Confidence

A structured, data-driven evaluation lowers your risk and helps you see value faster. FreightOptics offers a proven TMS platform that strengthens transportation management, visibility and governance across large-scale operations.

● Best fit for this shipment

CARRIER	SERVICE	TRANSIT	RATE
Carrier A	LTL standard	4 days	\$215.00
Carrier B	LTL standard	3 days	\$198.05 ✓
Carrier C	LTL expedited	3 days	\$240.00
Carrier D	LTL expedited	2 days	\$310.00

FreightOptics is a cloud-based Transportation Management System (TMS) provider focused on end-to-end freight management. The platform aims to give logistics teams real-time visibility, cost control, and operational automation across multi-modal shipping.

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