










Freight Technology Checklist:

CONSIDERATIONS WHEN REVIEWING OPTIONS FOR YOUR FREIGHT TECH STACK.



In the fast-paced world of transportation and logistics, staying organized and efficient is crucial for businesses to thrive. If you find yourself overwhelmed with manual processes, lack of data visibility, and decentralized communication channels, it may be time to consider leveraging technology to streamline your operations. **Use the checklist below to determine if it's time to embrace technology for your logistics operations.**

LET'S SEE IF IT IS TIME TO CONSIDER TECHNOLOGY FOR YOUR TRANSPORTATION AND LOGISTICS NEEDS:

-  Are you working long hours and wondering if there's a faster way to get everything done?
-  Are you getting dozens - if not hundreds - of email responses to RFPs and mini-bids?
-  Are you calling carriers to book a load, or for updates on your shipments in transit?
-  Do you use spreadsheets or word documents to track shipments and manage carriers?
-  Are you only comparing your RFPs to past rates?
-  Does each of the logistics managers on your team have a different process for tracking loads and managing your carrier network?
-  Are you struggling to put together reporting for decision making or for leadership?

If the majority of your answers to the above questions were "Yes", then it's time to consider technology for your logistics needs.

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HERE ARE SOME QUESTIONS TO ASK YOURSELF WHEN REVIEWING TECHNOLOGY FOR YOUR LOGISTICS OPERATIONS:

- 1 | How tech savvy is your team? Consider how many clicks it takes to get to the desired area to do an action, and how many clicks it takes to do an action. The more clicks, the more complicated.**

"There are people in our office who are not very tech-savvy and all of them have been able to use ShipperGuide with minimal assistance. A couple of walk-throughs was all that was needed to roll it out to our entire team. It's so simple to use that we are actually having fun using it!"

Katie Dattilio, Transportation Logistics Supervisor for Cabot Creamery
- 2 | Are you interested in paying for features and functionality that you know your team won't use?**

Freight softwares are notorious for trying to be the "everything" system for every shipper, but what if you only need the core functionality? You should not have to pay for features your team isn't utilizing.
- 3 | How much is the service annually? Is there an annual licensing fee (for on-prem software)? What are the implementation costs? SaaS vs. on-prem solutions can cost vastly different, by tens of thousands, and often doesn't include implementation costs.**

ShipperGuide costs a fraction of on-premises options, and is free to use with some limitations until you're ready to upgrade.
- 4 | How long will implementation take? Consider who will be merging old data into the new system, change management, and training.**

With ShipperGuide, you have a dedicated Customer Success Representative that will support you in uploading your current rates for lanes, carrier network, and more, all within a couple of days. They also help train any employee that will be using the system - no need to worry about "training the trainer".
- 5 | Who "owns" the data in the system, and is it easy to get out once it's in?**

With ShipperGuide, you own your data, as it should be. And exporting your data is as easy as clicking a button.
- 6 | What are the benchmarks, or key performance indicators (KPIs), that will show that your team is tracking towards your logistics goals with the implementation of the new software?**

Many of our customers use our already existing benchmarking data that shows market rates relating to RFPs, Mini-Bids and Spot Rates. [Our dashboards](#) provide reporting and trending reports that often directly correlate with the KPIs that logistics teams are aiming for.

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HERE ARE SOME QUESTIONS TO ASK YOURSELF WHEN REVIEWING TECHNOLOGY FOR YOUR LOGISTICS OPERATIONS:

7 Does the platform offer real-time tracking and visibility on shipments?

Our platform offers multi-layer tracking capabilities, including using ELDs for real-time tracking alongside additional tracking options for carriers. All in an effort to keep you informed.

8 Is the platform easy for your carrier network to use?

There's already a lot on a carrier's plate, and we worked hard to ensure that ShipperGuide is as easy for them to use as possible. In fact, they don't even need an account to start providing rates and bids!

9 Is my data secure, and can I connect to other systems we already use?

Our team would be happy to share with your IT department the security measures in place to protect your data, as well as how we can easily connect to other systems within your technology network.

By addressing the key pain points and evaluating the important factors above, such as ease of use, cost, implementation time, benchmarks, real-time tracking, and more, you're able to make an informed decision about adopting a platform like ShipperGuide.

ShipperGuide is a Freight Management Platform that revolutionizes your logistics operations, by streamlining your freight procurement and execution process with a single, centralized solution - reducing the time spent on your shipping operations, and ultimately boosting your business' efficiency.

Embrace technology like ShipperGuide to increase efficiency, make data-driven decisions, and ultimately achieve better results.

[LEARN MORE ABOUT SHIPPERGUIDE](#)

The screenshot displays the ShipperGuide interface. On the left is a dark sidebar with navigation options: New Quote, Quotes (highlighted), Shipments, Manage, Carriers, Facilities, Procurement, and RFP Guide. The main content area is titled 'Spot Quotes' and shows a table of 35 quotes. The table has columns for Quote ID, Status, Pickup, and Delivery. The status column uses color-coded labels: QUOTING (yellow), BOOKED (green), and DELIVERED (grey). A search bar is located at the top right of the table area.

Quote ID	Status	Pickup	Delivery
LS56846	QUOTING	New York, NY	San Diego, CA
456845	QUOTING	Oregon House, CA	Middleton, TN
LS56846	BOOKED	New York, NY	Washington, DC
456845	BOOKED	Oregon House, CA	Middleton, TN
LS56846	BOOKED	New York, NY	Washington, DC
456845	BOOKED	Oregon House, CA	Middleton, TN
LS56846	BOOKED	New York, NY	San Diego, CA
456845	DELIVERED	Oregon House, CA	Middleton, TN
LS56846	DELIVERED	New York, NY	Washington, DC
LS56846	DELIVERED	New York, NY	Washington, DC