

Actionable Transportation Insights

Attributes of a Modern TMS

 Manhattan



The Data-Driven Revolution

We live in a time where data is abundant, and the transportation industry is no exception. The challenge lies in converting this raw data into meaningful insights. Modern logistics thrives not just on information, but on the ability to extract actionable intelligence that drives decision-making and optimizes operations. Data on fuel consumption, delivery times, route efficiency and vehicle performance are all in transportation systems, but without the right tools to analyze and act, it remains an untapped resource.

Actionable insights enhance efficiency, reduce costs and improve service levels. Modern transportation management systems (TMSs) leverage critical information, empowering companies to not only react to logistical challenges but also predict and prevent them. In this data-driven revolution, the key to success is not the quantity of data you collect but how you use it to drive better outcomes.

\$15.5 T

The global logistics market is projected to grow from \$10.32 trillion in 2023 to \$15.5 trillion by 2030, driven by digital innovations and data analytics.

[Logistics Management](#)
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20%

According to McKinsey, companies leveraging big data in logistics can increase productivity by up to 20% and reduce costs by 8% to 10%.

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Real-Time Data for Real-Time Decisions

In logistics, timing is everything. Access to real-time data via the TMS has enabled faster, more responsive operations. Whether it's visibility into shipments, tracking fuel consumption or analyzing traffic patterns, immediacy allows companies to act quickly and avoid potential disruptions.

Real-time insights help businesses identify and address issues as they arise. Heightened responsiveness prevents minor problems from escalating into larger disruptions, ensuring that deliveries stay on schedule and customer expectations are met. In an industry where every minute counts, up-to-the-second information is a powerful tool for maintaining operational efficiency and delivering superior service.

87%

of logistics companies have increased their investments in real-time data technologies since 2020, with a continued focus on transportation visibility and fleet management.

[McKinsey & Company Procurement Tactics](#)

30%

Real-time GPS tracking and dynamic route planning can reduce vehicle idle time by 30%, improving fuel efficiency and reducing overall delivery time.

[Dataflog](#)



Predictive Analytics for Proactive Management

Imagine being able to predict tomorrow's challenges today. That's the power of predictive analytics in modern transportation management. By analyzing historical data and current trends, these tools enable businesses to forecast potential disruptions, whether it's a sudden increase in demand or an unexpected weather event. Armed with foresight, operations can then take proactive steps to mitigate the risks.

A surge in demand might require increasing fleet capacity ahead of time, while a forecasted storm might necessitate rerouting shipments. By identifying these potential issues before they happen, businesses can avoid costly disruptions and maintain high levels of customer satisfaction. A leading TMS will offer predictive analytics and solutions that are specifically designed for today's challenges.

26%

Companies using predictive analytics can reduce late shipments by 26% and optimize fuel consumption by up to 15%, according to recent industry surveys.

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79%

Predictive analytics is becoming a standard in logistics, with 79% of chief supply chain officers developing analytics-driven training programs to improve forecasting accuracy.

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Visualizing Success with Dashboards and Reports

Data is only as useful as your ability to understand it. That's where modern dashboards and reporting tools come into play. They provide clear, visual representations of complex transportation data, helping decision-makers quickly identify key trends, monitor performance and pinpoint areas for improvement.

Dashboards offer real-time views of crucial metrics, such as on-time delivery rates, fuel efficiency and fleet performance. By turning this data into easily digestible visuals, businesses can quickly grasp their operational health and make informed decisions.

Reports provide more detailed insights, allowing for deep dives into specific areas of interest. Whether it's tracking key performance indicators (KPIs) or identifying bottlenecks in the supply chain, dashboards and reports have become essential tools for success.

92%

More than 92% of logistics leaders using data visualization tools like dashboards reported a 10% to 15% reduction in operational costs and up to a 20% improvement in decision-making speed.

[McKinsey & Company](#)

15%

Dashboards that integrate real-time KPIs can increase reporting accuracy and help businesses identify bottlenecks, leading to 15% improved operational efficiency.

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Using Insights for Continuous Improvement

The value of transportation insights extends far beyond one-off decisions; they are the foundation of better overall operations. Being able to regularly analyze data allows businesses to identify trends, spot inefficiencies and implement small changes that lead to significant long-term gains.

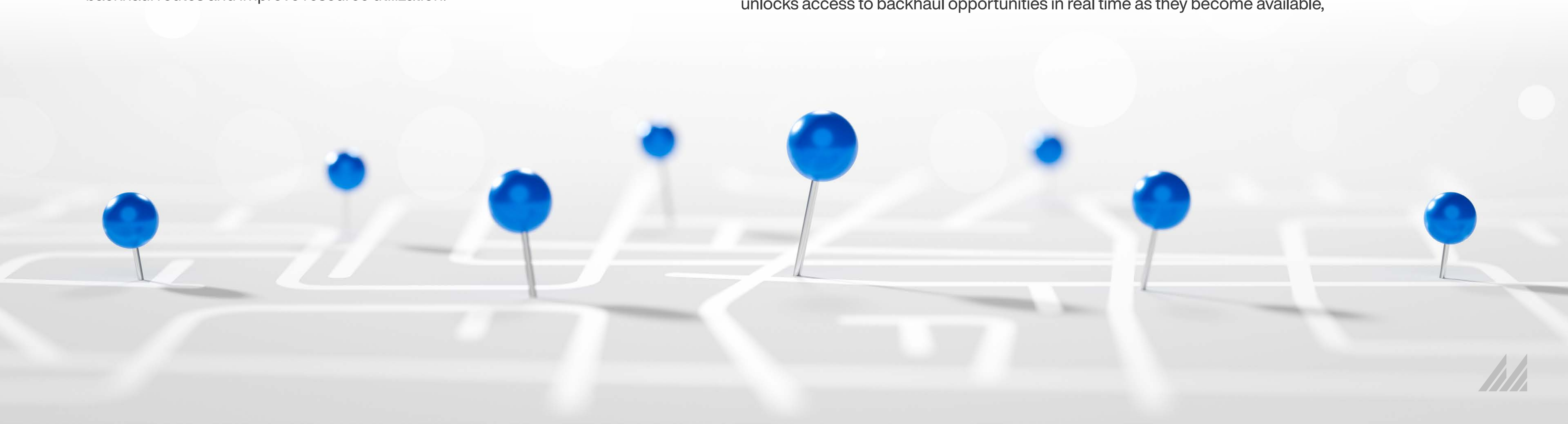
With each new insight, businesses can continuously refine their operations, leading to better outcomes across the board. The key to staying competitive in today's fast-paced logistics environment is not just solving today's problems but also creating the potential for ongoing improvement in the future.



Leveraging Insights to Monetize Backhaul Opportunities

The right TMS provides several key features to help users maximize backhaul opportunities and reduce empty miles. They include:

- › **Capacity Sourcing and Network Routing:** The TMS solution uses sophisticated algorithms to optimize routing and load consolidation. By analyzing different network scenarios and configurations, users can evaluate possible return routes and identify where unused capacity could be filled with goods.
- › **Transportation Modeling:** The TMS solution enables users to run various “what-if” scenarios that help reveal cost-saving opportunities like backhauls. By simulating different transportation setups, users can proactively uncover potential backhaul routes and improve resource utilization.
- › **Adaptive Routing:** The TMS software’s real-time routing and scheduling capabilities automatically highlight backhauls by adapting to real-time conditions, such as traffic and availability.
- › **Unified Visibility:** The right technology offers end-to-end visibility into shipments and transportation networks. This holistic view allows businesses to leverage real-time data on where vehicles are and their capacities to optimize use of resources.
- › **Partner Network Collaboration:** The TMS solution’s carrier network portal unlocks access to backhaul opportunities in real time as they become available,



The Future of Data-Driven Logistics

As logistics becomes increasingly complex, the role of data will only grow in importance. That means leveraging emerging technologies like artificial intelligence (AI), machine learning and advanced analytics. These tools can analyze vast amounts of data at incredible speeds, providing even deeper insights into operations. A modern TMS like Manhattan Active® Transportation Management makes use of these technologies and is engineered to add more as they emerge.

From autonomous vehicles to AI-driven route optimization, the future of logistics has the potential to be smarter, more efficient and more data-driven than ever before. Businesses that succeed will be those that can effectively harness these new technologies to create a more agile and resilient supply chain. And it all starts with the right TMS solution.



