



## Why Use a Transportation Management Software (TMS) System?

### A TMS system 'brings it all together'

In a survey of Tailwind customers, the biggest benefit users reported from using a TMS was getting their business organized. Without an organized way of going about business, a logistics or trucking company simply cannot be profitable over the long term, and quite often, in the short term.

A TMS is your 'everywhere in one place'. It's the center of your operations. It gets all your business details — your dispatches, your assets, your people, your invoices, your driver/carrier payments — into a common database so everyone can have a common picture of the business. Without this organization a logistics or trucking company simply cannot be profitable over the long, or even short term!

### Why You Need a TMS

#### Staff Alignment

A TMS aligns the activities of your staff so that everyone is marching in the same direction. By bringing all of your data in one place, everyone can share a 'common picture' of your customer, of a shipment, or of any number of business details. It allows your staff to synchronize their efforts in a coordinated manner, adding value to the customer experience, without duplicating efforts.

#### Growing Your Business

When successful, your business will simply get too big to accurately track and capture its complexity using old methods. You may add trucks or brokers (or both), or maybe even buy another company. You need a unified picture of your growing business — to see all your operations and administration in one place rather than searching for it in different data 'silos' (Excel spreadsheets, loose piles of paper). A TMS gives you the necessary systems and processes that will allow you to scale — and not just throw more labor at your problems.

#### Building Strong Relationships

Relationships sit at the core of the freight industry, and a TMS is the engine for relationship building. Your next deal, your next load, relies on capturing the important details of the people that you work with — customers, drivers, carriers, agents, brokers, shippers. You are in this for the long haul, and that means building long-term, mutually beneficial relationships with all parties.

#### Your Company Asset — The Value of a Business

There are many ways to value a business — tangible assets like trucks and trailers, number of customers, revenues, profitability, key customer relationships. The value of a business is very much an amalgam of its customer revenues, its suppliers, its employees, and its equipment. Having a central location for all of this information — allowing it to be rendered in a statistical format — better establishes a transparent value for the business when it comes time to selling to an outside buyer or transferring it to the next generation.

### Why Use a TMS:

- Brings it all together** — gets all your dispatches, assets, people, invoices, driver/carrier payments... in one place
- Staff Alignment** — get your team on the same page when working with different customers and stakeholders
- Business Growth** — get full visibility across your growing freight business
- Strengthens Relationships** — capture the important details on ALL your stakeholders to build your business beyond 'the next deal'
- Builds Business Value** — Ensure key details of business are easily accessible when it comes to a potential sale

**Learn more!** Interested in learning more about how a TMS could benefit your freight business? Call 1-866-441-0441, email: [info@tailwindtms.com](mailto:info@tailwindtms.com), or take a **FREE Tailwind TMS test drive:** [tailwindtms.com/test-drive](https://tailwindtms.com/test-drive)