

Logistics

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Kurt Johnson,
Co-Founder and CEO

FREIGHTPOP

*THE FUTURE OF
FREIGHT MANAGEMENT IS HERE*

\$15



Logistics Tech Outlook **TOP 10**
TRANSPORT
MANAGEMENT
SOLUTION PROVIDERS - 2020



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Every logistics company dreams of shipping smarter, shipping easier. But, making it possible is not as easy as it sounds. From using an outdated method of spreadsheets for shipping management to integrating an enterprise TMS that isn't configurable to a company's unique workflows, the logistics industry is rife with shipping errors, expensive inventory management processes, and siloed workflows. What they need is one-click logistics—a robust, end-to-end enterprise TMS software that makes logistics simple.

Luckily, for the logistics industry, Kurt Johnson—an industry veteran with over 25 years in the distribution, shipping, and logistics industry—found a way to manifest this idea through his brainchild, FreightPOP, a cloud-based transportation management software.

Today, even amid the ongoing COVID-19 pandemic, FreightPOP is playing a pivotal role in the logistics industry's 'digital movement.' The company is aggressively stepping up to meet the growing expectations of the logistics players—thereby helping them embrace new technologies to gain

greater control and optimization of their supply chains.

What makes FreightPOP's TMS software apt for the logistics companies is its highly-configurable approach that can be tuned to a company's specific workflows. Alongside this, it also offers seamless integration into the existing tech stacks, including ERP, CRM, WMS, and other inventory management software. More importantly, FreightPOP's TMS makes logistics uncomplicated and cost-effective with a single login for all inbound and outbound transportation management needs across parcel, LTL, FTL, international ocean and air. "The logistics companies don't have to change their workflows or retrain their staff to use our TMS," exalts Kurt Johnson, co-founder and CEO of FreightPOP.

The holistic nature of the TMS enables users to automatically retrieve the quotes from all the carriers of a company onto one screen; thus, the users do not have to manually retrieve quotes from multiple emails or logins or carrier websites. This makes rates shopping highly competent and fast. For instance, Johnson notes, "We have a customer that has 116 carriers, and they work on thousands of shipments a

month. It requires a tremendous amount of labor to get quotes from all of the carriers. In such circumstances, our software helps them save enormous money and time by automating the workflow." Furthermore, after the best rate quote is chosen on the rate shopping window, users can proceed with the processing of a shipment without leaving FreightPOP's platform. This includes the ability to fetch relevant shipping documents from the associated carriers, and print shipping labels, BOLs, SLIs, AWBs, customs forms, invoices, and packing slips. Then, the centralized in-transit shipment tracking tools can keep the progress visible with real-time updates, raising red flags for shipping issues, and receiving a carrier's own service updates directly into FreightPOP's tracking tab. FreightPOP coherently can connect shippers to its vendors and suppliers for complete supply chain visibility through purchase order management. To top it off, the TMS platform's capabilities can also be expanded through additional API integrations for processing quotes and shipments outside of FreightPOP. Whether it is comparing rates, processing, tracking, and analyzing shipments, or making better data-driven



decisions with easy-to-use dashboards and custom reporting, FreightPOP does it all.

Another differentiating factor for FreightPOP is its commitment to providing a superior customer experience. The company's team of experts extend a counseling arm to their clients in choosing the best shipping practices and offering best-in-class customer support services. "We don't use chatbots or email support; instead, we have customer service representatives who interact with our customers to understand their queries profoundly—adding a personal touch," mentions Justin Dickson, co-founder and CRO of FreightPOP.

With such a tailored approach, the company has scripted success for a multitude of organizations. Johnson highlights an instance wherein FreightPOP helped a leading auto manufacturer that was shipping across parcel, LTL, and FTL. Before FreightPOP stepped into the picture, the client was looking for a TMS solution that could easily consolidate their workflow. Besides, they also wanted a platform that not only could connect with their existing tech stack and software but also be future-ready to scale and integrate with other solutions later. Their quest for such an efficient TMS came to an end when they met FreightPOP's team of experts in a vendor summit. FreightPOP conducted a demo for the auto manufacturer, where FreightPOP's team leader asked one of the client's employees to use their TMS. With no prior training, their employee was able to process the shipment within no time. Impressed by the simplicity of the TMS platform, they partnered with FreightPOP, following which the software was further configured according to their workflow to help them quickly streamline their shipping processes.

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These illustrated experiences have now made FreightPOP a perfect choice of partner for organizations looking to deploy a robust TMS. Notably, FreightPOP is trusted by industry incumbents like Toshiba, Newegg, Forever21, and many other leading e-commerce companies and automakers. What further serves as a testament to the company's prowess in the logistics realm is its 260 percent growth rate in the second quarter of 2020—compared to last year—undeterred by the COVID-19 pandemic.

This pursuit of delivering success, according to Johnson, is because of FreightPOP's appetite for innovation, which has been the most significant driver behind the company's growth. With such a zealous attitude, FreightPOP is now considerably investing in talent acquisition and cutting-edge technologies to bring value for its customers and provide them a seamless user experience. The company is also working on incorporating prescriptive analytics in its platform by leveraging machine learning and artificial intelligence in order to help its customers make data-driven decisions. The future of freight management is here, and FreightPOP is at the helm of it. **LT**

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*The annual listing of 10 companies that are at the forefront of providing
Transport Management solutions and transforming businesses*