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INFOGRAPHIC

5 Ways to Keep Freight Moving When the Market Tightens

Capacity volatility isn't going away.
Here's how shippers can stay ahead by using their TMS as a strategic advantage.

The reality:

When capacity gets tight, the gap between shippers who scramble and those who stay in control comes down to one thing — **how well their transportation systems, data, and processes are connected.** These five steps show you what that looks like in practice.

1

UTILIZATION

Improve utilization to get more from existing capacity

Before hunting for more trucks, look inward. Suboptimal load configurations and low trailer fill quietly inflate your capacity needs. A modern TMS uses automated load optimization, smart consolidation, and pallet stackability logic to squeeze more out of every move — often delivering the fastest cost relief available.

Fewer trucks required

Lower dependency on incremental capacity

Immediate cost savings

2

CARRIER NETWORK

Source capacity using a connected network

Shippers with access to a broad, pre-vetted carrier network inside their TMS can secure reliable service beyond their contracted base. Dynamic procurement built into execution workflows with sourcing rules applied means more efficiency and control as conditions change.

CARRIERS

- Faster access to reliable capacity
- Less reliance on last-minute spot buys
- Greater control over procurement decisions

3

MARKET INTELLIGENCE

Know if you're paying a fair rate — in real time

Negotiating rates without context is expensive. Network-based benchmarking provides real-time visibility into how carrier offers compare to broader market conditions for more informed contract, procurement, and spot buy decisions. This turns bid evaluation and procurement from guesswork into a data-backed discipline, even in volatile periods.

Improved acceptance rates without overpaying

Smarter carrier negotiations

More disciplined procurement decisions

4

SPOT STRATEGY

Make spot buying a strategy, not a reactive move

There will always be times that you need spot capacity. In these cases, the question is whether you're making strategic decisions or reacting under pressure. A modern TMS lets you compare carrier rates and performance against industry benchmarks and apply spot sourcing rules for price, performance, and lane constraints.

The result? Spot decisions that are consistent, auditable, and aligned with your goals.

SPOT MARKET
RATES
PERFORMANCE
AVAILABILITY

- Lower spot cost exposure
- Reliable coverage for non-contracted moves
- More controlled, rule-based spot sourcing

5

EXECUTION & VISIBILITY

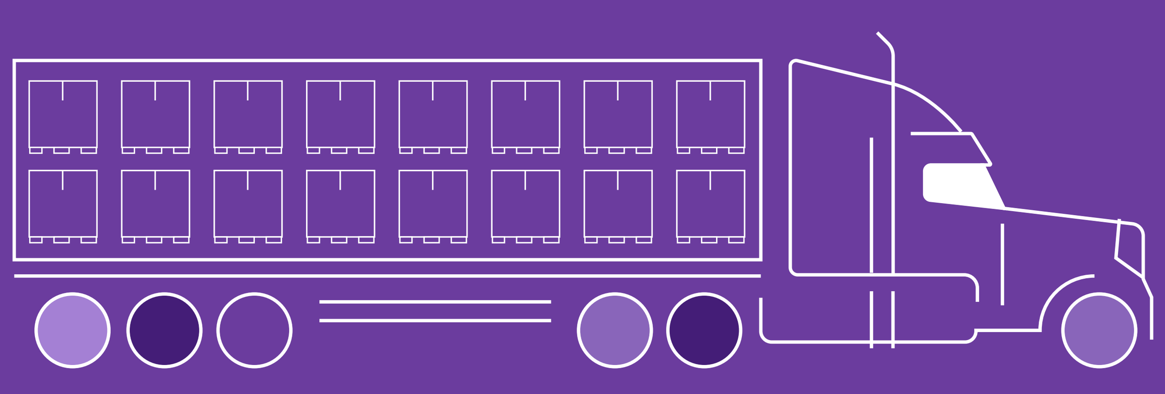
See problems early — and act before they become delays

Real-time shipment visibility is most effective when it connects to action. Live dashboards, alerts, and predictive signals link directly to execution workflows, so teams can monitor and act immediately. When disruptions occur, the ability to re-route or re-source helps ensure delivery commitments are met.

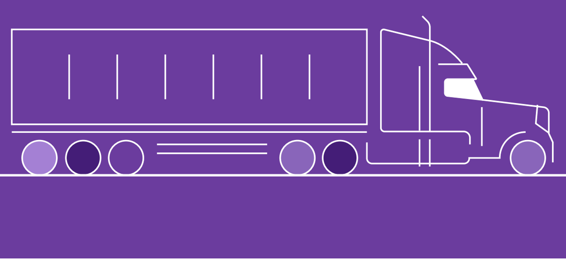
Better on-time performance

Fewer retailer penalties

Proactive vs. reactive operations



"Capacity constraints are **not just a procurement issue.** They **test how quickly** you can **identify risks, evaluate options, and respond**. When visibility, decision-making, and execution are connected, teams stay in control as the market tightens."



Capacity volatility doesn't have to mean losing control.

Download the white paper to learn how a connected, network-driven TMS helps shippers move faster, spend smarter, and protect service when the market tightens.

Get **white paper**

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