



9 WAYS TRANSPORTATION
**DRIVES A
COMPETITIVE
ADVANTAGE**



Rental
Leasing
Logistics

Successful transportation management goes well beyond moving freight at the lowest possible cost. Today's best solutions deliver value to companies, helping them improve customer service, inventory control, change management and so much more. Here are nine ways transportation management drives a competitive advantage.



1.



INCREASE VISIBILITY

By consolidating information into a single, easily accessible repository, companies can understand costs with a single click and make data-driven solutions. The ClearChain® technology suite provides Penske Logistics' customers with the real-time visibility they need to improve operations. ClearChain's visibility allows companies to analyze freight spend by customer, order or product, create competitive product pricing, and identify opportunities for change.

2.



ENHANCE CUSTOMER SERVICE

The demand for last-mile delivery continues to grow, emphasizing the need for timely delivery in ever-shrinking windows. The right transportation management team will provide companies with highly sophisticated order-optimization capabilities. For example, Penske Logistics' load planners use advanced algorithms to determine optimal transportation modes. They also help shippers and carriers to optimize shipments, reduce transportation costs and improve asset utilization.



3.



BOOST WAREHOUSE EFFICIENCY

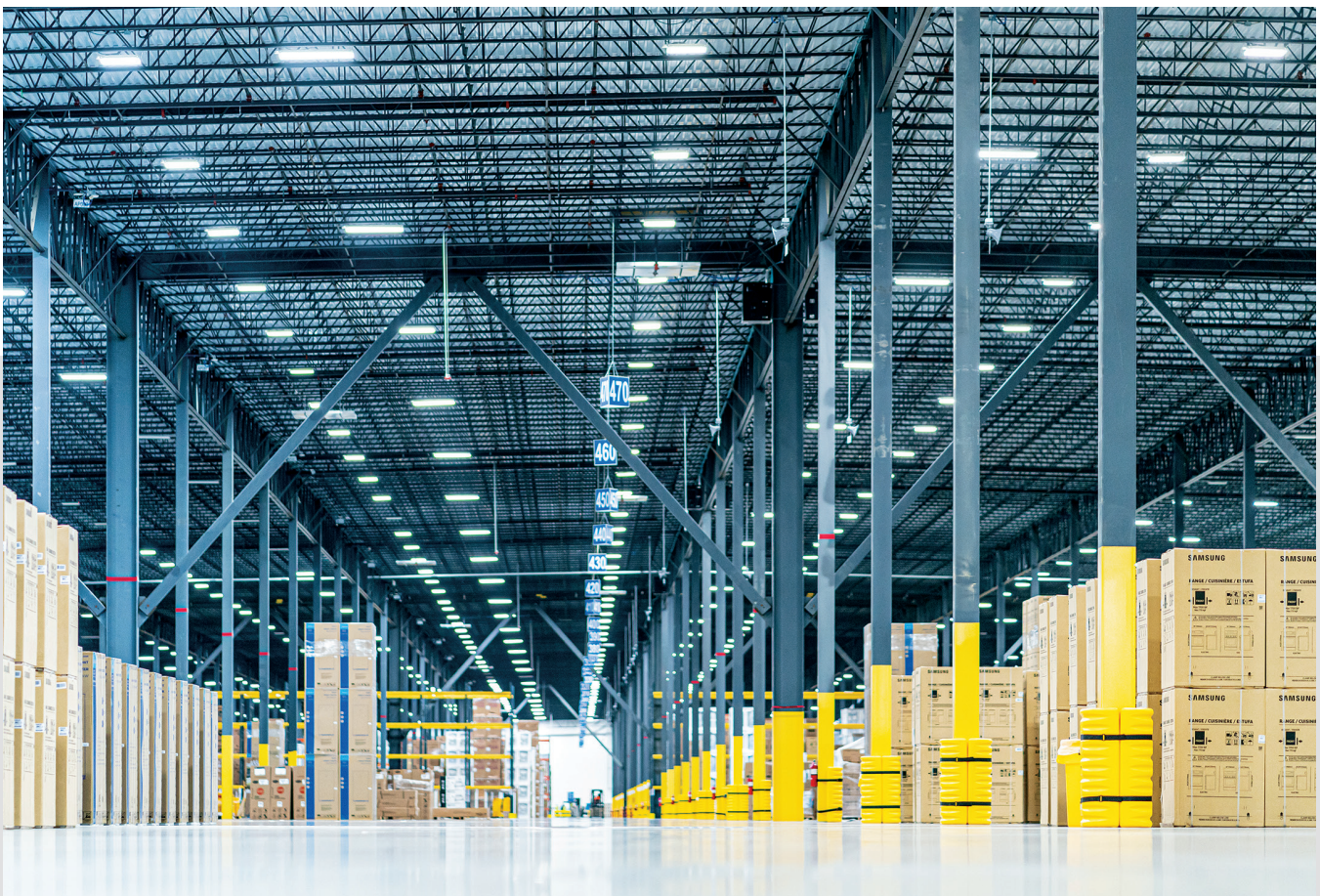
When transportation management and warehouse management systems communicate with one another, they give companies better information about material availability and order fulfillment requirements to keep warehouse operations efficient. Integrated systems can also “levelize” the flow through a distribution center or inbound to manufacturing, thereby controlling logistics costs and providing predictability that’s attractive to carriers.

4.



EMBRACE SUSTAINABILITY

New shipment planning options, consolidation opportunities and mode-shift capabilities all help to reduce a company’s carbon footprint.



5.



BECOME A SHIPPER OF CHOICE

By driving capacity commitments, easy payment terms and performance rewards, shippers make it easier for carriers to work with them. Optimal transportation management helps shippers support partner carriers in times of tight capacity. It also enables carriers to manage freight and create continuous movement strategies that help carriers increase efficiency and help shipper partners gain capacity when needed.

6.



FIND DISRUPTIONS SOONER

Just one small hiccup in the supply chain can cause large headaches. By using GPS technology and ClearChain's CrisisWatch and HotWatch apps, Penske Logistics gives customers instant visibility into disruptions or bottlenecks. Penske associates and customers then work together to mitigate disruptions and keep freight moving.



7.



CREATE SCALABILITY

As companies grow, it becomes more challenging to connect multiple data systems and streams. Penske Logistics helps customers create data collection strategies that will integrate all lines of business and scale with you as your company grows. Penske also provides data analytics strategies so companies can use their data to their best advantage.

8.



MANAGE RELATIONSHIPS

As a third-party logistics provider (3PL), Penske takes the time to understand each customer's business so it can put the proper resources into place. Penske evaluates a customer's entire network, allowing it to optimize common carriers and its captive fleet.



9.



MANAGE CHANGE

Do you want to maintain the status quo, or do you want to accelerate the pace of change in your business? Penske's experts will understand your goals and then create transportation management strategies that will help you use your data to achieve short-term and long-term growth goals.



With e-commerce surging and delivery windows tightening, modern transportation management is far more than a bottom-line business. It's imperative in delivering high levels of customer service and bringing value to your end users. Talk with a Penske Logistics associate today and discover new ways to advance your company's operations.



CONTACT US

penskelogistics.com

800-529-6531

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