

7 Key benefits transportation orchestration brings to your logistics operations

Advances in transportation-related systems and technologies, together with more efficient data orchestration, have the potential to solve even the most complex modern day business problems.

[Read the full ISG report](#)

01 Build the foundation supporting your transportation strategies

The philosophy of orchestration is to discover hidden areas of value in traditional transportation operations, while avoiding the need to take over day-to-day execution management. With a single source of data, you can optimize your transportation processes, incorporate transportation analytics, and improve compliance. You can perform "what-if" analysis with different tactical scenarios to better understand the impact on your ongoing operation.

02 Gain control of your logistics with corporate transportation analytics

Get valuable insights and monitor new trends with a logistics data lake containing shipment history. Use this insight to improve transportation processes. Drive further efficiencies with scenario modeling. Incorporate artificial intelligence (AI) and machine learning (ML) functionality to predict future disruptions and events.

03 Improve cost control

Improve the cost, timeliness, quality, and resilience of transportation routes and partners with improved data, insights, and simulations that enable transportation process adjustments.

04 Reduce your carbon footprint

Leverage the benefits of optimization to support better decision-making on modal choice, routing options, and equipment utilization, resulting in energy savings that help minimize the environmental impact and carbon footprint of your logistics operations.

05 Ensure world-class customer experience

Manage and optimize the adherence to the agreed SLAs with your carrier and/or 3PLs and 4PLs, resulting in enhanced customer experience levels that meet world-class standards.

06 Get a faster time to value

Orchestration is a capability that works by uploading through flat files—avoiding complex interfaces. The result is a fast time to value, with the average implementation time reduced from months to weeks. This concept supports continuous improvements regardless of whether transportation operations follow an insourced, outsourced, or hybrid strategy.

07 Kick-start a corporate TMS

Orchestration can provide a kick-start for a corporate TMS initiative, acting as an intermediate step toward advanced transportation management capabilities, either through a 4PL model or a fully implemented in-house TMS. Orchestration allows you to analyse your business and explore the right execution setup and strategy for your future transportation processes.

Modernize your logistics supply chain today

[Learn more](#)

