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## **InMotion Global Launches [www.TheFreeTMS.com](http://www.TheFreeTMS.com)**

### **The World's First 100% free, patent-pending, Enterprise Level TMS System**

Saint Petersburg, FL – Dec 10, 2012

InMotion Global (IMG) launched the world's first ever totally free transportation management system (TMS) this week to a captivated audience in St. Petersburg, Florida. They also announced that they had filed a unique non-provisional patent with the U. S. Patent and Trademark Office for InMotion Global's systems and methods for facilitating optimized shipping and logistics management. The patent-pending transportation management technology is included as part of the software system's latest version, which is available at [www.TheFreeTMS.com](http://www.TheFreeTMS.com).

Tim Higham, President and CEO of InMotion Global said, "This is a ground-breaking moment in the history of InMotion Global and for TMS systems in general. We have spent several million dollars and many years to achieve this milestone. We even registered the domain 'www.TheFreeTMS.com' as the icing on the cake in order to put an exclamation point on what our development team have achieved".

InMotion Global is used today by a multitude of shippers, the largest of which is a \$7 billion US based food distributor. InMotion Global TMS™ is a true enterprise level TMS system, offering many of the same features and functions as systems that cost several million dollars to buy and implement.

Higham stated; "Developing the patent-pending attributes of InMotion Global has been the development team's entire focus for more than two years now. Our guiding principle for this project has been, 'making the complex simple.' In keeping with that line of thinking, we have made our TMS, which is the fourth iteration of InMotion Global TMS™ in 10 years, even easier to use and *totally free-of-cost to any user*, anywhere in the world. To utilize IMG, a shipper just needs to login from any web browser to gain access at [www.TheFreeTMS.com](http://www.TheFreeTMS.com). We've had users get setup and using the system in less than 3 minutes. It supports unlimited locations, offices, users, divisions, and transportation modes – all at zero cost. With studies showing that 85 percent of shippers are not currently using any kind of TMS technology today we expect to see the continued rapid adoption rate of our new self-service InMotion Global TMS™ system".

Higham previously revolutionized the paper intensive insurance processing business during the 1990's and was applauded by experts in the financial services industry for breaking down barriers by using the then relatively new "world wide web" to allow consumers and agents to access insurance quotes from multiple carriers from one screen via one input process. Higham sold that company, IRC, to a publicly traded company in 1998 and, after writing 2 books on process change in the financial services sector, embarked on a journey to revolutionize how logistics and transportation process would be handled more efficiently in the future.



“Over the last 11 years, we have developed InMotion Global TMS™ to manage complex freight moves, provide load optimization, point-to-point routing, auto-load tendering, load tracking, settlement, accounting, reporting, lane bids, order management, and almost any other function a logistics expert can think of.” Higham said. “Our latest enhancements to InMotion Global TMS™ uniquely facilitate optimized shipping and internal cost reductions. Our now, patent-pending technology relieves shippers of inefficient logistics processes and does it for zero cost to the user.”

The trend in cloud based “on demand” technology has been well documented as many major websites, web brands, web services, and fortune 1,000 companies are quickly moving to cloud based software offerings. However, InMotion Global is the *first and only* enterprise level TMS provider to offer a cloud based patent pending logistics solution for shippers for free.

InMotion Global chose the world-leading Amazon cloud solution for speed, reliability, and total system redundancy. Chris Parker, InMotion Global CIO, stated; “The Amazon cloud solution supports hundreds of mission critical applications for many of the world’s leading brands, including Ericsson, Newsweek, Yelp, Foursquare, Ticketmaster, Unilever, PBS, SEGA, Virgin Atlantic Airlines, and of course, Amazon. We have been amazed at the speed, flexibility, and service availability offered by Amazon’s worldwide data center network”.

Parker further stated; “Many of us don’t stop and think about the many software applications that we all use today are free and on-demand. For example, many of us already use reliable and free email and calendaring systems to manage our lives. We use free and reliable on-demand contact and client management systems online. We use free and on-demand telephone systems that have reduced business and personal ‘phone costs by up to 97% in the last 20 years. We even use on-demand cloud based systems to file our taxes, pay our bills, and to transfer money. InMotion Global is proud to be in such good company and to be the first and only service provider to offer a totally free logistics TMS system”.

Higham stated; “We have discovered that whether a shipper is willing to spend \$10,000 on a TMS or over \$1m on a TMS, they will always try the free one first. Why not? If ‘free’ works, and if ‘free’ ticks all the boxes for security and speed, then InMotion Global TMS™ will help make the internal decision maker look like a hero in the board room – which is never a bad thing for career advancement”.

#### **About InMotion Global, Inc.**

InMotion Global, Inc. provides the industry-leading and patent-pending Transportation Management System, Ascend TMS™ with its companion web-based load tracking portal LoadLink™ to thousands of shippers, 3PL’s and asset carriers in 19 different countries across the United States. Ascend TMS™ is the only TMS software that provides a true enterprise level TMS solution at zero cost to users. InMotion Global’s TMS software manages logistics operations for multi-billion dollar international corporations as well as small sole-proprietor based businesses. InMotion Global, Inc. is partially owned by Palm Beach Capital ([www.PBCap.com](http://www.PBCap.com)), a large Florida based private equity firm. InMotion Global, Inc. has been headquartered in Florida since 2002. Learn more at [www.InMotionGlobal.com](http://www.InMotionGlobal.com).