The *Future Of Supply Chains* Interview.

The Rise of TMS technology and How "free" TMS Technology Will Dominate

By Dustin Mattison in The Future of Supply Chains

It's great to speak with you today, Tim, and I look forward to hearing your views on TMS technology and where you see it heading. The title of this interview is The Rise of TMS Technology and How "free" TMS Technology Will Dominate the Space in the Coming 3 to 5 years (allowing the 85% of logistics professionals not using a TMS today to access the same tech as larger companies).

Can you start by providing a brief background of yourself?

Yes, I'm from the U.K. I'm English. I got to the United States about 23, 24 years ago. Essentially, I started my career in the insurance business. My mother wanted me to get a *real* job, so she said to be a doctor, accountant, maybe banking. So, I ended up in insurance and thus found my to America. I started a computer company over here, which I sold in 1998. When I sold it I came down to Florida and got into the transportation business by accident. The next thing I know, we built a TMS which grew and grew, which is the company I run today.

Thanks. Can you talk about the rise of TMS technology and where you see this trend heading?

Sure. TMS technology, or "transportation management system" technology is something that's obviously very unique to the shipping world. Over the last 15 to 20 years, large shippers have used TMS's to manage all aspects of their distribution needs, whether it be across the country or across the world. What I believe is going to happen, which I'm already seeing happening, is, we are going to see a continuation in the rapid growth of the *freemium* software model where productive software tools are available online to users for free.

InMotion Global (www.TheFreeTMS.com) trail blazed this model 13 years ago in the TMS space and filed patents to protect the intellectual property involved. The free software model is already seen in many different categories online. I fully expect that it's now going to take over in the TMS world. That is what we are seeing, anyway. Hundreds of shippers, 3PL's and brokers use InMotion Global TMS® today – with most never having used a TMS before. That's one of the reasons we started InMotion Global, also widely known as TheFreeTMS.com. It is basically an enterprise level TMS system that you can either go and buy from some of the top-tier TMS providers for one hundred thousand to a million dollars, or get it from us for free. This has been very successful for us.

We sometimes use the same analogy that many people do when they talk about free software; Google Docs. Google decided, "*Look, we can come up with a system that allows people to use word-processing software and spreadsheet software, but we're not going charge for it.*" Prior to this, Microsoft Office was something that you would need to buy if you wanted to use programs like spreadsheets, word processors, or make presentations. So, I'm looking at the InMotion Global TMS in the same light. It allows us to be able to give away a software product that's got 90-plus percent of the features and functionality of a million-dollar system – but at zero cost to the user. As you can imagine, it has been very popular.

Who needs to care about this?

Well, today about 85 percent of shippers in the world—certainly in the United States—85 percent of shippers, according to Gartner, the consultants, don't use a TMS today. And 15 percent, the larger shippers, Fortune 1000 type companies, they do use TMS. What it does is it makes them more efficient, saves them money, they can do more with less people. I think that the market, because 85 percent of the small- and midmarket shippers are not using TMS technology, then the market's wide open for them to adopt the kind of software that makes them more efficient with no cost to give it a try.

And what are your recommendations?

The recommendations are pretty simple. I think that anybody that ships a product from point A to point B or any 3PL or brokerage operation that organizes the shipment of products for their customers from point A to point B should use a TMS system. If you don't use a TMS system, you're basically costing yourself and your company money and making your daily life harder. If you do use a TMS system, you can, many times, take a shipping department that might have 15 people in it and you might be able to do the same or even more shipment with maybe a third of that head count. This has been shown, tried, and tested, and proven many times over. This is not just numbers I'm pulling out of my hat. It is well-documented that if you have access to very sophisticated TMS software, then you can ship your products around the world or from one side of the street to the other for a lot less money.

Thank you, Tim, for sharing your views and letting us know about your TMS technology.

You're very welcome, Dustin.

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