



FOR IMMEDIATE RELEASE

## Carriers Get Access To Leading Freight Technology & Nationwide Dry Van and Reefer Capacity With New Loadsmart - AscendTMS Partnership

**Tampa, FL, August 3, 2021** – InMotion Global, Inc. today announced a full integration between Loadsmart, a leading freight technology company, and AscendTMS, the world’s most popular and #1 rated TMS software. All carriers using AscendTMS can now instantly access the newest live load recommendations from Loadsmart in Ascend’s free, pure-cloud, TMS software. Carriers will get better loads, better rates, improved profitability, and a partnership with Loadsmart, an organization led by industry veterans and data scientists building technology to help small business carriers scale their fleets.

Most carriers struggle to access the best loads and best rates in a rapidly moving logistics market. They usually manually manage this process with antiquated tools like spreadsheets or old software that simply isn’t connected to the latest load networks, and thus aren’t able to access the best opportunities. This results in unused truck capacity and too many empty miles.

Loadsmart’s integration within AscendTMS allows for the best loads to be recommended in real-time, based on a carrier’s availability and location, and it automatically updates their schedule in AscendTMS with the loads booked on the Loadsmart platform.

“Carriers simply want to keep their drivers moving and their trucks profitable, with well-matched loads that pay really well,” said Tim Higham, president and CEO of AscendTMS. “Carriers using AscendTMS love it because AscendTMS is saying to them *‘hey – here’s a perfectly matched live load for your driver when they empty the current load they’re on’*. It’s fast, it’s efficient, and it puts more money in the carriers’ pocket on every single load they move, coming from tens of thousands of load sources within AscendTMS.”

“Our strategy has always been to compliment the best technology with strategic partnerships,” said Felipe Capella, COO and co-founder at Loadsmart. “Leveraging the latest game-changing technology should not have to mean starting over for carriers. Through relationships like this one with AscendTMS, we can focus on delivering



exceptional technology directly into how and where carriers are currently running their businesses.”

To learn more go to <https://thefreetms.com/features/loadsmart>.

**For More Information Contact:**

Chris Parker - AscendTMS  
(813) 681-5000 x1344  
[CParker@InMotionGlobal.com](mailto:CParker@InMotionGlobal.com)

**About InMotion Global**

InMotion Global, Inc. provides the free, award-winning, patent-pending Transportation Management System, AscendTMS®, to freight shippers, freight brokers, and trucking companies. AscendTMS® is used by thousands of companies in 19 countries, from small single-person logistics operations to multi-billion-dollar international corporations and can manage any logistics operation. AscendTMS® is the world's leading cloud-based TMS software, and ranked as the number one TMS software by Crowd Reviews, Capterra, and Software Advice (a Gartner company). InMotion Global, Inc. is headquartered in Brandon, Florida. Learn more at [www.TheFreeTMS.com](http://www.TheFreeTMS.com) or at [www.InMotionGlobal.com](http://www.InMotionGlobal.com).

**About Loadsmart**

Transforming the future of freight, Loadsmart leverages artificial intelligence, machine learning and strategic partnerships to automate how freight is priced, booked and shipped. Pairing advanced technologies with deep-seated industry expertise, Loadsmart fuels growth, simplifies operational complexity and bolsters efficiency for carriers and shippers alike. For more information, please visit: <https://loadsmart.com>.

###