

In a challenging economy, customization and scalability are the keys to profitability and growth

By Doug Batson

Lately it seems as though everyone is jumping on the Software-as-a-Service (SaaS) bandwagon hoping to find low cost freight management solutions and cash in on the buzz surrounding on-demand software. Not so with Transportation Management Solutions, Inc. (TMSI) who has been building TMS SaaS since 2001.

Logistics Management, a monthly industry publication, accredits much of the popularity to shippers looking for a fast and economical way to obtain a state-of-the-art TMS system, seeing TMS and SaaS as a natural fit.

According to Wall Street Journal, spending on information technology is expected to drop 3% in 2009. This is forcing software companies to rethink how they sell their product. As a result, a new wave of on-demand software has entered the marketplace, especially in the logistics field.

However, instead of responding to the economic downturn by imitating similar products already on the market, Ultra Logistics has had the insight to develop UltraShipTMS, a solution that is not only built from the ground up as a SaaS platform, but also offers features that sets it apart from the competition.

Besides being available for little or no up-front cost, the level of customization, enabled by the component nature of the software is what really differentiates UltraShipTMS from anything else on the market. Clients have the ability to use the entire system or specific “modules” that pertain to their specific business needs. For example, UltraShipTMS offers LTL, Truckload, Air Freight, Spot Bidding, as well as other capabilities.

Case in point is Easton-Bell Sports, which manufactures a wide array of sports equipment. As a result of using UltraShip’s air freight tendering feature, it was able to save over \$2 million off its annual shipping expenses. To read the related article that appeared in the December 2008 issue of Inbound Logistics, go to the following link:
http://www.ultrashiptms.com/dl/uploads/inbound_logistics_article.pdf

Any cost savings in today’s bleak economy is always good, but so is being prepared for when the market does begin to rebound and grow again. The ability to ramp up quickly is another asset that appeals to companies currently weathering the economic storm in 2009. With an eye towards 2010, shippers are positioning themselves for growth and investing in SaaS technology now with the hope of being ahead of the curve.

This logic seems ideally suited for UltraShip which touts scalability as a core feature. To help companies react to quick growth it offers additional avenues of expansion when they need it on an incrementally-priced basis. This “pay as you grow” method negates the use of deploying additional staff or purchasing costly software upgrades. In this fashion, clients not only get a system that will grow as they grow, but can be customized based on future requirements.

The current economic climate has many companies converting to selling SaaS as a way to gain a foothold in a seemingly profitable market. However, at the end of the day, there is only one product that has been there since the beginning. With the right combination of price, level of customization and scalability, UltraShipTMS is the perfect match for anyone seeking a logistics solution.

For more information on UltraShipTMS, visit www.ultrashiptms.com.