

Shipping across the United States means working with dozens of regional markets, a vast and varied carrier network and a complex set of regulations. A Transportation Management System helps US shippers bring all of that together by aligning carriers, routes and procurement with the realities of each local market. Here's how a TMS supports regional distribution, keeps you compliant and helps you navigate the US carrier landscape.

Best fit for this shipment

CARRIER	SERVICE	TRANSIT	RATE
Carrier A	LTL standard	4 days	\$215.00
Carrier B	LTL standard	3 days	\$198.05
Carrier C	LTL expedited	3 days	\$240.00
Carrier D	LTL expedited	2 days	\$310.00

Coordinating Operations Across Regions

With a TMS in place, planning and executing shipments across multiple regions becomes faster and more accurate.

- **Region-specific optimization:** Choosing lanes and service levels suited to each US market shortens transit times and improves on-time delivery.
- **One view of every shipment:** Unified tracking across parcel, LTL, truckload, air and other modes keeps regional teams in sync.
- **Better buying decisions:** Lane-level cost data and carrier performance insights lead to more effective purchasing in each region.

Staying Compliant and Reducing Risk

A TMS makes it easier to meet US regulatory requirements and carrier obligations.

- **Accurate paperwork:** Automated documentation for billing, insurance and regulatory needs lowers your risk of errors.
- **Carrier oversight:** Central dashboards track how carriers perform and whether they're meeting contract terms.
- **Audit-ready records:** Consolidated shipment data makes everything easier to trace and prepares you for audits.

Working Within the US Carrier Network

The US carrier landscape is broad and varied, and a strong TMS is built to handle that complexity.

- **Access to more carriers:** A wide mix of regional and national carriers gives you more options and greater resilience.
- **Local rate awareness:** Regional pricing trends and capacity limits are factored into every routing decision.
- **Thoughtful final-mile planning:** Final-mile strategies are designed to balance speed, cost and coverage.

What US Shippers Should Plan For

A successful rollout depends on thorough data integration and clear governance.

- **ERP and WMS alignment:** Data needs to flow smoothly between all your regional facilities.
- **Region-appropriate rules:** Routing rules and approval processes should reflect how your US operations actually work.
- **Local training:** Give regional teams focused guidance so they can get up to speed and start delivering value quickly.

How FreightOptics Serves US Shippers

FreightOptics offers a scalable TMS with built-in spend intelligence that supports both regional and national operations. Shippers gain fast visibility into their costs, along with the governance needed to keep operations under control.



Explore Regional Optimization with FreightOptics

FreightOptics welcomes conversations with US shippers looking to uncover regional optimization opportunities. Reach out to request a US-focused demo or scoping session and explore solutions tailored [multi carrier rate shopping](#) to your network.

FreightOptics

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Stronger Margins Through Regional Control

A TMS built with the US market in mind improves regional efficiency, supports compliance and helps you get the most from your carrier network. FreightOptics provides a practical path to healthier margins and unified control over your US logistics operations.

FreightOptics is a cloud-based Transportation Management System (TMS) provider focused on end-to-end freight management. The platform aims to give logistics teams real-time visibility, cost control, and operational automation across multi-modal shipping.

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