

Uber Freight



The 2025 guide
to transportation
management

Key insights for
logistics teams



Good transportation management uses proactive, data-driven strategies to power logistic operations and achieve desired business outcomes. But what does successful transportation management look like in 2025?

While logistics teams have been preparing for rate changes and disruptions since early 2024, many still rely on manual workflows and reactive strategies to manage their supply chain.

Today's evolving market presents a prime opportunity for shippers to develop a more dynamic, proactive strategy. Whether you're mid-market or a larger enterprise, having a strategy that optimizes transportation operations and arms you with the tools to adapt and avoid future disruptions is key.

Uber Freight and CSCMP have partnered to provide strategies for logistics teams to uplevel their transportation management and navigate what 2025 may have in store for the industry. From severe weather to port strikes and fraud, preparing will safeguard companies and keep them competitive, ensuring flexibility in the new year.

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Create dynamic and optimized routing guides

Over the last year, market changes and a slight increase in inflation over the primary carrier have led to rising costs and tighter capacity requiring logistics teams to rethink routing guides. Market changes can make creating a strategic routing guide challenging, leaving many logistics teams with static guides that lack flexibility. To set up dynamic and adaptable routing guides in 2025, logistics teams will need to focus on things like real-time data, backup carriers and alternative modes, volume allocation, lane configuration, risk mitigation, and cost management.

At the end of 2024, routing guide performance, which includes compliance and first acceptance tender rates, deteriorated. To garner high-performing, dynamic guides that meet the needs of your business and customers, it's essential to arm your team with accurate and actionable performance data. Companies can source and analyze data effectively with a modern transportation management system (TMS)—one that provides real-time visibility and complete control, enabling shippers to optimize performance throughout their supply chain with features like automated tendering and inventory management.

Adopting AI tools can also help you surface targeted insights from massive datasets to inform more proactive decisions. AI-generated analytics helps shippers **efficiently match loads** with interested carriers and better **predict load delivery times**. Access to this information will help you determine whether your current guide is producing the best rates and service, or whether it needs structural change.

Shippers and their logistics providers should closely monitor freight and how the routing guides are performing. Tracking the percentage of freight moving via routing guides versus other methods—such as through the spot market—are critical data points you can use to adjust strategies based on your goals.

Next steps:

- Analyze TMS data and AI-powered insights to inform routing guide design changes. Leveraging up-to-date, accurate information helps you secure the best rates, pinpoint and improve non-pricing factors that increase tender acceptance rates, and benchmark carrier performance.
- Align with key stakeholders on your network needs and where you're willing to invest. Consider needs, such as on-time service, capacity gaps, and automatic load tendering.
- Select and monitor the right KPIs to align performance with business goals. Consistently monitoring KPIs also allows for continuous improvement, ensuring operations are performing against plan.

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Mitigate risk through contingency planning

2024 saw multiple industry disruptions, from natural disasters to Baltimore's Key Bridge collapse to port strikes, **spotlighting the importance of contingency planning**. A comprehensive plan starts with understanding the risks and potential hazards in your network and having foresight into what's happening in the freight industry. Examine how historical scenarios may impact your business, and create a plan to work around those hurdles. A solid contingency plan ensures shippers adapt to potentially hazardous future scenarios with a strategic and agile mindset.

For example, if you are a shipper that regularly uses ports, it's wise to have plans in place to protect your freight, as at the time of writing, the Gulf and East Coast ports are again on the verge of striking. This includes coordinating alternative routes with intermodal carriers. If you regularly work with only a select few carriers, make a plan to expand your carrier network and form new relationships, which provides a safety net of alternative partners and modes in case of unexpected industry disruption.

It's also important to **have a centralized, efficient TMS**. As supply chains become more complex and disruptions more frequent, supply chain leaders need a TMS that provides real-time visibility into shipments and can manage networks across multiple partners. With the right TMS, leaders can create a more agile, robust supply chain that can withstand disruptions and volatility. Without it, businesses risk taking on increased costs and risk, which can inhibit shippers' reliability, resiliency, and service.

Next steps:

- ❑ Be proactive when building a contingency plan. These should account for historical challenges such as natural disasters or carrier disruptions that could impact your business.
- ❑ Develop "levers", such as rerouting shipments if a strike is looming or having pre-booked allocation and volume during peak seasons, to pull in specific risk scenarios and establish monitoring mechanisms to react to network hazards quickly.
- ❑ Implement a TMS with shipment tracking tools, like real-time visibility, route optimization, and freight management.

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Safeguard your supply chain against fraud

While companies deal with many different types of fraud, **transportation theft has surged** over the past year, including strategic and straight theft. If left unchecked, these can increase delays, miscommunication, and customer dissatisfaction across a supply chain. **Securing your business** for 2025 means building a comprehensive playbook, which clearly defines team members' roles and how to recognize and respond to threats. Other steps you can take include:

- Adopting multifactor identity verification tools and data-sharing standards.
- Using a TMS to streamline systems, including automation to verify and manage carriers with unique identifying information.
- Keeping an open channel of communication with industry stakeholders and local law enforcement to relay findings, and report instances of fraud.
- Conducting training initiatives for logistics teams to gain hands-on experience in flagging suspicious carriers and brokers.



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Drive sustainability and emissions visibility with technology

Committing to **more sustainable logistics practices** should be a goal for all shippers. The transportation industry accounts for about **28% of all greenhouse gas emissions** and many states are actively working to enact legislation surrounding emissions in 2025. Companies seeking to reduce their carbon footprint and create more eco-friendly supply chains must prioritize transparent sustainability reporting, including measuring carbon emissions output and their environmental impact, by adopting logistic solutions to reduce those emissions and ensure operational efficiencies.

Emissions are notoriously difficult to track, especially for shippers that use numerous modes of transportation. The good news is that modern technology solutions, including **Uber Freight's Emissions Dashboard**, can unlock valuable data providing insight into where and how businesses generate waste across different modes and regions.

Ultimately, logistics teams can use technology to harness their data—like identifying carbon hotspots—to implement different solutions that will reduce emissions within their network now and in the future. These solutions could include investing in and using alternative fuels, adding **electric trucks** to a fleet, optimizing network design to **reduce empty miles**, and investing in intermodal transportation.

Next steps:

- ❑ Consider **adopting tools that provide emissions visibility** and give insight into where and how you're generating waste.
- ❑ Identify carbon hotspots to help pinpoint the most productive ways to reduce emissions in your network.
- ❑ Use a TMS that offers access to clean transportation capacity and the ability to dynamically optimize routes.

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Improve cost visibility through strategic assessments

While some companies only have insights into their topline costs, such as how much they pay for transportation annually or cost per shipment, the most competitive have complete, ongoing visibility into resource allocation across the supply chain.

Breaking out and assessing your cost components is key to proactive management. Conducting assessments around factors like **fleet utilization** or **warehouse operations** will produce valuable insights to help you determine whether your rates align with what the market is bearing, or if you're underspending or overspending. You can use this information to make productive cost adjustments.

For more in-depth information, consider end-to-end assessments and network analysis for a more complete view of gaps and where cost advantage can be achieved.

Next steps:

- ❑ Conduct assessments around your most costly components, such as fleet, facility, or fuel usage, to understand where to make adjustments.
- ❑ Conduct expense auditing to get a more granular view of your transportation invoices.
- ❑ Consider TMS options that provide cost visibility at the shipment level.

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Secure reliable capacity and dynamic procurement with modern technology

Shippers are preparing for an inflationary market in 2025, but like any market, transportation is cyclical. To weather these changes, logistics teams need agile procurement strategies that leverage data and the latest technology.

Procurement software allows logistics teams to conduct bids for freight of any size and pre-configured routing guides and rates for their TMS. Modern procurement software can also provide access to market data and performance history, informing the smartest options for lanes and modes. Additionally, companies gain access to a vast carrier marketplace that encourages adopting new types of partnerships and transportation modes, such as autonomous trucks.

By optimizing your procurement strategy through tools and technology, you can lock in consistent rates, while making more informed decisions and building stronger relationships with carriers. Through this, you'll have stability to budget internally

and adjust to capacity crunches. And by relying on committed carrier capacity, you can help keep your business insulated from the effects of future market shifts.

Next steps:

- ❑ Adopt an agile procurement strategy and seek carriers that give you access to different types of capacity in your network—from dedicated and full truckload to LTL and expedited.
- ❑ Build relationships with your core carrier base and partner with them on company initiatives, such as technology or best practices.
- ❑ Opt for a dedicated fleet to transport important freight that needs to be delivered on time during capacity crunches.

For 2025, the key to building a proactive, forward-thinking transportation management strategy is gaining accurate, actionable insights across all elements of the supply chain, from costs to capacity. To successfully accomplish this, consider integrating modern logistics technology and partnering with a managed transportation partner like Uber Freight. Uber Freight's managed transportation team and supply chain experts have decades of experience supporting shippers of various sizes—from the world's largest to mid-market. Working with Uber Freight enables shippers to choose the perfect mix of tech and expertise, ensuring success in today's market, while providing the tools needed to navigate future disruptions and mitigate risk.

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Looking to uplevel your transportation management strategy in 2025? Our teams have the resources you need: connect with an Uber Freight representative today and head to CSCMP.org to learn more.