

# Software Advice BuyerView: TMS Software Report

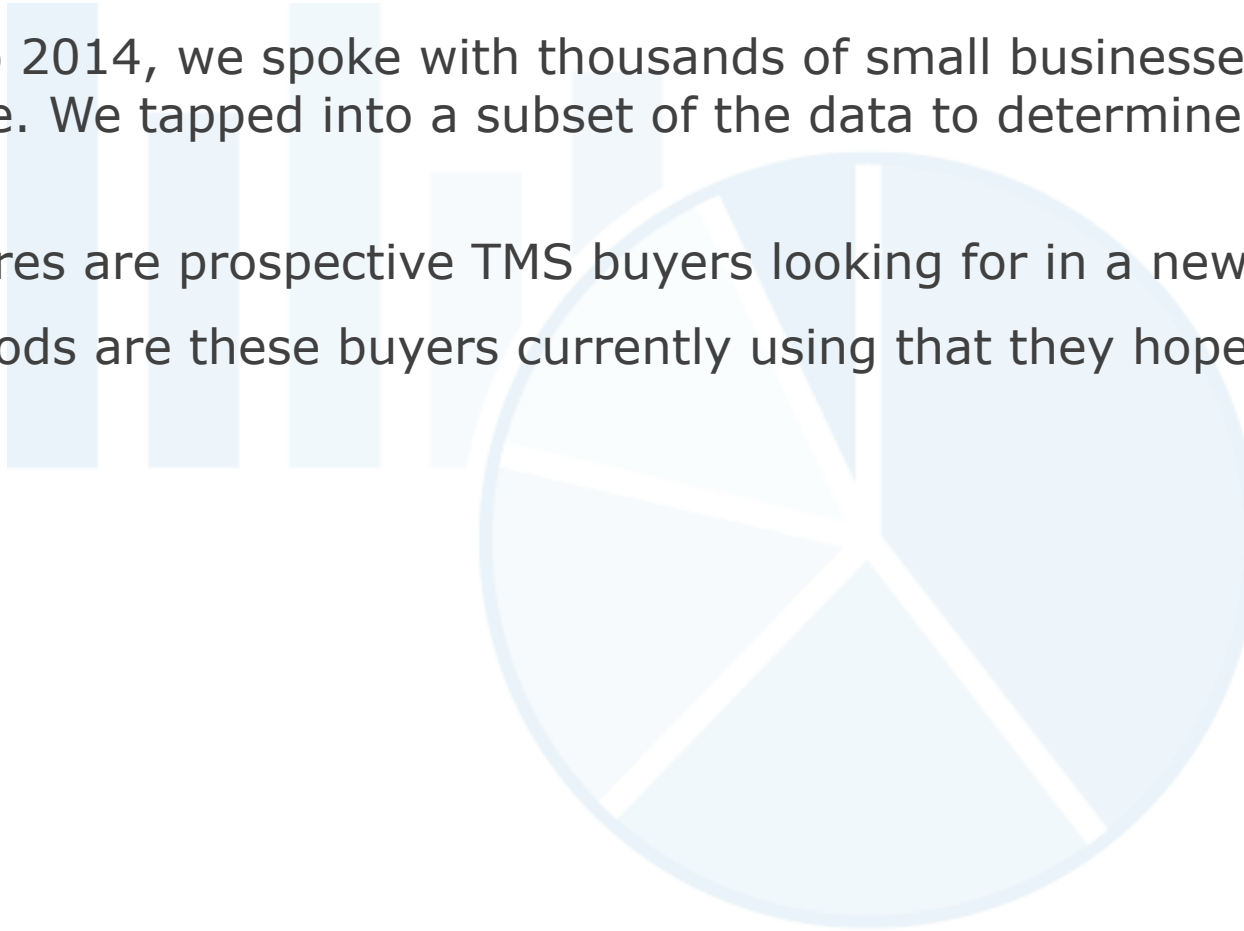
Insight into today's software buyer

# Abstract

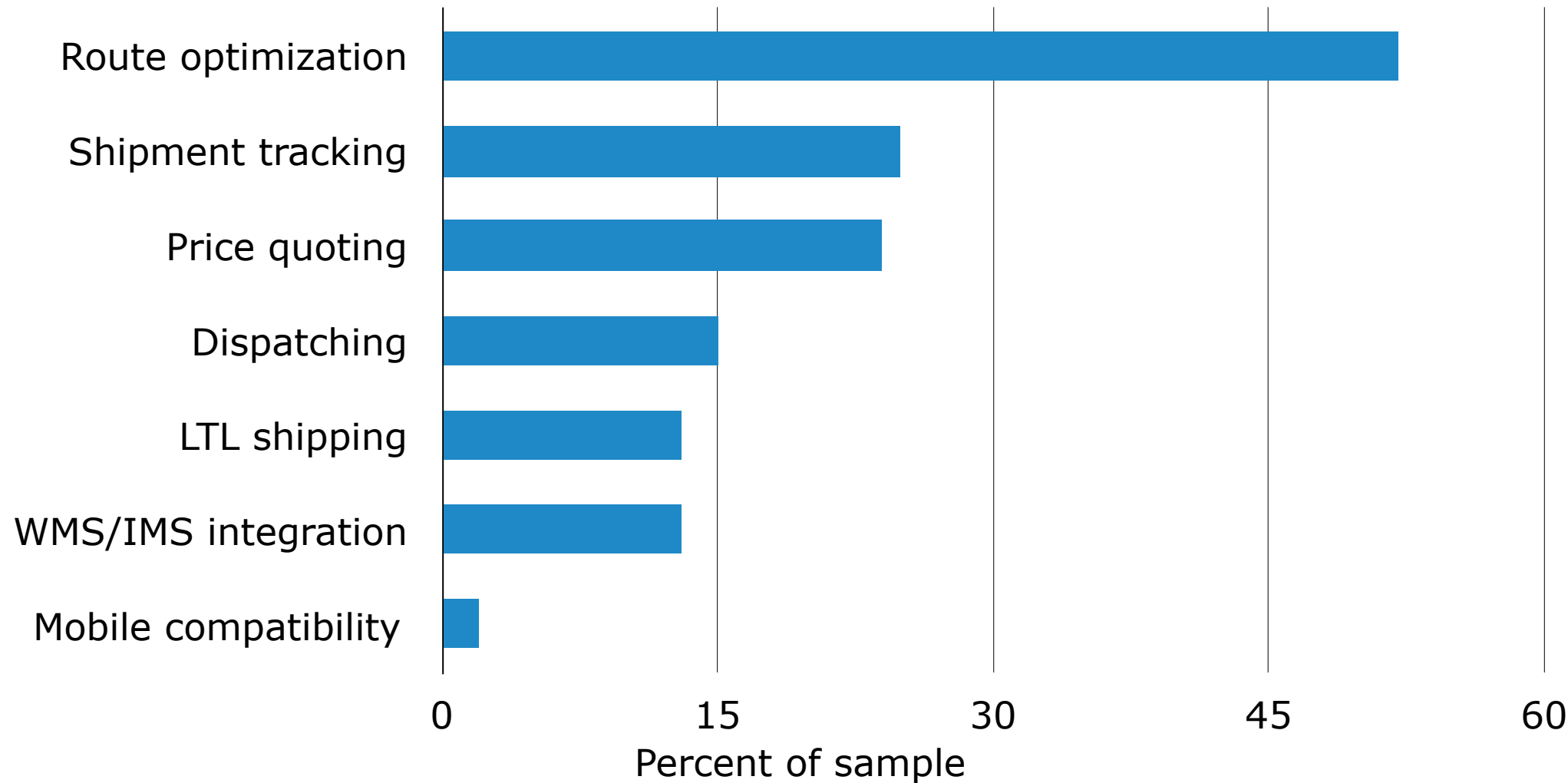
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From 2012 to 2014, we spoke with thousands of small businesses considering a TMS purchase. We tapped into a subset of the data to determine two things:

- What features are prospective TMS buyers looking for in a new system?
- What methods are these buyers currently using that they hope to replace?

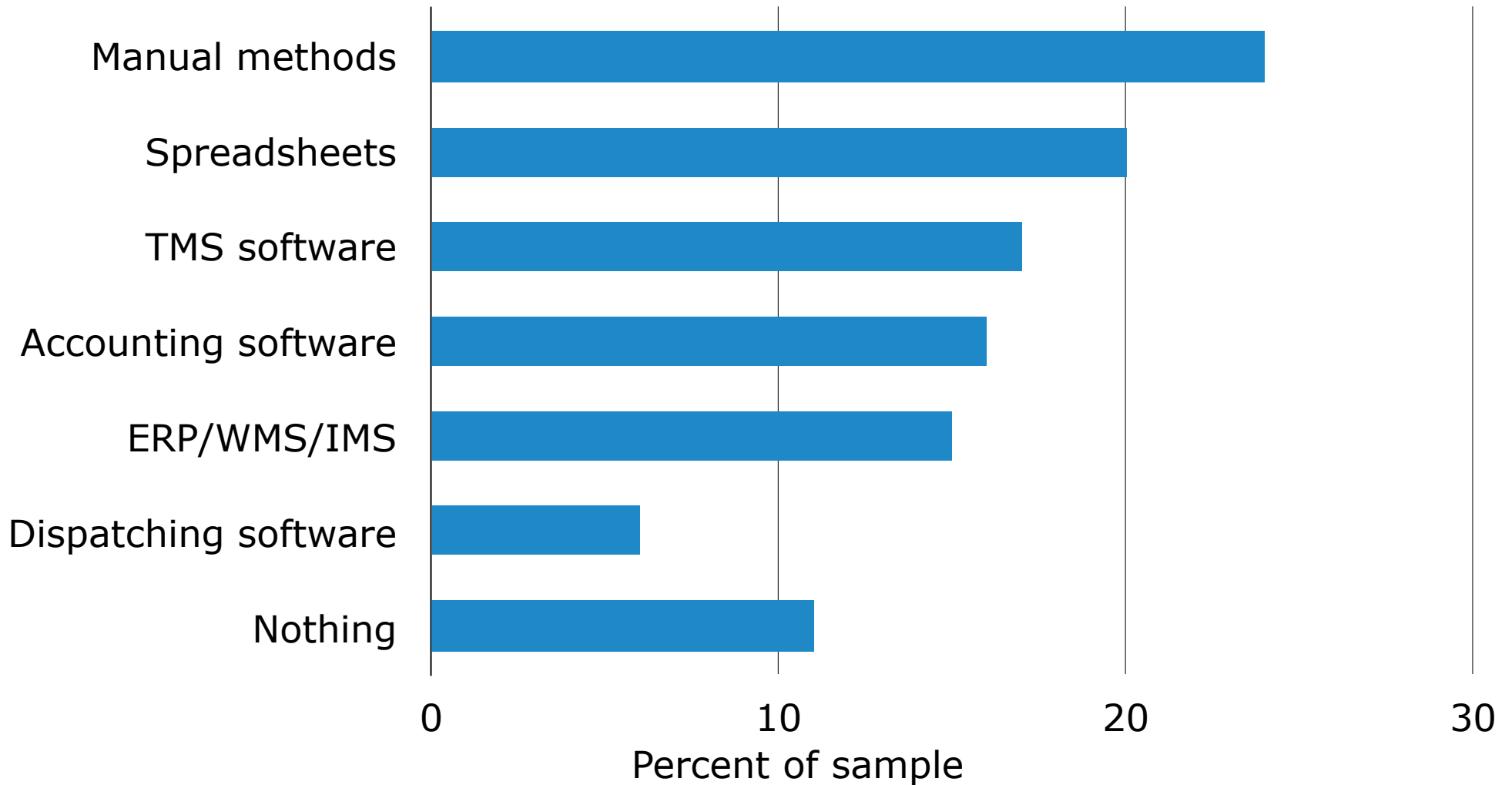


# Top-Requested TMS Software Features



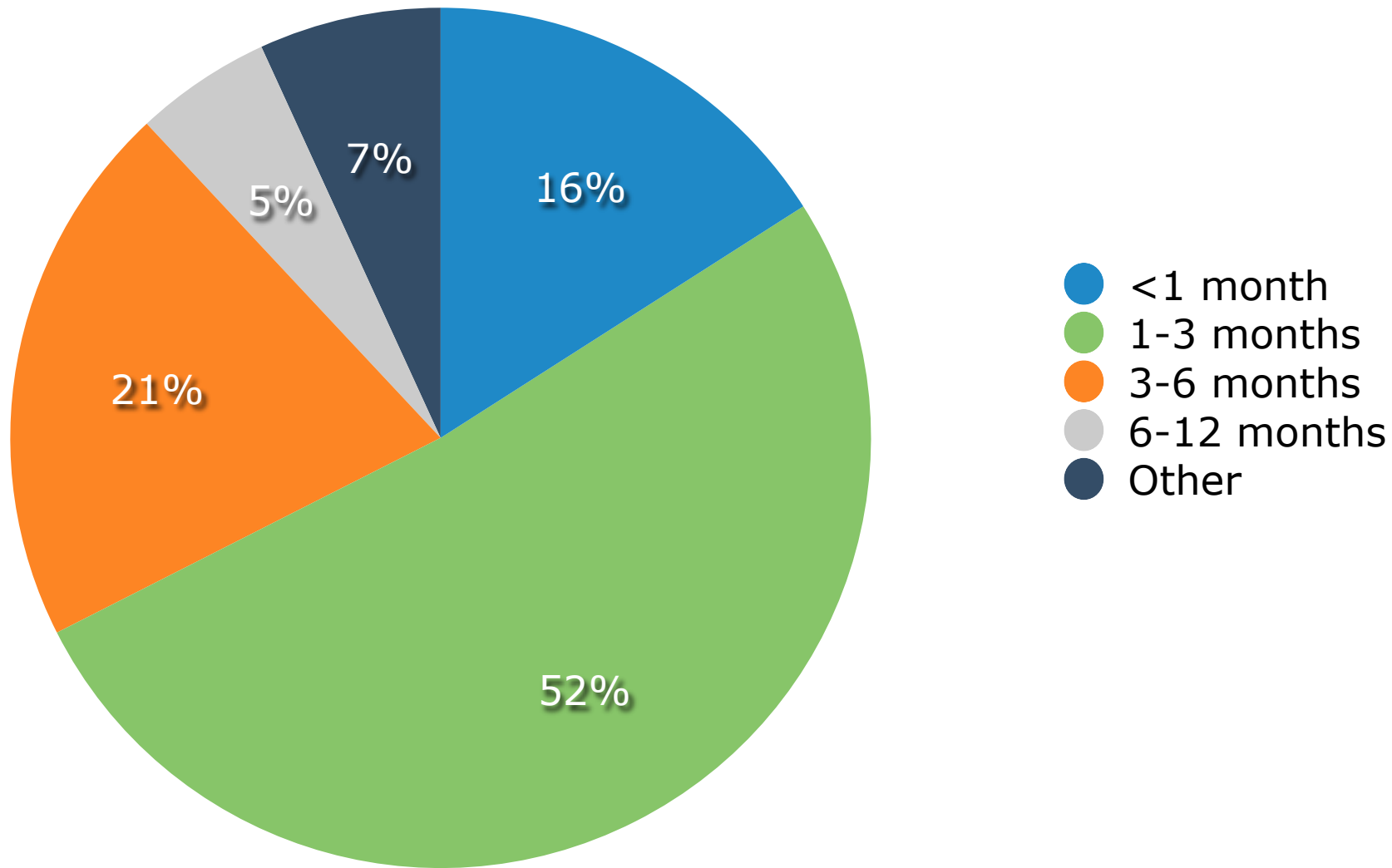
The majority of prospective buyers said they needed to either plan and track the routes for product shipments or track actual shipments themselves.

## Prospective Buyers' Current Methods



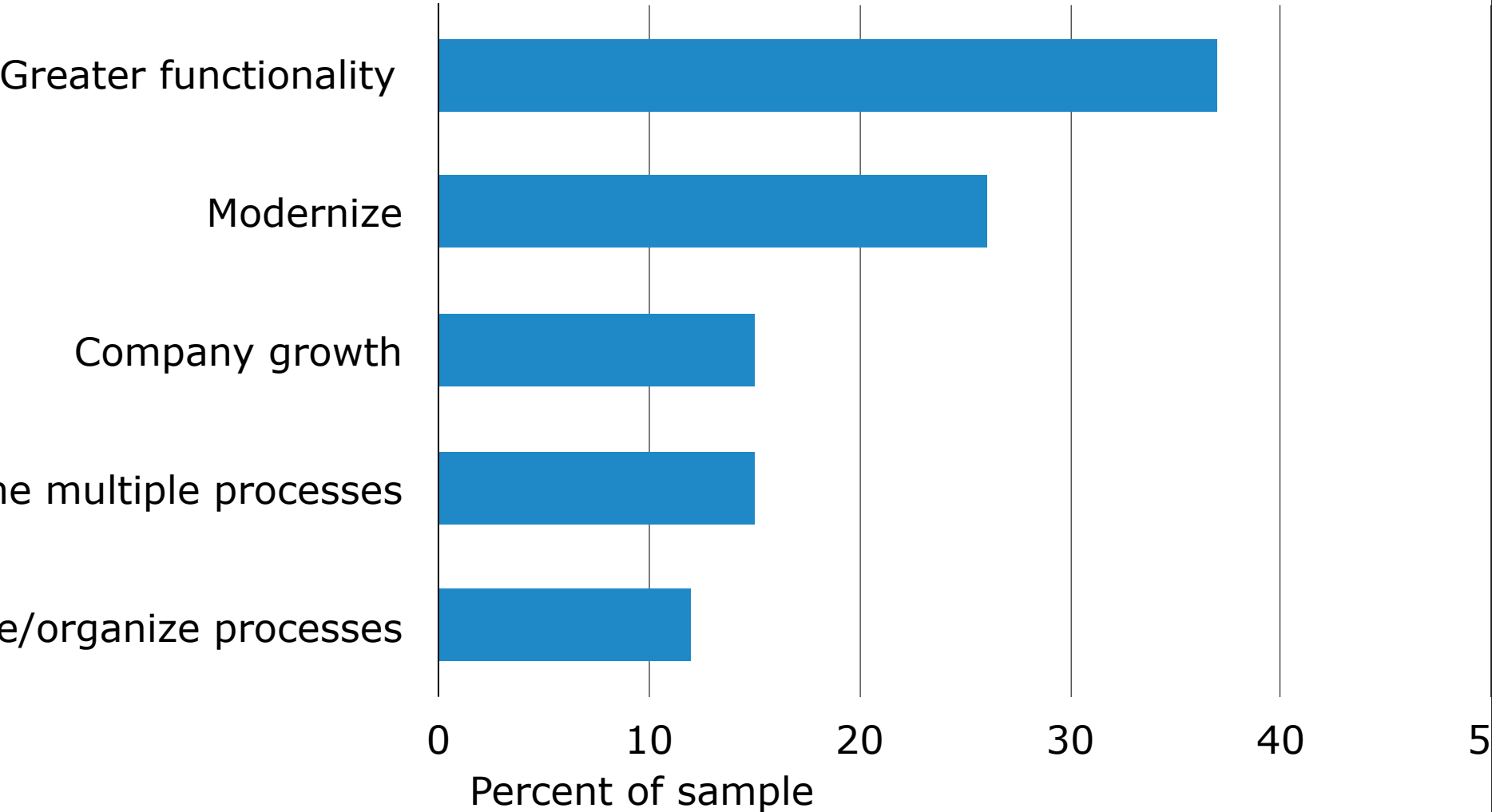
24 percent of buyers were still using “manual methods.” This often meant that they were still using pen and paper to manage their transportation operations.

## Prospective Buyers' Timeframe for Implementation



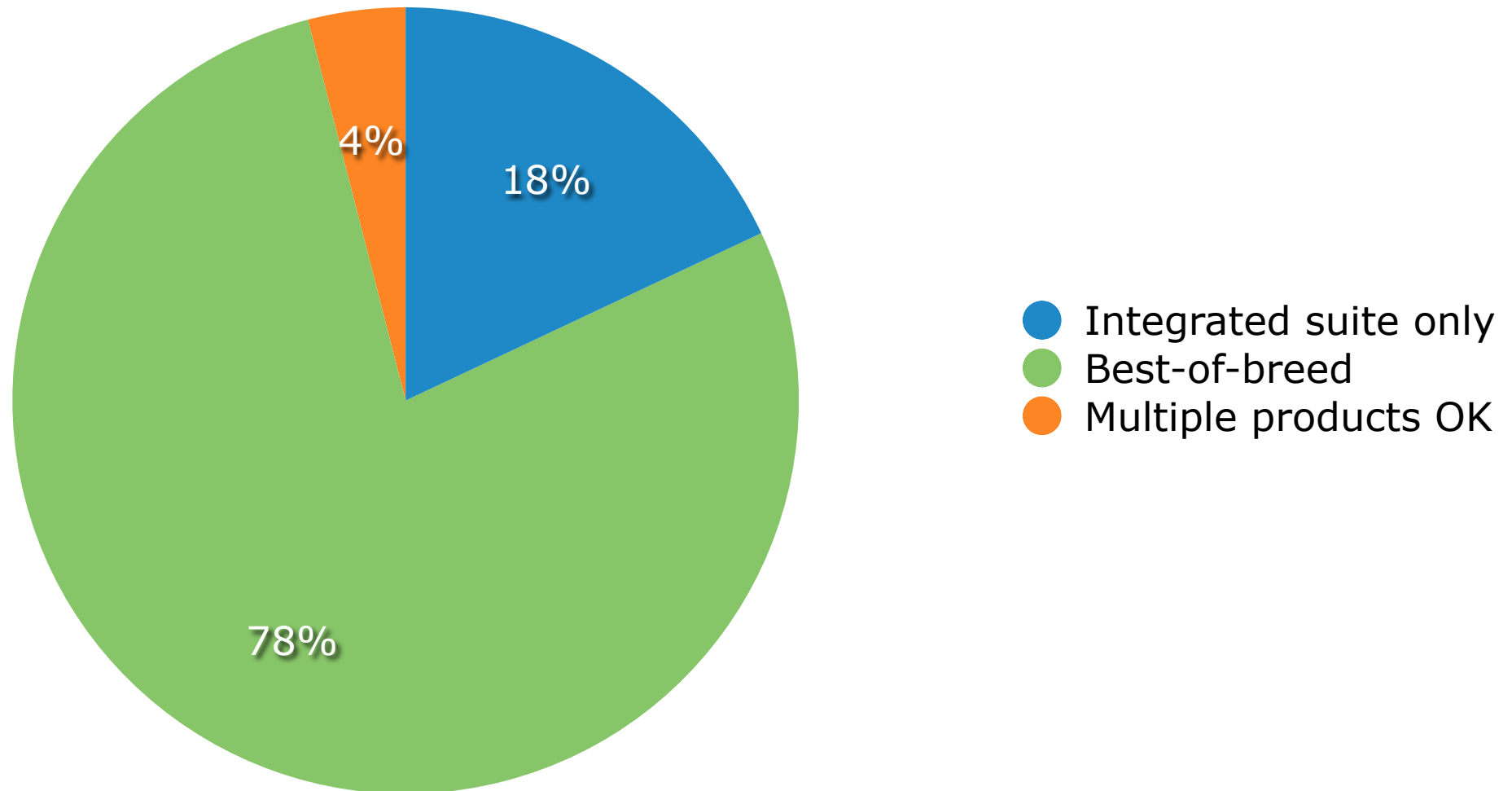
68 percent of buyers expressed a desire to implement a new TMS system within the next three months or less.

# Top Reasons for Software Purchase



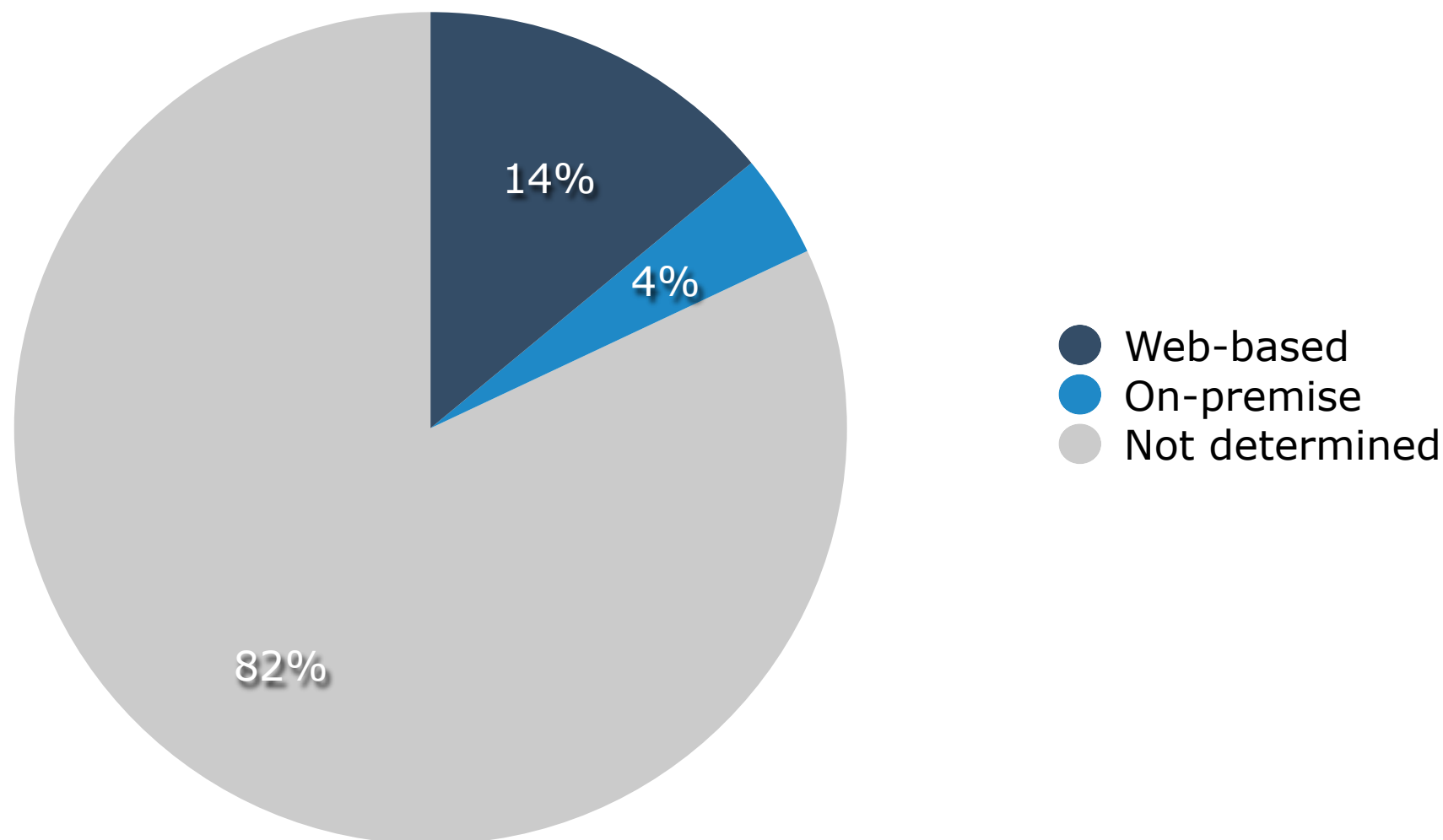
37 percent of buyers—the largest single group—said they wanted more functionality than was offered by the current methods they were using.

## Integration Preference



Seventy-eight percent of the prospective buyers we spoke to were interested in a “best-of-breed” solution, or a single application for TMS purposes only.

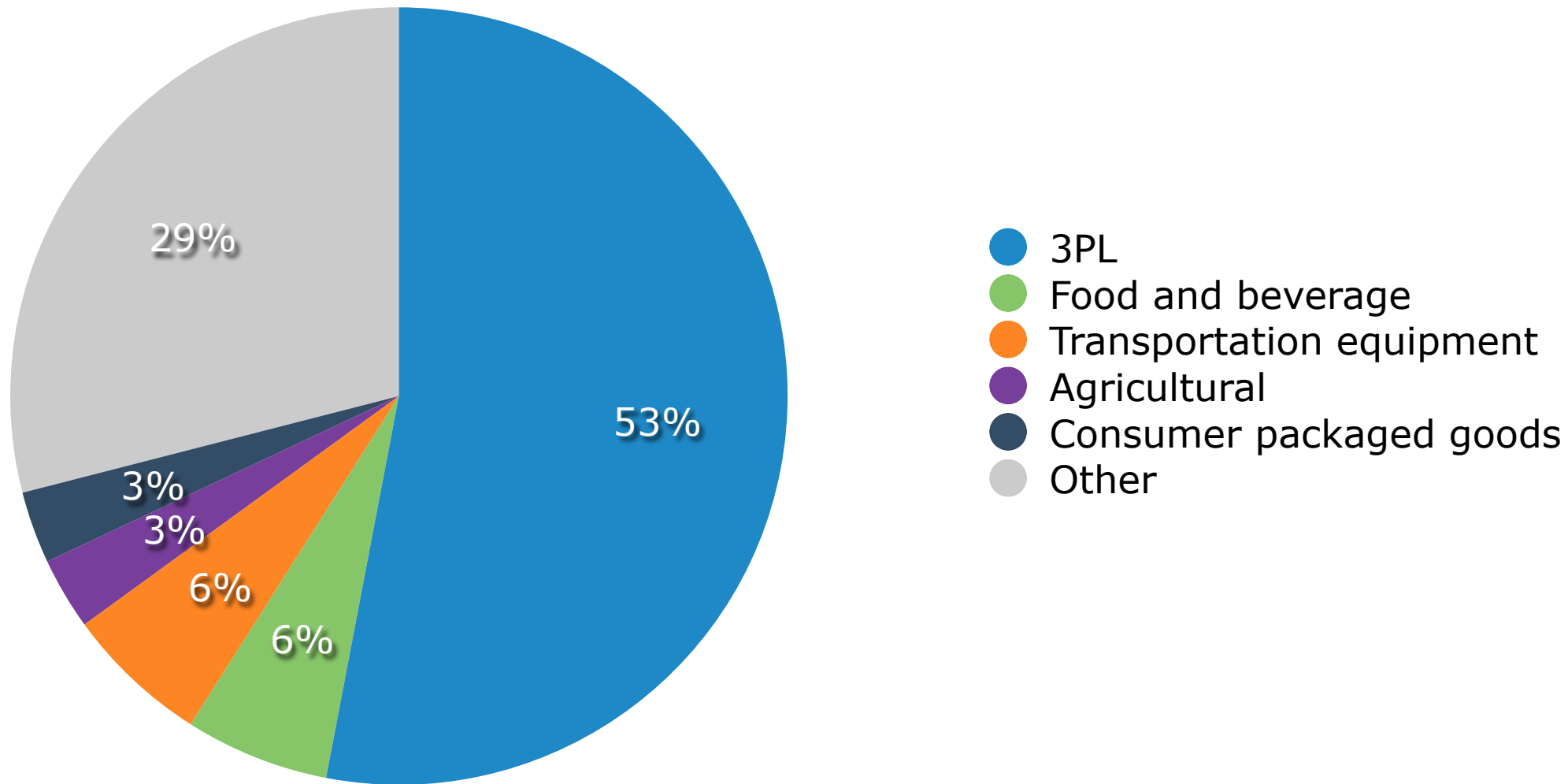
## Deployment Preference



82 percent of buyers had yet to decide on a deployment mode: 14 percent preferred a Web-based solution, while 4 percent wanted an on-premise system.

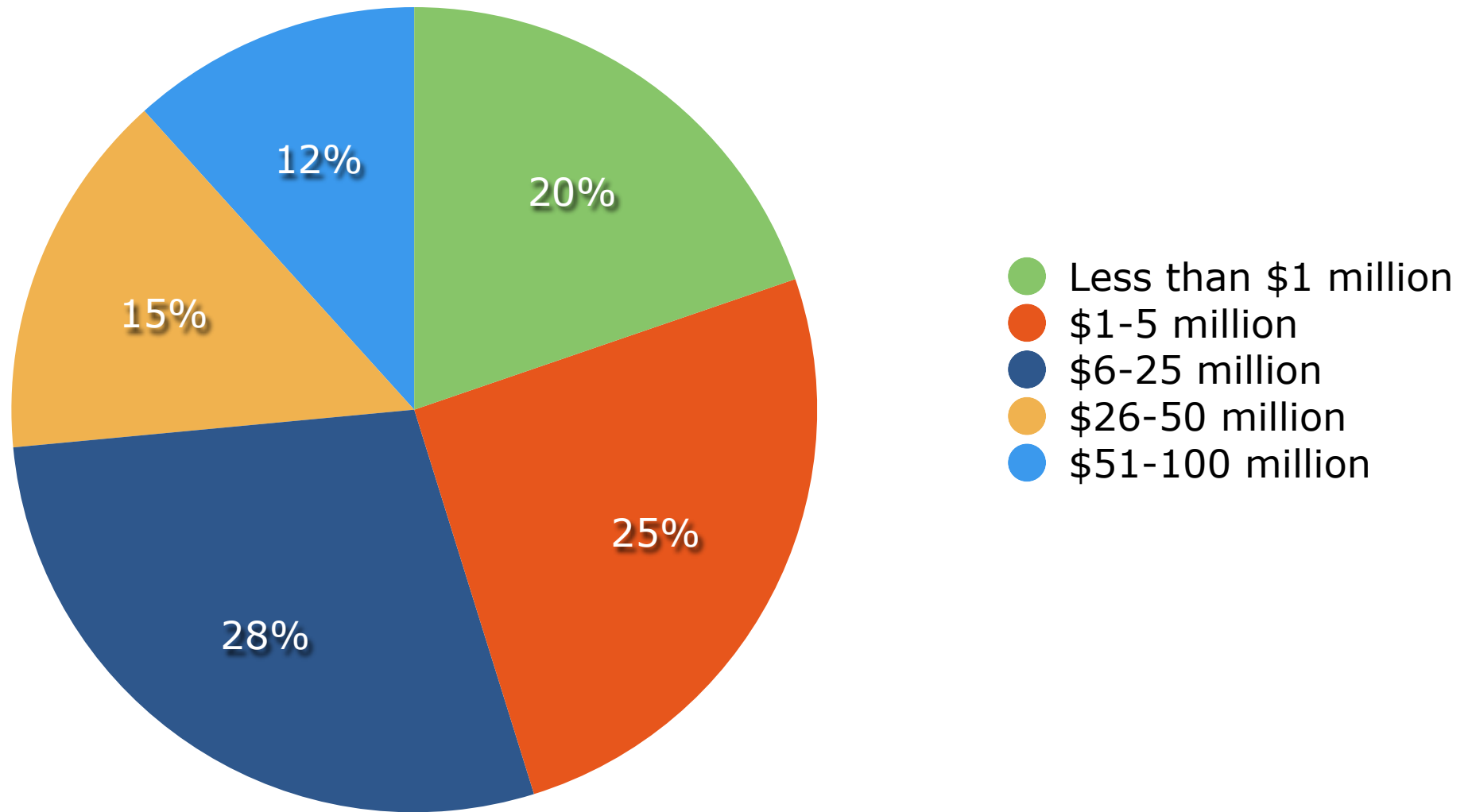


## Demographics: Prospective Buyers by Industry



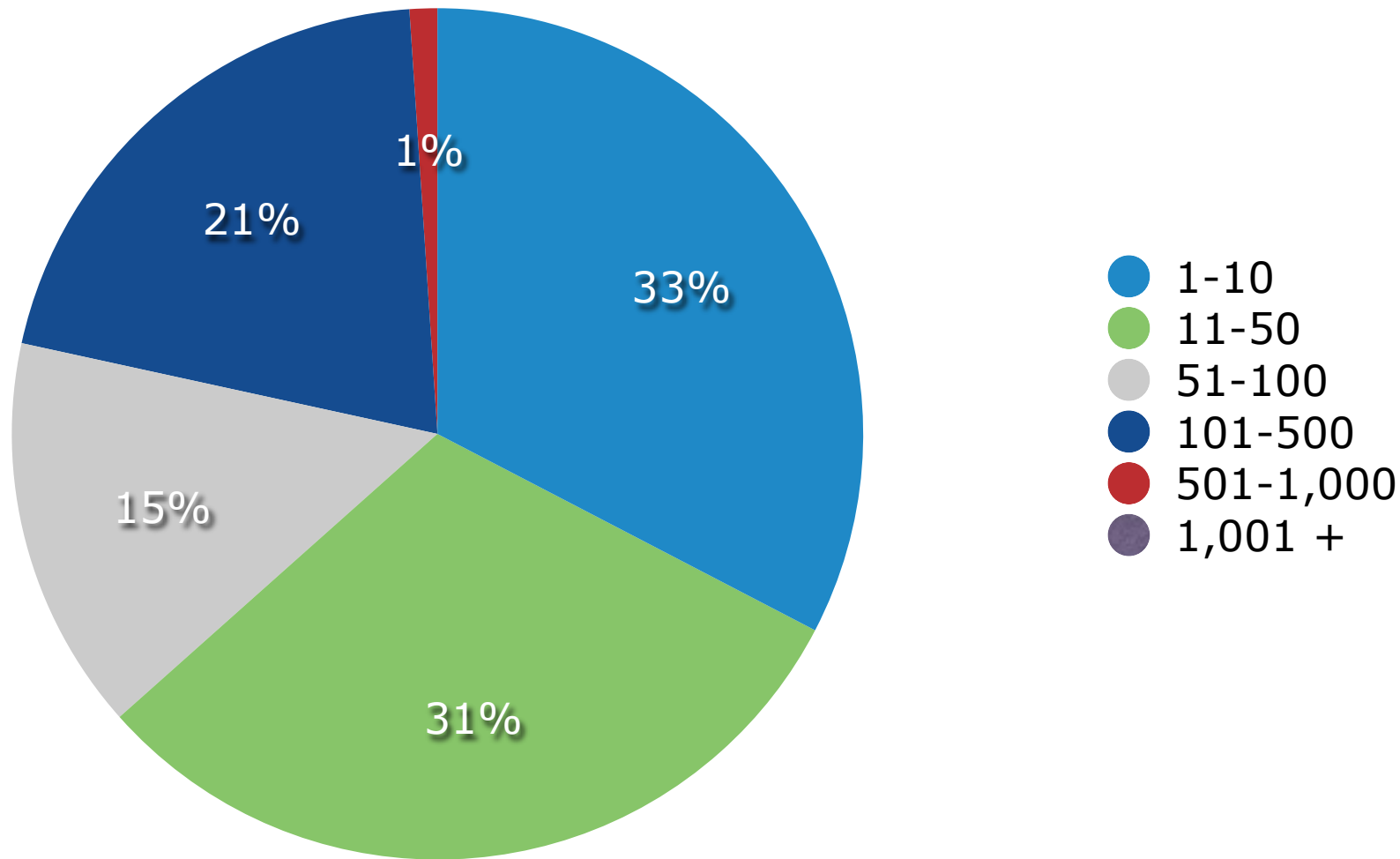
Fifty three percent of the buyers we spoke with were from third party logistics (3PL) companies, making it the single largest group of buyers we sampled.

## Demographics: Prospective Buyer Size by Annual Revenue



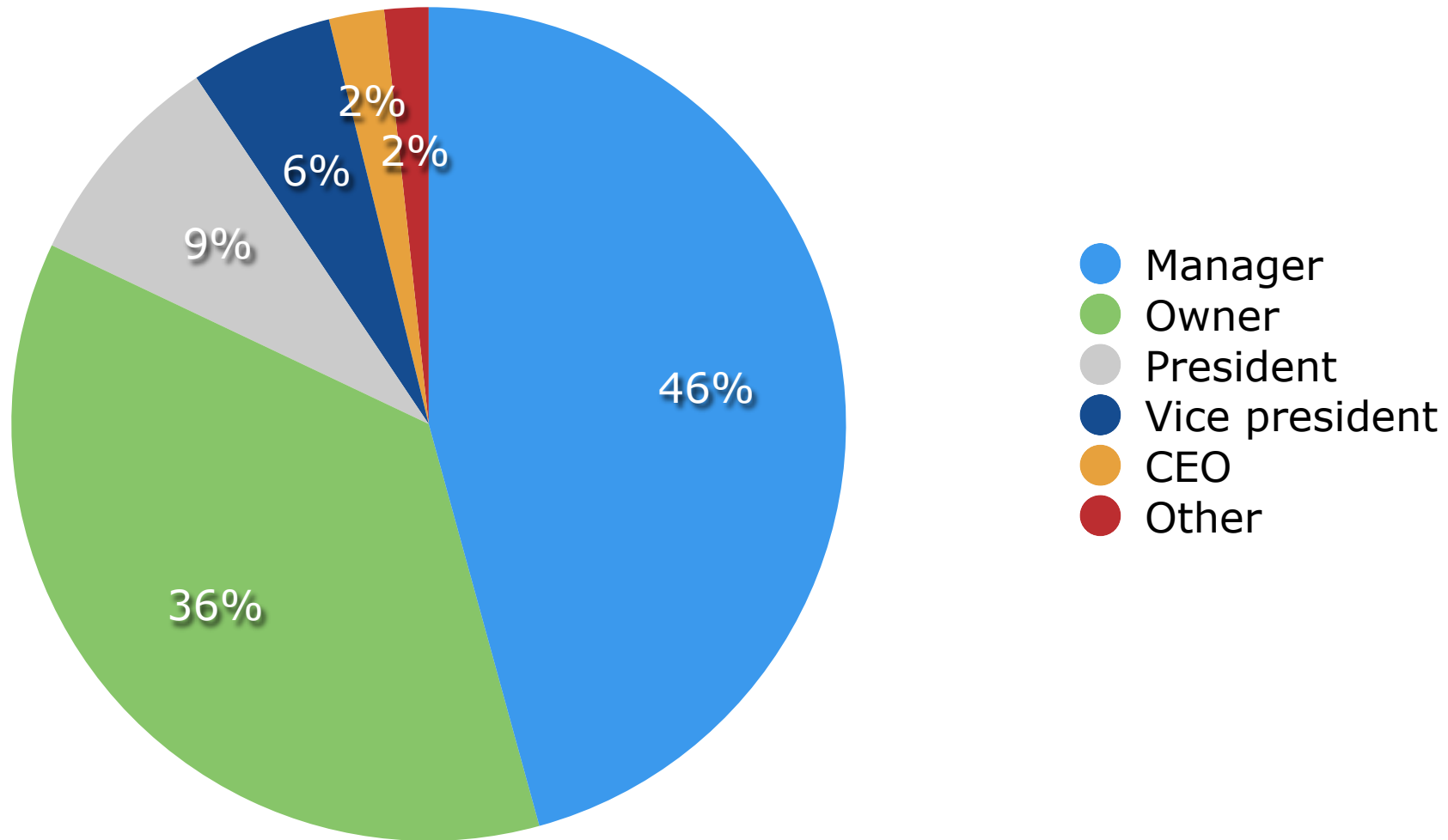
The vast majority (74 percent) of buyers we sampled were from companies with \$25 million or less in annual revenue.

## Demographics: Buyer Size by Number of Employees



77 percent of buyers in our sample were from organizations with 100 employees or fewer.

## Demographics: Prospective Buyers by Job Title



The most common job title for buyers seeking new TMS software was either "owner," "president," "vice president" or "CEO."

## Learn More About TMS Software

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