



THE TOP

100

LOGISTICS IT PROVIDERS & MARKET RESEARCH SURVEY

Inbound Logistics reveals the latest logistics technology trends influencing the supply chain sector – and 100 companies that are breaking new ground and leading the market.

by Joseph O'Reilly

Big data has hit logistics with a bang—and for good reason. Given the breadth and depth of global supply chains, the explosion of function- and vertical-specific logistics technologies, the collective power of social media and cloud computing, and a continued emphasis on cost reduction, there are few limits to how granular shippers can take analysis. What emerged as a byproduct of data-mining business intelligence systems is now sweeping the supply chain sphere, creating new expectations for logistics managers and technology vendors alike.

Information is power, and companies are quickly appreciating the value they can distill by harvesting and harmonizing mass quantities of data across the supply chain, and providing a common platform for unique departments and business partners to collaborate around.

Big data also creates challenges. With so much information accumulating in and coursing through various functions within an organization—and among external partners—there is equal need for human and artificial intelligence that can make sense of this miasma.

Context also counts. A wealth of subjective information provides little value when a company is looking for contrast. Logistics managers need to bounce and benchmark data off external market intelligence and historical performance to find areas for improvement. Big data creates an intelligence vacuum that needs to be filled within an organization, through technology suppliers, or via third-party resources.

Inbound Logistics' annual logistics technology issue serves a similar purpose. Our research and analysis provides a landscape perspective of how technology companies are approaching the market, where they are investing in development, and the challenges they see through their customers. As always, our Top 100 Logistics IT Providers list accompanies this market overview, providing a dot-matrix sketch of solutions providers *IL* editors have chosen as best in class.

Surveying the Logistics IT Landscape

Companies seeding the cloud with logistics technology in the mid-2000s created a deployment model that has now become standard. Five years ago, 10 percent of surveyed technology vendors offered some form of locally installed product. In 2013, that number is half. Thirty-six percent of companies provide hosted solutions (versus 27 percent in 2009) while the majority—59 percent—offer a combination of both.

Hosted solutions provide IT buyers more flexibility and scalability in how they opt to use the technology. On-demand applications also raise expectations by expediting lengthy implementation cycles—once a considerable barrier for smaller IT buyers.

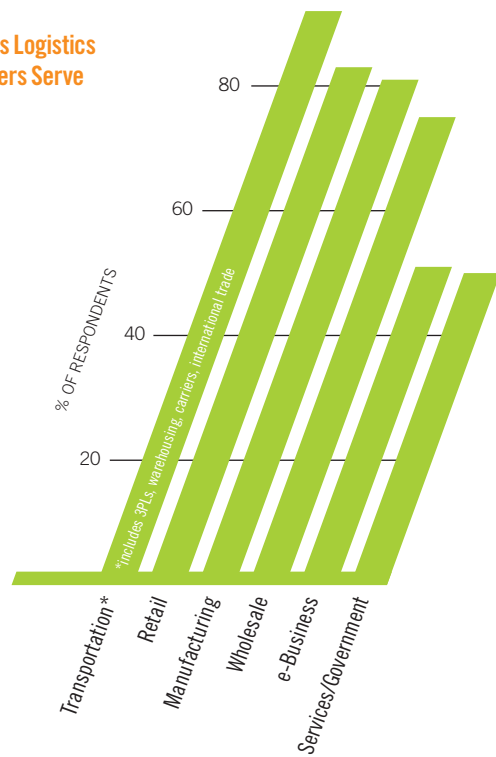
There has been a similar progression in how developers price their product. System-based cost structures remain the prevailing option (76 percent), while transactional, pay-as-you-go subscriptions continue to grow (64 percent in 2013, compared to 51 percent five years ago). Sixty percent of surveyed technology companies offer per seat/user pricing.

For these reasons, the technology market has become increasingly accessible to companies of all sizes. Variable cost and deployment models have made initial investments much more palatable for small and medium-sized businesses (SMBs). Moreover, Software-as-a-Service eliminates maintenance and upgrade expenses associated with legacy systems. The technology market that has emerged is increasingly utilitarian in its customer segmentation. Only 10 percent of surveyed vendors specifically sell to large companies; 15 percent exclusively target SMBs. The overwhelming majority (86 percent) serve both.

A more telling indicator is the industries technology companies serve. Because many smaller shippers do not have the personnel to properly collect, digest, analyze, and execute against big data, they are relying on third-party logistics companies.

This has created new traction for IT vendors to sell to service providers (see *Figure 1*). Ninety-two percent of companies surveyed serve 3PLs, warehouses, and carriers, followed by retail

FIGURE 1
Industries Logistics
IT Providers Serve



(83 percent), manufacturing (81 percent), and wholesale (75 percent). And, at 51 percent, e-business represents an opportunity for solutions developers as e-commerce continues to shape a new trajectory for supply chains.

Sensing New Demand

The maturation of logistics technology and the means of deployment created a stratified and balanced market. Supply chain management (68 percent), transportation management (66 percent), optimization (63 percent), and routing and scheduling (55 percent) comprise the top tier of offered solutions (see *Figure 2*).

Shippers are tasked with converting the supply chain from a cost center to a profit center. “The supply chain becomes more of a value chain, and the cost of logistics and transportation is one primary element to evaluate,” shares one survey respondent.

Functional solutions allow companies to optimize and reduce costs with a degree of specificity. The key, then, is linking these unique areas within the broader supply chain. This is where cloud networks empower technology deployment by blending visibility and data so companies can drive efficiency and tear down walls across siloed functions.

Cost reduction and visibility remain the two greatest challenges for IT buyers (see *Figure 3*), according to 89 percent and 72 percent of respondents, respectively. Visibility and integration depend on one another, and the swift emergence of cloud networks, social media, and big data have created a more complex IT ecosystem to navigate. Optimization, in all its forms, is a means to eliminate redundancies and standardize transportation and logistics processes. Technology is increasingly embedded in these processes—not just tacked on—so integration becomes that much more important.

FIGURE 2

Solutions Logistics IT Providers Offer

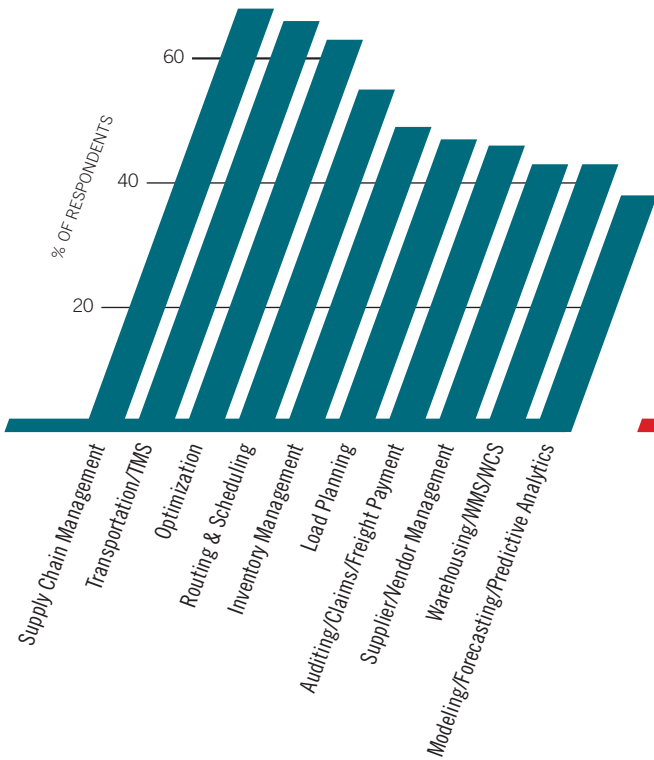
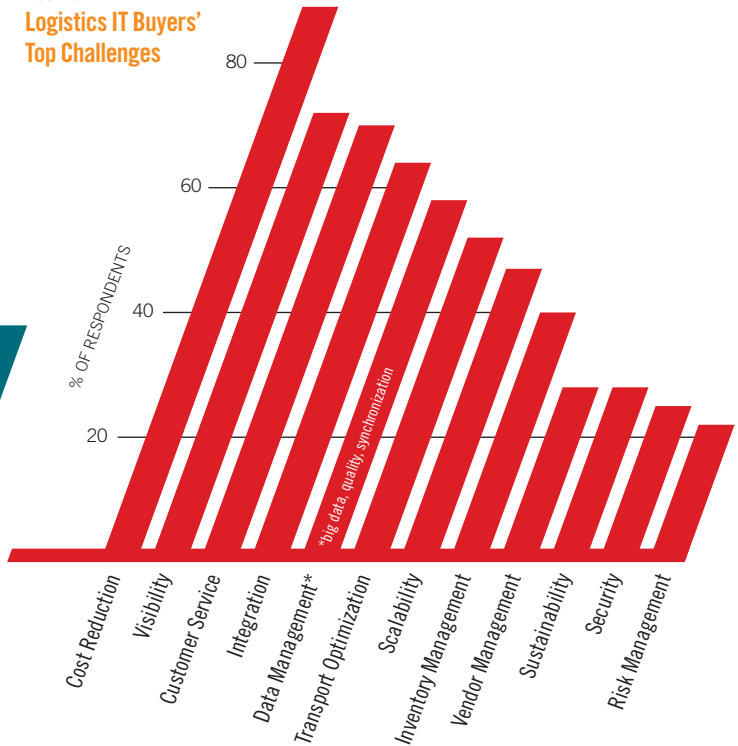


FIGURE 3

Logistics IT Buyers' Top Challenges



Source: *Inbound Logistics* Top 100 Logistics IT Providers survey

Solutions are also becoming more customizable, with greater emphasis on bundled packages or managed services – which plays into the value proposition of many 3PLs. IT vendors are following suit, further blurring the lines between service provider and solutions developer. This trend is readily apparent inside the warehouse, where materials handling integrators are helping companies mine synergies among equipment, mobile devices, and warehouse management systems to find the best solution.

E-commerce is a major contributor to this change. Consumer expectations for product availability and timely service are changing at broadband speed, and supply chains need to keep pace. This extends to other verticals as well – notably retail. The capacity to quickly identify demand changes or supply chain exceptions – and act on these changes – is a competitive differentiator that requires synchronization across industry and functional areas.

These needs place greater pressure on companies to better capture point-of-sales data, forecast demand, and manage inventory. It forces them to rethink omni-channel fulfillment. More consumers purchasing product online inevitably impacts returns. Reverse logistics solutions will grow in importance. Currently, 35 percent of IT companies provide this capability.

Big data is also changing the way companies approach supply chain design. Network optimization is a fluid exercise for many companies—at home and abroad. Changing demand patterns, lane rate analysis, new sourcing locations, port strategies, contingency planning, economic trends, and even sustainability mandates have raised the importance and value of predictive analytics. Thirty-eight percent of IT vendors provide modeling and simulation capabilities that allow shippers to better visualize their supply chains.

THE TOP 100

Every year, *IL* editors comb through more than 200 questionnaires and conduct research online and over the phone to identify the Top 100 logistics and supply chain technology vendors in the market. The selection process is an

exercise in big data management, as we vet subjective questionnaire information against external criteria to identify companies that demonstrate excellence. We look for companies where logistics and supply chain technologies are core,

and where customer successes are documented and celebrated. Turn the page and browse the 2013 list of Top 100 Logistics IT Providers.

Do you agree with this year's Top 100 selections? Let us know at editor@inboundlogistics.com

TOP 100 LOGISTICS IT PROVIDERS 2013

Search the Top 100 and more at inboundlogistics.com/find-an-it-provider

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3Gtms (formerly Transite) 3gtms.com	919-862-1900												■											
3PL Central 3plcentral.com	888-375-2368						■										■	■						■
Aankhen aankhen.com	408-387-0083												■	■								■		■
Accellos accellos.com	719-433-7000									■			■					■	■					
Acuitive Solutions acuitivesolutions.com	704-321-4992	■														■								
Agistix agistix.com	888-244-7849		■				■										■	■		■	■		■	■
Aljex Software aljex.com	732-357-8700	■	■					■		■			■	■						■	■		■	
Amber Road amberroad.com	201-623-9471						■	■														■	■	■
Apprise Software apprise.com	610-991-3900		■	■	■	■		■		■	■	■	■						■	■		■	■	
Apriso Corporation apriso.com	562-951-8000				■			■																
ASC Software ascsoftware.com	937-429-1428				■			■	■	■	■							■	■	■			■	
BestTransport.com besttransport.com	614-888-2378	■								■			■	■	■					■			■	
Blue Ridge Inventory Group blueridgeinventory.com	404-214-0856			■	■			■					■	■										
Blue Sky Technologies blueskytech.com	980-219-7392							■	■				■	■									■	
C3 Solutions c3solutions.com	514-315-3139																							
Cadre Technologies cadretech.com	866-252-2373							■		■						■	■		■					■
Camelot 3PL Software 3plssoftware.com	704-554-1670	■	■				■	■	■	■								■		■	■		■	■
CargoSmart cargosmart.com	408-325-7650	■	■				■						■	■		■				■		■	■	■
Cass Information Systems cassinio.com	314-506-5500	■																						
Catapult International gotcatapult.com	913-213-6923						■																	

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*DRP: Distribution Resource Planning **MRP: Material Resource Planning

TOP 100 LOGISTICS IT PROVIDERS 2013

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CDM Software Solutions cdmsoft.com	281-298-8880		■	■	■	■	■					■	■				■	■		■	■		
Cheetah Software Systems cheetah.com	805-373-7111								■		■	■							■				
ClearTrack cleartrack.com	877-377-4400	■				■					■				■							■	■
CombineNet combinenet.com	877-293-5480											■	■										
Compliance Networks compliancenet.com	877-267-3671	■										■										■	■
CT Logistics ctlogistics.com	216-267-2000	■							■		■	■	■		■	■			■			■	■
CTSI-Global ctsi-global.com	888-836-5135	■				■			■		■	■			■	■			■				
Cypress Inland Corporation yardview.com	303-781-3430						■					■							■				
Data2Logistics data2logistics.com	609-577-3756	■									■	■	■		■								■
Datex Corporation datexcorp.com	727-400-3641						■					■	■				■	■					
Demand Solutions demandsolutions.com	314-991-7100			■					■	■	■									■		■	
Deposco deposco.com	877-770-1110			■	■						■											■	
Descartes Systems Group descartes.com	519-746-8110	■	■	■		■	■	■	■		■	■	■		■	■			■	■	■	■	■
Elemica elemica.com	610-786-1200	■											■		■								■
Epicor Software Corporation epicor.com	800-999-1809	■	■	■	■		■	■	■	■	■	■	■	■		■	■	■	■	■	■	■	■
eShipGlobal eshipglobal.com	972-518-1775	■				■						■			■				■		■	■	
Fortigo fortigo.com	866-376-8884	■										■											
Freightgate freightgate.com	714-799-2833	■	■	■		■			■		■	■	■	■	■	■			■	■	■	■	■
GE Transportation getransportation.com/rail/software	404-355-6734	■	■	■			■		■		■	■					■	■		■		■	
Gray Peaks graypeaks.com	919-844-7724	■	■	■		■	■	■	■		■	■	■	■	■	■	■	■	■	■	■	■	■

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GT Nexus gtnexus.com	510-808-2222	■					■	■	■	■	■	■	■		■		■	■				■	■
HighJump Software highjump.com	800-328-3271					■	■	■	■		■	■						■	■			■	
IAS - International Asset Systems interasset.com	510-844-3000												■	■	■							■	
IBM ibm.com	800-426-4968	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■		■	■	■	■	■
Infor infor.com	800-260-2640	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■		■	■	■	■	■
InMotion Global thefreetms.com	727-822-9999								■	■	■	■	■		■				■				
INSIGHT insightoutsmart.com	703-366-3061			■			■				■	■			■	■			■	■	■	■	■
Integration Point integrationpoint.com	704-576-3678					■	■														■		
Interlink Technologies thinkinterlink.com	800-655-5465						■																
INTRTRA intrtra.com	973-263-5100	■																	■				
JDA Software jda.com	480-308-3000	■				■	■	■	■		■	■	■		■	■			■	■		■	■
Kewill kewill.com	877-872-2379	■				■																	■
Knighted knightedcs.com	914-762-0505			■	■		■	■	■		■	■					■		■				
LeanLogistics leanlogistics.com	866-584-7280	■				■			■		■	■	■		■				■			■	
Llamasoft llamasoft.com	734-418-3119										■	■											
LOG-NET log-net.com	732-758-6800	■	■	■		■	■		■		■	■	■	■	■			■	■	■	■	■	■
LogFire logfire.com	404-981-1220						■										■						
Logility logility.com	800-762-5207	■		■	■		■		■		■	■	■						■	■			■
Logisuite Corporation logisuite.com	800-318-1834		■			■	■						■										
M33 Integrated Solutions m33integrated.com	864-672-2862	■		■	■							■	■		■	■			■	■		■	

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*DRP: Distribution Resource Planning **MRP: Material Resource Planning

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COMPANY NAME / WEB SITE	PHONE	SOLUTIONS OFFERED																						
		AUDITING/CLAIMS/ FREIGHT PAYMENT MANAGEMENT	CUSTOMER RELATIONSHIP MANAGEMENT	DEMAND MANAGEMENT	DRP*	ERP	GLOBAL TRADE MANAGEMENT	INVENTORY MANAGEMENT	LABOR MANAGEMENT	LOAD PLANNING	MRP**	MODELING/FORECASTING/ PREDICTIVE ANALYTICS	OPTIMIZATION	PROCUREMENT	PRODUCT LIFECYCLE MANAGEMENT	RATE BID MANAGEMENT	REVERSE LOGISTICS	RFID	ROUTING & SCHEDULING	SALES & OPERATIONS PLANNING	SECURITY	SUPPLIER/VENDOR MANAGEMENT	SUPPLY CHAIN CONTROL TOWER	
Made4net made4net.com	201-645-4345																		■					
Magaya Corporation magaya.com	786-845-9150	■				■	■										■			■				
MagicLogic Optimization magiclogic.com	206-274-6248									■														
Manhattan Associates manh.com	800-661-4972	■		■				■	■	■				■	■		■		■				■	
Maves International Software maves.com	905-882-8300																							
McLeod Software mcleodsoftware.com	877-362-5363	■	■							■			■						■					
MercuryGate International mercurygate.com	919-469-8057	■	■			■				■			■			■								■
Navigate navigate.com	651-361-8725			■		■				■	■		■	■			■		■	■	■	■		
NGC Software ngcsoftware.com	305-556-9122					■	■				■			■	■					■			■	
NTE LLC nte.com	888-607-9371	■		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Nulogx nulogx.com	905-486-1162	■								■			■	■			■	■	■					
nVision Global Technology nvisionglobal.com	770-474-4122	■				■						■	■	■					■					■
One Network Enterprises onenetwork.com	972-455-3527	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Oracle oracle.com	800-672-2531	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Paragon Software Systems paragonrouting.com/us	972-731-4308												■						■					
PeopleNet peoplenetonline.com	888-346-3486	■							■	■		■	■				■		■		■			
PINC Solutions pincsolutions.com	510-474-7500																	■						■
Precision Software precisionsoftware.com	312-239-1603	■				■																■		
QuestaWeb questaweb.com	908-838-4328					■																		
RateLinx ratelinx.com	262-565-6150	■		■				■		■			■	■			■		■	■	■	■	■	■

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COMPANY NAME / WEB SITE	PHONE	SOLUTIONS OFFERED																						
		AUDITING/CLAIMS/ FREIGHT PAYMENT MANAGEMENT	CUSTOMER RELATIONSHIP MANAGEMENT	DEMAND MANAGEMENT	DRP*	ERP	GLOBAL TRADE MANAGEMENT	INVENTORY MANAGEMENT	LABOR MANAGEMENT	LOAD PLANNING	MRP**	MODELING/FORECASTING/ PREDICTIVE ANALYTICS	OPTIMIZATION	PROCUREMENT	PRODUCT LIFECYCLE MANAGEMENT	RATE BID MANAGEMENT	REVERSE LOGISTICS	RFID	ROUTING & SCHEDULING	SALES & OPERATIONS PLANNING	SECURITY	SUPPLIER/VENDOR MANAGEMENT	SUPPLY CHAIN CONTROL TOWER	
Roadnet Technologies roadnet.com	410-847-1900				■				■		■	■							■	■				
Robocom Systems International robocom.com	631-753-2180	■	■	■		■		■	■				■						■					
SAP sap.com	800-872-1727	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
ShipXpress shipxpress.com	904-241-5850	■				■		■					■	■					■	■				
Smart Software smartcorp.com	800-762-7899			■				■				■	■							■				
SmartFreightWare smartfreightware.com	913-529-2346	■	■							■		■	■	■		■	■		■				■	
SMC³ smc3.com	770-486-5800																							
Softeon softeon.com	703-793-0005	■		■				■	■			■	■				■	■		■		■	■	■
SPS Commerce spscommerce.com	866-245-8100							■				■										■	■	
Suntek Systems Inc. ilogisys.com	949-789-0070					■	■																	
Syncada from Visa syncada.com	800-404-2744	■																				■		
Syntelic Solutions Corporation syntelic.com	240-686-1180								■	■			■						■					
TECSYS tecsys.com	514-866-0001			■	■			■	■			■	■					■				■		
TMW Systems tmwsystems.com	216-831-6606									■		■	■						■		■			
Trade Tech tradetech.net	425-837-9000	■	■			■	■					■							■		■			
TransportGistics transportgistics.com	631-567-4100	■								■		■	■	■		■	■		■			■	■	■
TransWorks trnswrks.com	260-487-4500	■				■		■		■		■				■			■		■	■	■	
Trendset Information Systems trendset.com	419-270-8503	■								■		■				■			■					
UltraShipTMS ultrashiptms.com	800-731-1079	■								■		■	■	■		■	■		■			■	■	■
USTC Live Logistics ustclive.com	410-882-4200	■	■	■		■				■	■	■	■	■		■	■	■	■	■	■	■	■	■

					SPECIALIZATIONS														PLATFORM		COST BASIS				INDUSTRIES				NICHE								
SUPPLY CHAIN MANAGEMENT	TRANSPORTATION/TMS	WAREHOUSING/WMS/WCS	WIRELESS/MOBILE TECHNOLOGY	YARD MANAGEMENT	AEROSPACE	AGRICULTURE	APPAREL & TEXTILES	AUTOMOTIVE	CHEMICALS	CONSTRUCTION/BLDG.	CONSUMER PACKAGED GOODS	ELECTRONICS	RENEWABLE ENERGY	FOOD & BEVERAGE	FURNITURE	GROCERY	HEALTHCARE	OIL & GAS	PHARMACEUTICALS	TRADE SHOW	WEB/SOFTWARE-AS-A-SERVICE/HOSTED	LOCAL	TRANSACTIONAL (SUBSCRIPTION)	SYSTEM	SEAT/USER	MANUFACTURING	RETAIL	WHOLESALE	E-BUSINESS	SERVICES/GOVERNMENT	TRANSPORTATION	SMALL AND MEDIUM-SIZED COMPANIES	LARGE COMPANIES				
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