

Transportation Optimization & Visibility

From the first mile to the last mile, develop a transportation network that delivers for you and your customers

Market dynamics alone make moving freight a challenge—between the constant flux in rates, capacity and key players. When you add in increasing consumer expectations, economic policy shifts, and unpredictable weather events, transportation management can be downright complex for supply chain and logistics leaders.

We help you simplify your transportation operations and build a network that delivers—whether you own your own fleet and/or use logistics service providers. Seamlessly orchestrate inventory, shipments, and returns with data-driven insights, technology, and AI. An easier future—with lower costs and better service levels—awaits.

Offerings - How we can help:



Transportation Strategy & Planning

Assess current transportation models, processes, and performance and develop a future state roadmap that works



Route Optimization & Network Design

Identify the optimal mix of transportation modes, routes, and facility locations to minimize costs and maximize delivery performance



Transportation Process Improvement

From load planning and scheduling to GPS tracking and AI route simulations, identify potential cost reductions and efficiency gains



Freight & Carrier Management

Evaluate potential carriers based on cost, reliability, safety records, and geographic coverage and then secure contracts, implement routing guides, and monitor performance



Logistics Service Provider Selection & Management

Determine if an outsourced transportation model makes sense for your distribution network and, if so, identify the right logistics services providers(s) to meet your requirements



TMS Implementation

Select, configure, and implement the right tools to automate shipment planning, execution and tracking across your distribution network, plus user training and change management support



In-Transit Inventory Visibility & Platform Integration

Remove the guesswork and manual processes to know exactly where your inventory is for better planning and operational execution

How we've made an impact



Casual Footwear Brand's Logistics Reset

We redesigned the logistics network and implemented a transportation strategy for this growing retailer. The transformation reduced costs, improved delivery speed, and gave leadership end-to-end visibility into transportation performance.

What sets Publicis Sapient apart?

We bring together supply chain depth, operational know-how, and digital transformation expertise to solve the complexity that slows businesses down. Our SPEED capabilities—Strategy, Product, Experience, Engineering, and Data & AI—enable us to optimize every layer of the supply chain, from network design to real-time execution. With the addition of Spinnaker's deep functional expertise, we don't just implement new tools—we redesign how your supply chain works to reduce cost-to-serve, improve speed, and unlock long-term value.

WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit publicissapient.com.