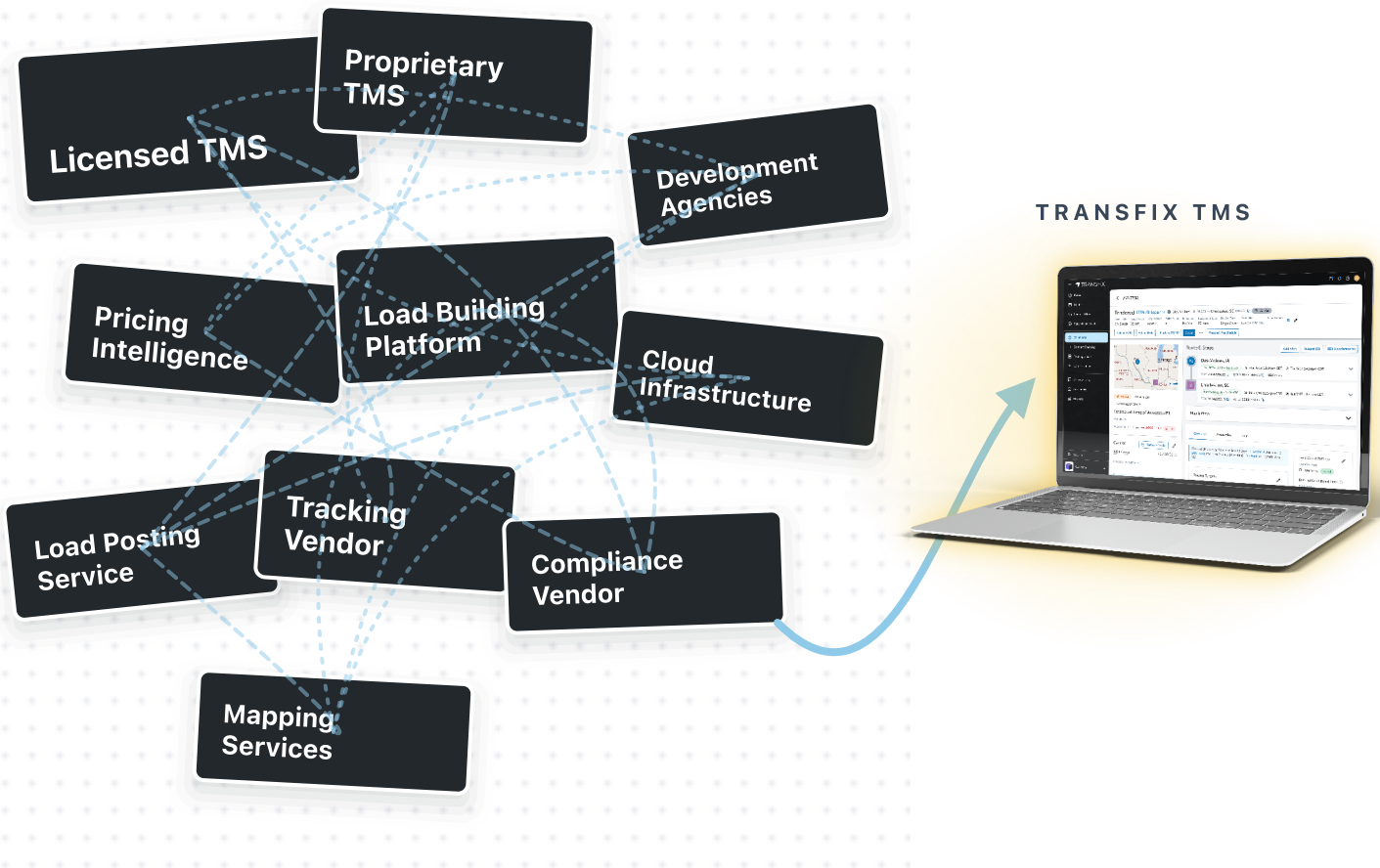


CUSTOMER STORY: NFI

How NFI's Brokerage Cut Its Annual TMS Spend by 60%

NFI's brokerage replaced a multi-vendor TMS stack with Transfix TMS. Fewer contracts, fewer integrations, and a measurably lower cost of ownership. Here's what the move looked like.

A TYPICAL BROKERAGE TMS STACK

**47% → 88%**

Auto-Bid on Spot Loads

90 DAYS

Transfix Migration to Go-Live

AT A GLANCE

60%

Tech Spend Reduction

- › Tech spend cut 60% in annual system TCO.
- › Internal labor reclaimed, four external development agencies retired, cloud infrastructure eliminated.
- › Auto-bid on spot loads climbed from 47% to 88% on the integrated platform.
- › 90 days from decision to go-live. Three system-to-system integrations retired.

IF THIS SOUNDS FAMILIAR

- › Your tech stack already includes pricing intelligence in one vendor, load building in another, and tracking in a third.
- › Every renewal cycle adds another point solution and another integration to maintain.
- › Procurement keeps asking why TMS-adjacent spend climbs every year.
- › You've considered building your own TMS, but the high costs, extended timelines, and continuous engineering demands make it financially impractical.
- › Vendor consolidation conversations stall because no single platform covers the full lifecycle.

**NFI's brokerage made the move first.
Here's what came next.**

The Opportunity

SCOPE	PARENT	SERVICE TYPE	ON TRANSFIX TMS
NFI Brokerage Unit	NFI Industries	Truckload Brokerage	Since June 2024

The NFI brokerage unit was running on a hybrid technology stack. At the center: a proprietary TMS supported by four external development agencies and dedicated cloud infrastructure. Around it: a separate licensed brokerage TMS and integrations to point solutions for pricing, quoting, and workflow communication. NFI had to carry every dollar of that footprint alone. Combined, it added up to a substantial annual system total cost of ownership (TCO). The opportunity wasn't to add another vendor. It was to consolidate onto a single platform and stop paying to keep a stack alive that a purpose-built TMS could deliver as a product.



Transfix had run one of the largest digital brokerages in North America for more than a decade. The Transfix Transportation Management System (TMS) was the operational core of that business, engineered against real freight, real shippers, and real carriers before it ever shipped to another operator.

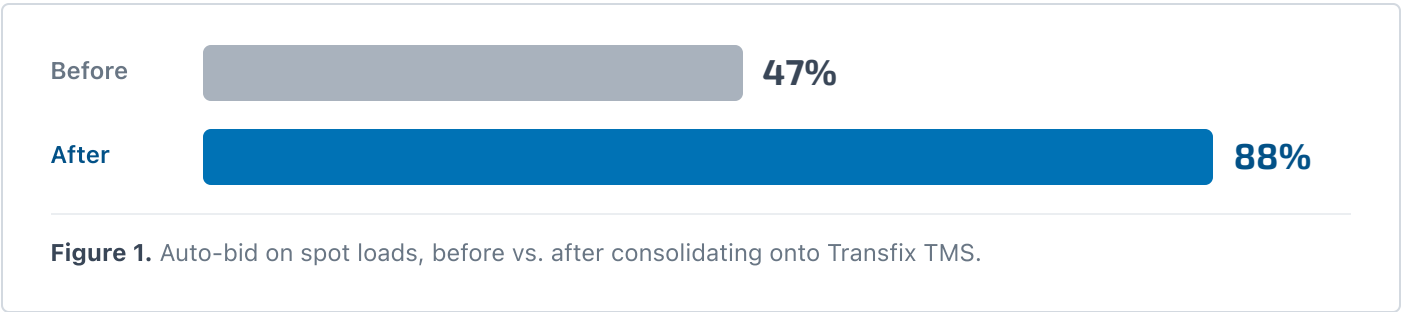
NOTE: This case study covers the NFI Brokerage Unit specifically, not NFI Industries' broader operations. NFI is one of North America's largest fully-integrated supply chain providers, with dedicated transportation, warehousing and distribution, eCommerce fulfillment, brokerage, port drayage, intermodal, and global logistics under one roof. The brokerage unit operates as a truckload freight brokerage inside that footprint.

JUNE 2024	2024	TODAY
NFI acquires Transfix brokerage	Transfix exits brokerage, TMS is sole product	NFI brokerage runs on Transfix TMS

The Move: One Connected Platform

Transfix TMS unifies pricing, autobidding, load building, scheduling, booking, tracking, and compliance onto a single connected system. For NFI's brokerage, that meant multiple vendor contracts and the integrations between them could be retired in favor of one.

Autobidding was the first capability where the consolidated platform showed measurable impact. Without a separate pricing-intelligence subscription, auto-bidding on spot loads climbed from 47% to 88% on the integrated platform.



Beyond pricing, the consolidation reshaped the brokerage's technology spend. Each retired vendor eliminated a contract, an integration, and a renewal cycle. The combined effect is a substantially lower TMS-stack cost and a single platform to maintain.

The TCO reduction is what happens when a single platform absorbs the whole lifecycle. NFI's brokerage no longer has to choose between best-in-class capabilities and a consolidated stack. They get both.



Outcomes

- 01 Retire the internal cost of running a TMS.** A proprietary TMS carries its own P&L: 24/7 support, engineering, product, design, hosting, and mapping services. Consolidating onto Transfix TMS reclaimed internal labor for NFI's brokerage, terminated four external development agencies, and eliminated dedicated cloud infrastructure. Transfix delivers those capabilities as a product. The investment is distributed across the customer base, rather than falling entirely on your budget.

 - 02 Reduce dependency on bolt-on vendors.** For brokerages weighed down by a legacy TMS and over four disparate vendor add-ons, Transfix unifies the entire lifecycle into one platform, drastically reducing contracts, integrations, and manual data reconciliation.

 - 03 Autobidding without a separate vendor.** Auto-bid on spot loads grew from 47% to 88% on the integrated platform. No separate pricing-intelligence subscription required to get there.

 - 04 Access to a battle-tested TMS, without building one.** Transfix ran its own brokerage on this platform for years before divesting in 2024. NFI stepped into a TMS that had already been proven at scale, without the engineering years it took to get there.

 - 05 One core platform, fewer connections to maintain.** Pricing, load building, scheduling, booking, tracking, and compliance run on the same platform, with the same data. Three system-to-system integrations were retired outright. The team stopped reconciling outputs between vendors, filling communication gaps between tools that don't sync, and connecting dots that should have been connected at the system level.
-



The Decision: Consolidate Onto One Platform

Rather than continue paying multiple vendors for parts of the lifecycle, or take on the cost and timeline of building a TMS in-house, NFI's brokerage chose Transfix TMS as the single platform to absorb the full lifecycle under one contract.

"We were running our brokerage on a proprietary TMS surrounded by a licensed TMS and a stack of point-solution contracts. Moving to Transfix TMS allowed us to consolidate into a single platform, a single contract, and a single team to work with. "

Dan Gunther, President of Freight Brokerage and Intermodal, NFI

Why It Worked: A Freight Tech Company That Speaks the Operator's Language

The architecture of Transfix TMS is fundamentally different from the rest of the TMS market. Most platforms in the category arrived at coverage the same way: a TMS that bolts on pricing intelligence through partner integrations, or a pricing tool that requires a separate TMS underneath it to execute. Transfix never had to bolt anything together. The load lifecycle was engineered to live on one platform from the beginning, because the team knew the pain of working off of multiple programs firsthand. The unification was architectural, not retrofit. NFI's brokerage chose Transfix TMS because the connective tissue was already in place.

"We didn't just buy a TMS. We got a vendor whose entire company is oriented around freight tech, not a generalist software company running logistics as one of ten verticals. That focus shows up in the roadmap and in how fast they turn around what we ask for."

Dan Gunther, President of Freight Brokerage and Intermodal, NFI

Transfix divested its brokerage in 2024 to focus on TMS as its flagship product. Brokerages adopting Transfix TMS today aren't buying a theoretical capability. They're plugging into a platform that NFI runs its brokerage on, right now.



CAPABILITIES IN PLAY

Autobidding	Automated bid generation on spot loads using live market signals and organization-specific cost models.	47% → 88% auto-bid on spot loads. Native pricing intelligence, no separate tool required.
Auto Building Loads	Algorithmic load construction from incoming orders, with the team able to override any decision.	Built in. No separate load-building tool required.
Automated Load Posting	Multi-channel bid collection that keeps coverage moving without manual outreach.	Built in. Automated posting across coverage channels.
Tracking	Real-time shipment visibility from pickup through delivery, integrated directly into the booking flow.	Built in. No separate visibility tool required.
Compliance	Carrier vetting, insurance, and safety monitoring, native to the same platform that books the load.	Built in. No standalone compliance vendor required.
Cost Models + Rate Coach	Custom pricing intelligence and real-time negotiation support on every carrier bid.	97-98% accuracy against market rates. 5 minutes saved per spot load. No separate pricing tool required.
Smart Prioritization + Scheduling + Auto Accept/Reject	Coverage, algorithmic scheduling, and rule-based tender decisions, all on the same platform.	Built in. No separate coverage tools required.



From Decision to Live in 90 Days

Migration is the biggest reason brokerages put off consolidating from a multi-system stack. Industry-typical TMS migrations run six months or longer, which often makes the move feel risky even when the business case is clear.

6+ MONTHS

Typical brokerage TMS migration

90 DAYS

Transfix migration to go-live

Transfix migrations are structured to go live in 90 days, and they are high-touch from the first conversation. Each migration runs against a custom implementation roadmap so every stakeholder, from the C-suite to the load planners, has clear line of sight into what's planned, what's next, and what's done. The Transfix team meets brokerages where they work, traveling to offices to train end-users in person, answer questions, and make sure every team member is comfortable in the platform before handing off. The TMS goes live configured to reflect how the brokerage actually wants to operate, not how a generic implementation would force them to.

The 90-day window comes from how the work is done, not from cutting corners. Scope is sequenced so the highest-value workflows go live first, and every implementation runs against a phased, milestone-based plan rather than an open-ended engagement.

For NFI, that meant the platform was running, the team was trained, and the operation was producing measurable results inside a single quarter.

What's Next

Transfix TMS is the platform powering the NFI brokerage unit today. It replaced a multi-vendor point-solution stack with a single contract, retired the internal cost of running a proprietary TMS, and put NFI on the platform Transfix now devotes its full engineering and product investment to as a freight tech provider.

NFI's brokerage is the first operator outside of Transfix to run on the platform at scale. Your brokerage could be the next.





Consolidate Your Brokerage Stack on One Platform

NFI's brokerage replaced multiple point solutions with Transfix TMS. See what consolidating onto a platform built by a digital brokerage could do for your stack.

Schedule a Demo →

transfix.io/get-started

Sources & Notes

Auto-bid figure sourced from aggregate Transfix brokerage platform data. Annual System TCO figure provided by NFI. Cost-avoidance figures provided by NFI.

