



# Future-Ready, Digitally Enabled Freight Brokerage vs. Traditional Freight Brokerage: Pros & Cons

In logistics, there are two types of freight brokerage strategies: going digital or taking a traditional process. Learn the pros of a digitally enabled freight brokerage vs. a traditional brokerage in this infographic.

## Digital Brokerage Pros >

**Instantly Scalable Network**



**High Quality Service**



**Increased Carrier Relationships + Automated Carrier Management**



**Integrated, Faster FAP (Freight Audit & Payment)**



**Highly Proactive Business Model**



**Rates Based on Real-Time Market Dynamics**



## Traditional Brokerage Cons >

**Scalable Network** *If There's Enough Labor Resources*

**High Quality Service** *If There's Enough Labor Resources*

**Limited Carrier Relationships + Manual Management**

**Slow FAP**

**Highly Reactive Business Model**

**Rates Based on Carrier Demands Only or Limited Market Insight**