



SMC<sup>3</sup>



# Shipping Smarter, Safer, Faster:

How TA Services and SMC<sup>3</sup>  
Deliver Peak LTL Performance

February 2026

[www.smc3.com](http://www.smc3.com)

# The Challenge

As TA Services continued to expand its managed transportation and consolidated freight options, the team recognized the need for a stronger LTL foundation that could scale with growth while maintaining the accuracy and service consistency TA customers rely on.

Traditional rating and routing processes had become increasingly complex, leading to visibility gaps, interlining risk, and less predictable outcomes. TA needed a streamlined, integrated solution that simplified the shipper experience.

## To support long-term growth, TA required an enterprise-grade LTL solution that could:

- ✓ Streamline rating and routing
- ✓ Eliminate interlining risk
- ✓ Strengthen transit accuracy
- ✓ Integrate seamlessly into existing systems
- ✓ Simplify the shipper experience through consistent, reliable intelligence

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*Our goal was to utilize technology that creates a seamless, People-First experience for our customers while giving our teams the information, precision, and reliability needed to deliver Peak Performance every day.”*

— Mike Teresinski,  
EVP Operations, Managed Trans &  
Cross Border, TA Services





# The Solution

SMC<sup>3</sup>'s position as the industry's central hub for LTL technology and data providing authoritative rating, transit, and service data offered the stability and integrity TA needed.

Together, TA + SMC<sup>3</sup> built a unified LTL foundation that supports smarter planning, stronger visibility, and accurate decision-making throughout every phase of the shipment lifecycle.

Through close collaboration, the teams integrated SMC<sup>3</sup>'s API connections and industry-leading tools directly into TA's operational workflows, giving planning, pricing, and analytics teams a single, reliable source of truth for rating, routing, and network performance.

These tools are supported by SMC<sup>3</sup>'s API ecosystem, SOC 2—certified infrastructure, and responsive U.S.-based support, ensuring TA can operate confidently at scale while maintaining high levels of data security and customer trust. The partnership operates with a daily consultative rhythm; SMC<sup>3</sup> collaborating closely with TA's operations and pricing teams to provide technical support within minutes when needed and assisting in the continual optimization of workflows.

## Three cornerstone technologies power this new foundation:

### 01 RateWare® XL

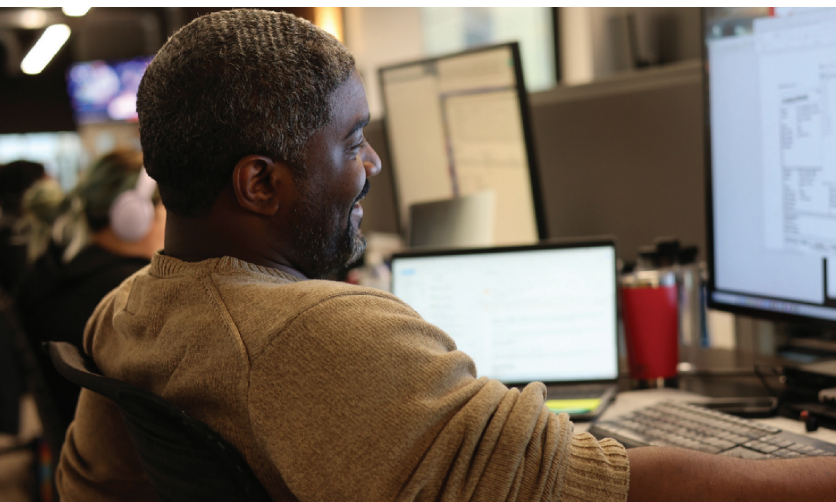
A modern LTL rating engine that consolidates complex rating logic across class- and density-based tariffs. RateWare XL enables TA to return fast, precise quotes at scale, reducing re-bills and ensuring customers receive accurate pricing upfront.

### 02 CarrierConnect® XL

A comprehensive transit and service-point database sourced directly from more than 300 carriers. TA uses this intelligence to avoid interlining risk, eliminate visibility gaps, and set accurate delivery expectations based on direct-service networks.

### 03 CzarLite®

North America's most widely adopted neutral base rate, enabling TA to compare carriers on an apples-to-apples basis and execute consistent, transparent pricing strategies.



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*We are proud to be part of the backbone that helps keep LTL moving for TA Services. SMC<sup>3</sup>'s goal is to make the hard work disappear for customers so TA can focus on delivering results.”*

— Brian Thompson,  
Chief Commercial Officer, SMC<sup>3</sup>

# The Results

The combined strength of SMC<sup>3</sup>'s data-driven technology and TA's operational expertise has produced measurable, repeatable improvements across TA's LTL portfolio.

By standardizing rating, routing, and transit intelligence on a unified platform, TA achieved the accuracy and responsiveness needed to support customer expectations at scale. These efficiencies not only reduced costs but also elevated consistency, reduced exceptions, and strengthened confidence for shippers and internal teams alike.

## Key outcomes include:

**30%**

transportation cost reduction from major network redesign

**8.3%**

portfolio savings through optimized rating and carrier selection

**Up to 25%**

lane-level savings in specific corridors

**99%**

routing accuracy across managed transportation

**90-95%**

accuracy in consolidated, multimodal shipments

## These improvements translated to:



Fewer re-rates and rebills



More predictable and reliable delivery experiences



Fewer exceptions in consolidation networks



Stronger customer relationships built on consistency, transparency, and trust

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*The SMC<sup>3</sup> partnership and solutions are foundational to our LTL success, keeping the complexities of LTL out of view so that our teams and our customers can stay focused on results - delivering peak performance and exceptional service consistently.”*

— Catherine Mallery, LTL Pricing Manager, TA Services

# Customer Perspective

To complement these results, TA sought feedback from customers benefitting from faster, more consistent quoting and improved visibility across their shipments.

Their experiences underscore how TA's investment in technology, powered by SMC<sup>3</sup>, enhances reliability and simplifies day-to-day decision making.

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*TA Services has proven to be an exceptional partner for us. Their ability to optimize logistics and deliver customized visibility tools has driven meaningful improvements across our supply chain.”*

— Senior Manager, Global Supply Chain at Major Golf Retailer

## Shared Values, Shared Growth

The TA–SMC<sup>3</sup> partnership works because both organizations share a commitment to service excellence, integrity, and continuous improvement. TA's core values—People First, Service, Safety, Results, and Innovation—align naturally with SMC<sup>3</sup>'s dedication to security, reliability, and performance. Both TA and SMC<sup>3</sup> prioritize excellence in execution and believe strong performance is rooted in valuing people, delivering consistent results, and investing in long-term customer success. This cultural alignment creates a foundation of trust, making it easier to innovate, accelerate problem-solving, and maintain a joint focus on delivering measurable outcomes for shippers.

## The Road Ahead

Looking ahead, both TA and SMC<sup>3</sup> plan to deepen their collaboration by expanding API integrations, advancing real-time visibility, and modernizing critical touchpoints such as dispatch, documentation, and data retrieval. Both teams are committed to evolving with shipper needs and leveraging new innovations in LTL pricing, benchmarking, and analytics to further streamline operations. As TA continues to grow its customer base and service offerings, SMC<sup>3</sup> will remain a strategic partner, ensuring TA's LTL execution platform remains scalable, secure, and future-ready.

**Peak Performance Delivered,  
powered by partnership.**