Critical Capabilities for Real-Time Transportation Visibility Platforms

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Initiatives:Logistics and Fulfillment Digital Transformation

Real-time transportation visibility continues to be a key priority for shippers, logistics providers and their customers. Supply chain technology leaders can use this research to evaluate RTTVP vendors across a set of critical capabilities and use cases.

This Critical Capabilities is related to other research:

Magic Quadrant for Real-Time Transportation Visibility Platforms

View All Magic Quadrants and Critical Capabilities

Overview

Key Findings

- Organizations require varied functionality and network coverage from real-time transportation visibility platform (RTTVP) vendors. Vendor selection depends on the complexity level of their supply chain network, the operating regions, the transportation modes in scope and the capabilities needed.
- RTTVP vendors' ability to support multiple modes and geographies varies. Not all RTTVP vendors are able to support complex transportation networks, especially for enterprises that require support in multiple locations globally.
- Differences in core functionality between vendor offerings often seem minimal, but differentiation can be found in the approach to data quality, usability, ease of implementation, range of partners and carrier networks, and extended capabilities.

Recommendations

- Accelerate the selection process by first working with the business to identify critical modes and regions. Next, prioritize critical capabilities with the greatest impact on the transportation organization.
- Choose the best-fit RTTVP solution for the use case and desired outcome by balancing the scope, complexity and size of the transportation network and prioritized weighting of critical capabilities.
- Speed up your implementation and time to value by vetting the RTTVP vendor's ability to meet the company's needs for mode, global coverage, carrier network, data quality and technology partnerships.

What You Need to Know

Supply chain technology leaders can use this research as part of an evaluation of products based on what Gartner considers to be the nine key differentiating functional capabilities across five major use cases. This is a companion piece to Gartner's Magic Quadrant for Real-Time Transportation Visibility Platforms, which compares vendors in terms of Completeness of Vision and Ability to Execute.

Our analysis synthesizes public information, product information provided by vendors, and information gathered from interactions with Gartner clients in 2024. Relevant reviews of the vendors' solutions on Gartner Peer Insights during 2024 are also considered as part of the assessment. The focus of this research is on the available functionality and existing network for the RTTVP products at the time of assessment. It does not include future functionalities, even those due to be implemented by vendors in a relatively short time on their product roadmap.

The ratings below will enhance the breadth of information available to you in supporting your decision-making process. However, any decision process you adopt should include tests within your organization relative to a vendor's ability to meet your needs for:

- Data
- Size
- Scale
- Complexity of your transportation operations

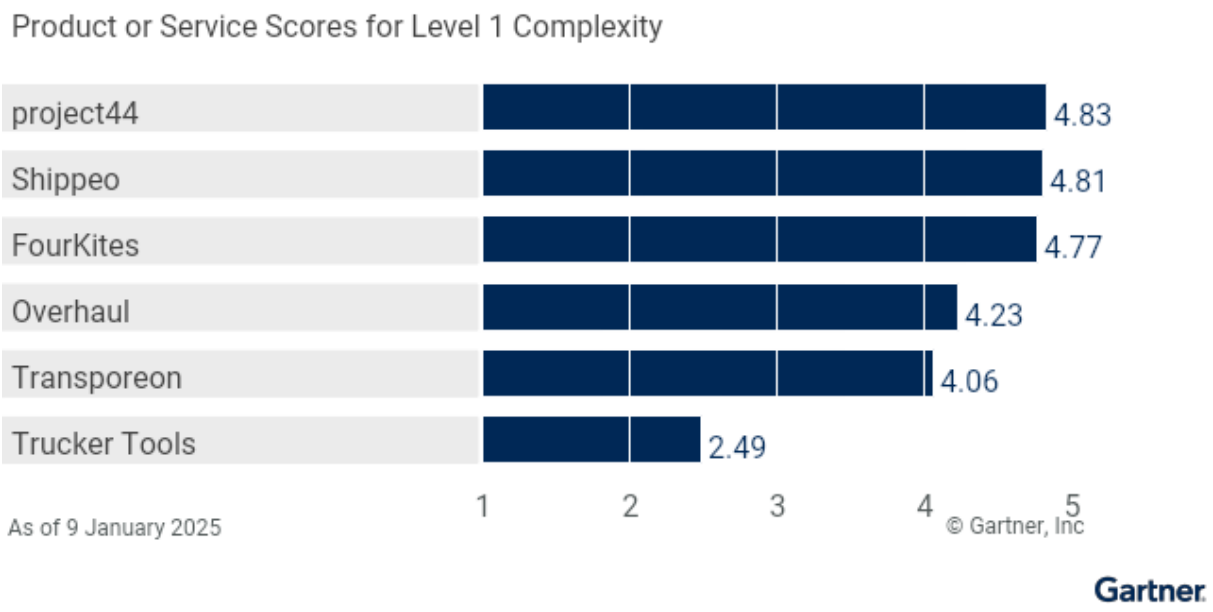
- Carrier networks
- Supplier networks
- Business requirements and scenarios
- Service-level agreements
- Use cases

Gartner highly recommends using the interactive version of this document to adjust the weightings to reflect your specific business needs. For these reasons, Gartner has also published an RFP template to facilitate the RFP process based on your company's individual requirements (see Toolkit: RFP for Real-Time Transportation Visibility Platforms).

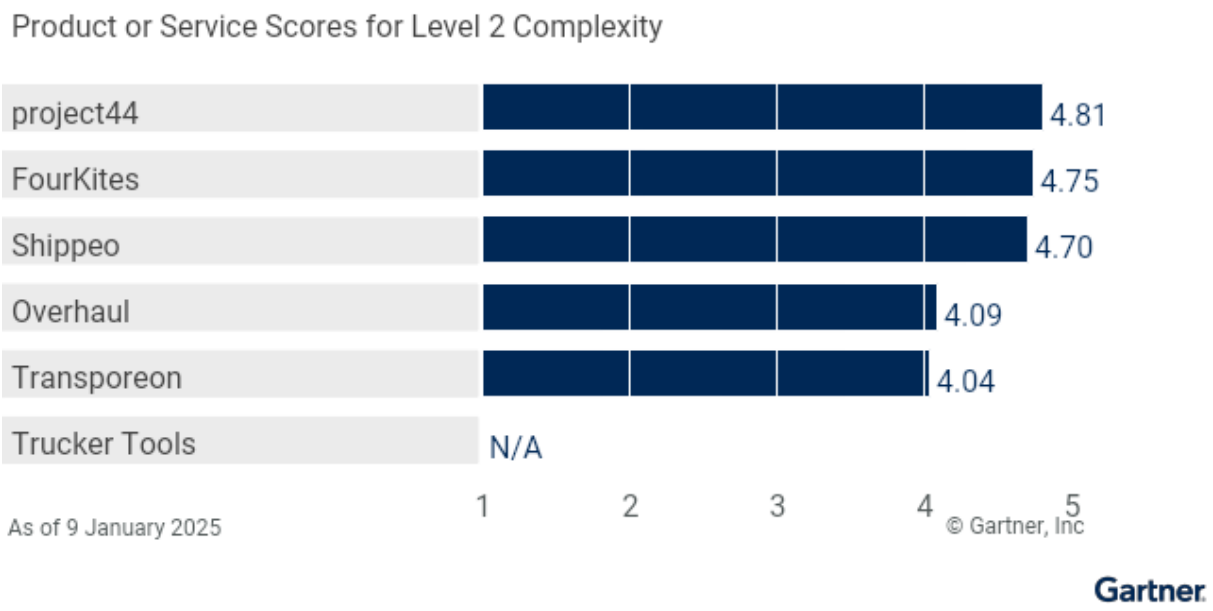
Analysis

Critical Capabilities Use-Case Graphics

Vendors' Product Scores for Level 1 Complexity Use Case

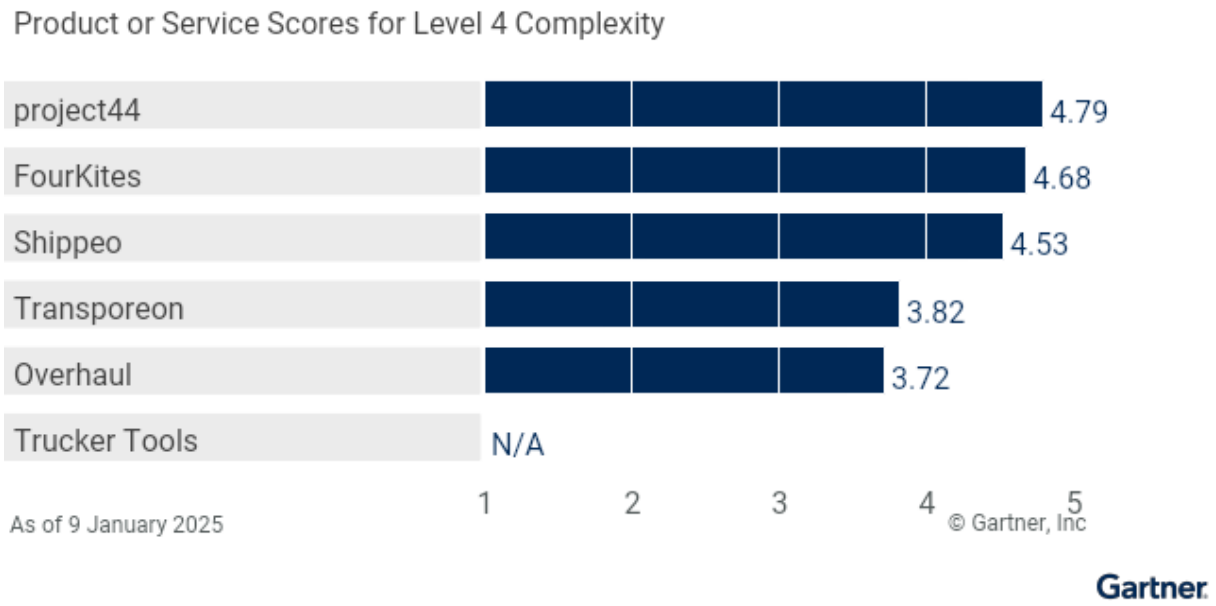


Vendors' Product Scores for Level 2 Complexity Use Case

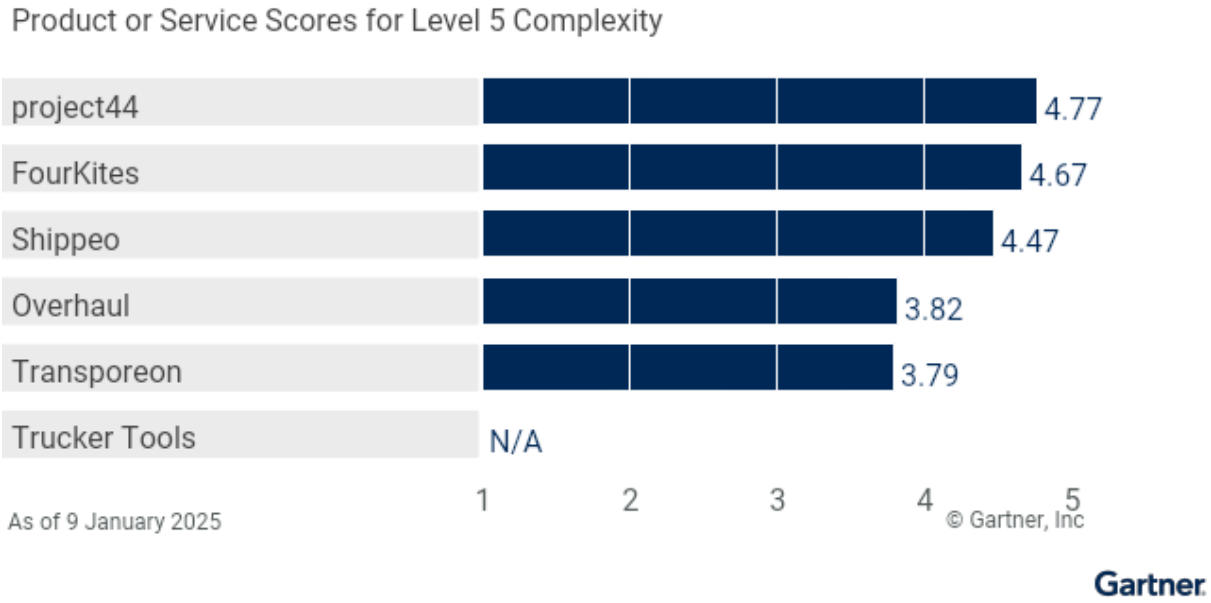


Vendors' Product Scores for Level 3 Complexity Use Case

Vendors' Product Scores for Level 4 Complexity Use Case



Vendors' Product Scores for Level 5 Complexity Use Case



Vendors

FourKites

FourKites provides visibility across all shipping modes and extends beyond transportation visibility by offering several extended capabilities. It has a strong presence in North America and Europe, with some customer presence in other regions. It serves customers in many industries, with a large presence in the food and beverage, consumer packaged goods (CPG), chemicals, manufacturing, paper and packaging, pharmaceuticals and retail industries.

Recent developments include investment in AI capabilities to automate workflows and tasks, along with a focus on enhancing and improving data quality within the platform. FourKites offers all core and extended RTTVP capabilities. FourKites performs strongly for all use cases, with its top performance in Level 1 and Level 2 use cases. This is largely due to its strong core capabilities product offering and user-friendly UI/user experience (UX).

Although FourKites demonstrates above-average performance in all use cases, it performs lowest in Level 4 and Level 5 use cases. This is primarily due to the depth of some extended capabilities and slightly smaller carrier network compared to some other vendors.

While FourKites showed the strongest alignment and performance for Level 1 and Level 2 complexity use cases, the vendor still ranked within the top two among all vendors for Levels 3 to 5.

Overhaul

The Overhaul platform offers a combination of transportation visibility and risk management capabilities across all shipping modes. Its solution provides actionable insights that focus on anticipating and preventing risks associated with the movement of goods. It has a presence in North America and Europe, with some customer presence in South America and Asia. Overhaul has customers in many industries, including high tech/consumer electronics, life sciences/pharmaceuticals, retail and logistics service providers (LSPs).

Recent developments include the use of generative AI (GenAI) and risk intelligence for predictive modal tracking, shipment risk scoring and carrier vetting, among others. Overhaul offers all core and extended RTTVP capabilities. Overhaul performs well for all use cases, with its top performance in Level 1, Level 2 and Level 5 use cases. This is largely due to its strong core capabilities, and usability and user experience for Level 1 and Level 2 use cases, as well as its extended capabilities and global presence for Level 5 use cases.

Overhaul performed lowest in Level 3 and Level 4 use cases. This is primarily due to its score in carrier networks, where the vendor has a considerably smaller carrier network compared to some other vendors. While Overhaul showed strong alignment with use cases where product capabilities and global presence were weighted more heavily, its low scores in modal coverage and carrier networks hindered the vendor from ranking higher across the different use cases.

project44

project44's platform leverages an API-first approach to build network and carrier connectivity, providing a visibility platform that includes a large multimodal network. It provides real-time information, estimated times of arrival (ETAs) and predictive insights across all shipping modes. Most of its customers and operations are in North America and Europe, with some presence in Asia/Pacific and other regions. project44 serves customers in many industries, with a large presence in LSP, industrial manufacturing and retail.

Recent developments center around AI, including bots, agents, task and exception management automation, and data quality enhancements, along with several additional and expanded reports and dashboards. project44 offers all core and extended RTTVP capabilities. project44 performs strongly across all use cases, with its top performance in Level 1 to Level 3 use cases. This is largely due to its strong core capabilities product offering, user-friendly UI/UX and large carrier networks in many modes of transport.

Although project44 demonstrated above-average and top-ranking performance in all use cases, it had its lowest performance in the Level 5 use case. This is primarily due to data quality and prediction strategies, approach and variance in comparison to some vendors in the research.

While project44 showed strongest alignment and performance for Level 1 to Level 3 complexity use cases, the vendor still performed at the top in Level 4 to Level 5 as well.

Shippeo

The Shippeo platform facilitates collaboration between shippers, third-party logistics (3PLs) and carriers across all shipping modes, with an emphasis on data quality and ETA accuracy. Shippeo's customers are mostly in Europe, but it has expanded into other regions such as North America, APAC and the Middle East. Shippeo has a presence in industries such as retail, industrial manufacturing, LSPs, automotive, CPG and chemicals.

Recent enhancements to its solution include disruption alerts and risk management dashboards, improvements to location data quality and completeness analysis, and enhancements to ETA predictions. Shippeo offers all core and extended RTTVP capabilities. It performs strongly within the top three vendors for all use cases, with its top performance in Level 1 use cases. This is in large part due to its strong core capabilities product offering, implementation and integration tools, and user-friendly UI/UX.

While Shippeo scored above average and remained within the top three vendors in ranking performance across all use cases, it had its lowest rating in the Level 5 use case. This is primarily due to its global presence, which is slightly lower in certain markets such as APAC and South America compared to some vendors in the research.

While Shippeo showed the strongest alignment and performance for Level 1 complexity use cases, the vendor remained in the top three in performance across Level 2 to Level 5.

Transporeon

Transporeon, a Trimble company, provides real-time data, ETAs and predictive insights through its platform across all shipping modes, excluding rail (outside of Europe) and parcel air. Transporeon offers complementary products in areas such as transportation and yard execution, sustainability, freight audit and freight procurement. Most of Transporeon's customers and operations are in North America, Europe and the APAC region, with some presence in other regions. Its customers span many industries, with the largest presence in industrial manufacturing, CPG, petrochemicals and high tech/consumer electronics.

Recent developments center around AI to support predictive analytics, model coverage and UI improvements. Transporeon offers all core and extended RTTVP capabilities and demonstrates the strongest alignment to Level 1 and Level 2 use cases. This is largely due to its strong core capabilities and favorable usability and user experiences.

Transporeon performed lowest in Level 3, Level 4 and Level 5 use cases. This is primarily due to a considerably smaller carrier network compared to some other vendors and not covering parcel and rail outside Europe on the platform.

While Transporeon showed strong alignment with Level 1 and Level 2 use cases, where product capabilities were weighted more heavily, it still meets the requirements for all use cases.

Trucker Tools

Trucker Tools provides visibility into brokered loads through the use of an app for drivers. It offers load board and capacity tools to help brokers find truckload capacity information and load booking. Trucker Tools offers visibility into only over the road (OTR) truckload shipments and operates in North America, with a small presence in Central America. Its customer base is mostly LSPs with a small presence in the industrial manufacturing, CPG and wholesale industries.

Recent developments include a fraud toolkit, revamped load track interface, text-to-track improvements and expanded carrier sourcing. Trucker Tools was only evaluated for the Level 1 use case. This is because its niche solution focuses on only one mode, full truckload (FTL) almost exclusively in North America. Trucker Tools offers many of the core capabilities, along with a driver- and broker-friendly user experience. This, in combination with the carrier network specific to OTR trucking in North America, positions the company for the Level 1 use case meeting those requirements.

Trucker Tools does not offer visibility for multiple regions or modes and thus has a smaller carrier network and presence, which disqualifies it from assessment for Levels 2 to Level 5 use cases.

In December 2024, Trucker Tools was acquired by DAT Freight & Analytics.

Context

As a companion to the Magic Quadrant for Real-Time Transportation Visibility Platforms, this Critical Capabilities report guides the selection of the corresponding RTTVP solutions and does not take any managed services or other technology solutions offered by the vendors into consideration. Users of RTTVP solutions are typically transportation or logistics managers, transportation procurement associates, transportation or logistics planners and dispatchers, customer service teams and end customers.

This research focuses specifically on RTTVP products and has two dimensions:

- **Critical Capabilities:** We have identified nine critical capabilities that consider modal coverage, global presence, core capabilities, extended capabilities, usability and user experience, data quality, implementation and integration tool, technology partners, and carrier networks.
- **Use Cases:** Not all critical capabilities are equally important; it depends on the use cases. For this research, Level 1 complexity operations are simpler with fewer modes and regions, whereas Level 5 complexity is more global and requires extended functionality. Each critical capability is weighted by use case, and each vendor offering is scored by critical capability. The difference in the weighting of the critical capability by use case determines the total scores of the vendors across the five use cases.

Market Definition

Gartner defines the real-time transportation visibility platform (RTTVP) market as platforms that provide real-time location and status insights into orders once they have left the warehouse. This includes other facilities, such as those of a brand owner, supplier, contract manufacturer or service provider. Such platforms, owned and managed by third-party software vendors, represent part of the supply chain visibility market that predominantly — but not solely — addresses domestic road transportation modes. RTTVPs obtain data through integration (via API or electronic data interchange [EDI], for example) with carrier systems, direct feeds from telematics (in-cab or in-trailer devices) or other technologies or apps.

RTTVPs are used to gain near-real-time status and location of shipments in transit, along with predictive estimated times of arrival. This information can be used internally, as well as externally, to inform and update both types of customers related to shipments delays, estimated times of arrival (ETAs) and statuses. The use cases may vary based on the type of organization and the complexity of their transportation network. Typical complexity levels or use cases are:

Level 1 Complexity

Level 1 RTTVP complexity applies to situations where companies need visibility in one region for only one mode of transportation.

Level 2 Complexity

Level 2 RTTVP complexity occurs when a company needs visibility to multiple modes managed from a single region.

Level 3 Complexity

Level 3 RTTVP complexity occurs when a company needs visibility in multiple regions across multiple modes.

Level 4 Complexity

At Level 4 RTTVP complexity, a company needs global visibility across all modes.

Level 5 Complexity

In Level 5 RTTVP complexity, companies are getting global visibility into all modes and utilizing all advanced capabilities within the platform.

Mandatory Features

The must-have capabilities for this market include:

1. A sellable and implementable stand-alone RTTVP product.
2. Road transport visibility among other modes.
3. **Basic tracking** — Shipment location and status in transit
4. **Messaging/alerts** — Notifications for delays and status changes
5. **Predictive ETA** — Algorithm to predict ETA using live and historical in-transit information with external factors like traffic and weather independent of provided ETA from other parties, for example

Common Features

The optional capabilities for this market include:

- **Order capture** — Capturing order and shipment information from host systems, like a transportation management system (TMS), an ERP, or a warehouse management system (WMS)

- **Data cleansing/data compliance** — Monitoring data for accuracy, completeness, consistency, reliability and timeliness
- **Dashboards** — Different views of data and reporting for user ease
- **Carrier networks/integration** — Direct integration to carriers for tracking information, independent of devices or mobile applications
- Advanced analytics and reporting
- Networked visibility
- Collaboration
- Predictive insights
- Sustainability calculations

Product/Service Trends

The real-time transportation visibility platform market is evolving rapidly, driven by advancements in technology and changing customer expectations. RTTVPs provide commercial customers and consumers with real-time insights into orders and shipments after they leave the warehouse or other facilities, such as those of brand owners, suppliers, contract manufacturers or service providers. These platforms, managed by third-party software vendors, are a crucial component of the broader end-to-end supply chain visibility market, primarily focusing on domestic road transportation. However, they are increasingly expanding to encompass other modes of transport. Emerging features, particularly those powered by AI, are transforming these platforms by enhancing predictive analytics, optimizing route planning, and improving exception management. RTTVPs gather data through integration with carrier systems via APIs or electronic data interchange (EDI), direct feeds from telematics using in-cab or in-trailer devices, and other technologies, including smartphones.

Critical Capabilities Definition

Modal Coverage

Modal coverage refers to the number of transportation modes currently connected to the RTTVP, with an emphasis on already established transportation modes being displayed by the vendor.

Modes include common carrier road — full truckload/less than truckload (LTL), ocean, rail, last mile, parcel, intermodal/multimodal, air, and private fleet.

Global Presence

Global presence refers to the size of the customer network in multiple regions. It ensures that an RTTVP is actively tracking shipments and has an established carrier network developed in the desired regions of a shipper's operations.

It also involves developing solutions and relationships with carriers and partners in those regions. Shipper regional requirements may range from one region to multiple to a global scale.

Core Capabilities

Core capabilities of an RTTVP include order capture, carrier networks/integration, basic tracking, messaging and alerts, predictive ETA, data cleansing or data compliance and dashboards.

Extended Capabilities

Extended capabilities of an RTTVP can go beyond pure transportation visibility into other visibility aspects and even automation of processes.

These include advanced analytics and reporting, yard management, dynamic appointment scheduling, networked visibility, collaboration, workflow automation and prescriptive insights.

Usability and User Experience

Usability and user experience are rated based on features and functions.

These include adopted responsive UI design, workflow management tools, visualization capabilities, differentiation between UI for different internal and external parties or roles and the ability to address multiple modes of interaction. Issues like personalization, user onboarding and capabilities to make the system more appealing to new and diverse types of users are important. Also considered are look and feel, navigation and process streamlining.

Data Quality

Data quality considers the processes behind the scenes at the RTTVP. It includes the accuracy of ETA predictions.

Also included is how vendors ensure accessibility, accuracy, timeliness, completeness and validity of the data being received and processed to provide visibility and data outbound to suppliers, shippers or customers.

Implementation and Integration Tool

Implementation and integration tools are rated based on the availability and ease of use of standard tools to aid in implementation and upgrading to a newer version of the product.

The focus is on system interface and integration technologies supported and ease of integration with third-party applications and systems. The rating includes the capability to support a customer with a domestic or global implementation, which is based on available implementation resources or an ecosystem of implementation partners. This also includes the capabilities to make carrier onboarding easier along with the commitment, ownership and partnership to onboard carriers.

Technology Partners

Technology partners include partnerships with transportation management system (TMS) vendors, telematics vendors, other visibility vendors and supply chain technology or service companies.

These partners are important to ensure easy integration, implementation and use of the RTTVP in conjunction with other transportation technology stacks a shipper has in place. It's also important in ease of communication of data between systems for upstream and downstream decisions and inputs.

Carrier Networks

The network of carriers already connected to the RTTVP ecosystem is a critical consideration.

Carrier onboarding can be a long, time-consuming, resource-dependent and costly effort. It is often reported as the longest part of the RTTVP implementation process. End users need to keep this in mind during vendor selection, based on the size, complexity and variety of their existing carrier network.

Use Cases

Level 1 Complexity

Level 1 RTTVP complexity applies to situations where companies need visibility in one region for only one mode of transportation.

Transportation visibility requirements in this context are typically based on rudimentary environments where transportation is managed locally and in a functional silo. The requirements for visibility are local and not complex across regions or modes. With Level 1, users typically face lower complexity in their operations and are at a lower level of visibility maturity.

Level 1 RTTVP solutions offer limited visibility capabilities, typically providing only the basic core functionally required. Level 1 RTTVP focuses mainly on basic capabilities, such as order capture, carrier integration, basic tracking and messaging or alerts. At this level, no extended capability is needed and the solution is regionally focused. It typically only requires visibility for the over-the-road shipments, including FTL and LTL.

Level 2 Complexity

Level 2 RTTVP complexity occurs when a company requires visibility across multiple modes managed from a single region.

Transportation visibility requirements at this level are typically straightforward, with mainly locally managed processes in a single region. While there may be some activity involving additional modes or connecting modes, the focus remains on one region and a limited number of modes. At Level 2, RTTVP users typically have low to moderate levels of operational complexity and visibility maturity.

Level 2 RTTVP solutions use more of the core RTTVP capabilities but do not extend into RTTVP capabilities beyond some advanced analytics. This level introduces more modes but remains largely consistent with one region. It may extend into ocean freight, inbound or outbound, to or from the region, along with FTL and LTL within the region.

Level 3 Complexity

Level 3 RTTVP complexity occurs when a company needs visibility in multiple regions across multiple modes.

In these scenarios, multiple modes are utilized beyond just FTL/LTL and ocean. Level 3 extends into rail, intermodal and parcel. The visibility requirements at this level add additional capabilities to extend visibility beyond merely in-transit tracking into areas like yard visibility, dynamic appointment scheduling and some form of networked visibility. At Level 3 RTTVP, users typically have moderate levels of operational complexity and visibility maturity.

Level 3 RTTVP solutions use all core RTTVP capabilities and some extended capabilities as well.

Level 4 Complexity

At Level 4 RTTVP complexity, a company needs global visibility across all modes.

Transportation visibility now extends beyond just limited regional visibility to a global view, including air visibility, along with all other modes. At Level 4 RTTVP, users typically have higher levels of operational complexity and visibility maturity.

Level 4 RTTVP solutions employ all core RTTVP capabilities and some extended capabilities. The emphasis shifts from core to enhancing visibility by integrating value-added extended visibility capabilities, such as collaboration and yard management, taking it a step further beyond just visibility to execution.

Level 5 Complexity

At Level 5 RTTVP complexity, companies achieve global visibility into all modes and leverage all advanced capabilities within the platform.

What differentiates these organizations is that they extend capabilities further. Level 5 operations are usually the most complex and sophisticated. At Level 5 RTTVP, users typically exhibit some of the highest levels of operational complexity and visibility maturity.

Level 5 RTTVPs are designed to handle visibility needs, complexities and specific requirements of a global transportation operation. These solutions will enable process life cycle and workflow automation using the data gathered to automate decisions and processes.

Vendors Added and Dropped

Added

- Transporeon

Dropped

- Blume Global was dropped from this Critical Capabilities due to a lack of publicly available information to make an inclusion determination or score its capabilities.
- IntelliTrans was dropped from this Critical Capabilities due to not meeting the inclusion criteria for carrier network size.

Inclusion and Exclusion Criteria

To be included in this year's RTTVP Critical Capabilities, a vendor must offer the following:

- A credible, stand-alone RTTVP product, live customers and vision for shipper and non-asset-based 3PL. **The RTTVP must include** at least domestic transportation visibility, analytics, TMS integration, a solid carrier network, basic tracking, messaging/alerts, predictive ETA, data cleansing and dashboards.
  - Gartner evaluates vendors' support for the following shipping modes — over-the-road full truckload and less than truckload, rail, intermodal, barge, small package, ocean, air, and private and dedicated fleet.
- **RTTVP market presence:** An RTTVP that is sold as a stand-alone, self-serve application and is used by the buyer, independent of other services offered by the vendor.
- **Global presence:** The vendor must meet *all* of the following criteria:
  - RTTVP customer references in at least two of the following geographic regions: North America, Central America, South America, Europe, the Middle East and Africa (EMEA), and APAC.
  - Twenty or more RTTVP customers outside of its home geographical region.
  - Ability to implement and support customers in those other regions.

- **Carrier network:** Ten thousand or more carriers connected to its network, with at least 5,000 of the carriers being connected through **direct integration to the carrier**, not solely by use of the vendor's mobile application, other Internet of Things (IoT) device connections or web portal.
- **Cross-industry presence:** New and existing RTTVP customers in five or more industries. Examples include 3PL/logistics services, consumer goods, retail, wholesale distribution, high tech, oil and gas, aerospace and defense, automotive, chemicals, life sciences/medical devices, healthcare, and industrial products.
- **Vendor momentum and sustainability criteria based on revenue, subscription or customer growth:** The vendor must meet *one* of the following criteria:
  - Previous fiscal year combined RTTVP subscription and service revenue was greater than $10 million.
  - Current subscription and service revenue greater than $5 million and a three-year compound annual customer and revenue growth rate of at least 25%.
- **Number of shipments:** The vendor must have 2 million or more shipments transacted on its RTTVP in 2023 more than 3 million tracked from 1 January through 30 August 2024.
- **Current RTTVP customers:** The vendor must meet *all* of the following criteria:
  - Must have at least **50 live RTTVP** customer** references independently and holistically using the RTTVP stand-alone solution being evaluated. Those should have contracted the RTTVP stand-alone solution for evaluation in this Critical Capabilities, either as stand-alone software or as part of an application bundle. Customers using other products and leveraging the RTTVP capabilities as a free add-on shall not be included in the customer count.
  - At least **10 new live paying customers**** sold and closed in 2024.

*** A customer is defined as a single legal entity who holds a contractual agreement for use of the system directly with the vendor. The customer independently and holistically uses the RTTVP stand-alone solution being evaluated. This does not include customers using other products sold by the vendor and getting visibility as a free add-on. Gartner does not count customers of reseller partners or service provider clients for the purpose of this Critical Capabilities.*

Due to end-user demand for evaluations of other significant vendors' RTTVP offerings, we also consider inclusion of RTTVP vendors that meet the following criteria, even if the offering does not meet the initial RTTVP-specific criteria:

- **Unique and compelling market position in a specific vertical industry or geography**: The vendor must have a unique, compelling and differentiated market position in a specific vertical industry or geography, where this differentiation is important to buyers. New customer win rates, vendors appearing in Gartner client inquiries in these industries or geographies, explicit vendor focus in these industries or geographies, client references, and the vendor's reputation in the industry or geography were also considered. These vendors must also meet the revenue and number-of-customer criteria.

This Critical Capabilities does not include other stand-alone, transportation-related software applications (such as track-and-trace solutions, telematics solutions and TMS solutions).

This Critical Capabilities does not include any vendor that does not sell RTTVP as a stand-alone solution. If a vendor sells RTTVP in addition to other technology offering or services, they will only be considered if they sell RTTVP as a stand-alone solution and meet all the inclusion criteria for that solution alone.

Table 1: Weighting for Critical Capabilities in Use Cases

(Enlarged table in Appendix)

Critical Capabilities	Level 1 Complexity	Level 2 Complexity	Level 3 Complexity	Level 4 Complexity	Level 5 Complexity
Modal Coverage	5%	10%	15%	20%	15%
Global Presence	5%	10%	10%	15%	20%
Core Capabilities	30%	30%	20%	10%	5%
Extended Capabilities	0%	5%	10%	15%	20%
Usability and User Experience	15%	10%	5%	5%	5%
Data Quality	10%	10%	10%	10%	10%
Implementation and Integration Tool	20%	10%	5%	5%	5%
Technology Partners	5%	5%	5%	5%	5%
Carrier Networks	10%	10%	20%	15%	15%
As of 9 January 2025					

Source: Gartner (February 2025)

This methodology requires analysts to identify the critical capabilities for a class of products/services. Each capability is then weighted in terms of its relative importance for specific product/service use cases.

Critical Capabilities Rating

Each of the products/services that meet our inclusion criteria has been evaluated on the critical capabilities on a scale from 1.0 to 5.0.

Table 2: Product/Service Rating on Critical Capabilities

(Enlarged table in Appendix)

Critical Capabilities	FourKites	Overhaul	project44	Shippeo	Transporeon	Trucker Tools
Modal Coverage	4.7	2.3	4.9	4.6	3.8	1.0
Global Presence	4.7	4.5	4.6	4.0	4.1	1.0
Core Capabilities	4.9	4.7	4.9	5.0	4.6	3.1
Extended Capabilities	4.6	4.5	4.8	4.3	3.7	1.2
Usability and User Experience	5.0	4.9	5.0	5.0	4.2	3.0
Data Quality	4.4	4.3	4.3	4.9	3.9	2.2
Implementation and Integration Tool	4.7	4.6	4.9	5.0	4.0	3.0
Technology Partners	4.6	3.5	4.5	3.9	3.5	1.9
Carrier Networks	4.8	2.5	5.0	4.7	3.0	1.0
As of 9 January 2025						

Source: Gartner (February 2025)

Table 3 shows the product/service scores for each use case. The scores, which are generated by multiplying the use-case weightings by the product/service ratings, summarize how well the critical capabilities are met for each use case.

Table 3: Product Score in Use Cases

(Enlarged table in Appendix)

Use Cases	FourKites	Overhaul	project44	Shippeo	Transporeon	Trucker Tools
Level 1 Complexity	4.77	4.23	4.83	4.81	4.06	2.49
Level 2 Complexity	4.75	4.09	4.81	4.70	4.04	N/A
Level 3 Complexity	4.72	3.75	4.81	4.62	3.85	N/A
Level 4 Complexity	4.68	3.72	4.79	4.53	3.82	N/A
Level 5 Complexity	4.67	3.82	4.77	4.47	3.79	N/A
As of 9 January 2025						

Source: Gartner (February 2025)

To determine an overall score for each product/service in the use cases, multiply the ratings in Table 2 by the weightings shown in Table 1.

Critical Capabilities Methodology

This methodology requires analysts to identify the critical capabilities for a class of products or services. Each capability is then weighted in terms of its relative importance for specific product or service use cases. Next, products/services are rated in terms of how well they achieve each of the critical capabilities. A score that summarizes how well they meet the critical capabilities for each use case is then calculated for each product/service.

"Critical capabilities" are attributes that differentiate products/services in a class in terms of their quality and performance. Gartner recommends that users consider the set of critical capabilities as some of the most important criteria for acquisition decisions.

In defining the product/service category for evaluation, the analyst first identifies the leading uses for the products/services in this market. What needs are end-users looking to fulfill, when considering products/services in this market? Use cases should match common client deployment scenarios. These distinct client scenarios define the Use Cases.

The analyst then identifies the critical capabilities. These capabilities are generalized groups of features commonly required by this class of products/services. Each capability is assigned a level of importance in fulfilling that particular need; some sets of features are more important than others, depending on the use case being evaluated.

Each vendor's product or service is evaluated in terms of how well it delivers each capability, on a five-point scale. These ratings are displayed side-by-side for all vendors, allowing easy comparisons between the different sets of features.

Ratings and summary scores range from 1.0 to 5.0:

1 = Poor or Absent: most or all defined requirements for a capability are not achieved

2 = Fair: some requirements are not achieved

3 = Good: meets requirements

4 = Excellent: meets or exceeds some requirements

5 = Outstanding: significantly exceeds requirements

To determine an overall score for each product in the use cases, the product ratings are multiplied by the weightings to come up with the product score in use cases.

The critical capabilities Gartner has selected do not represent all capabilities for any product; therefore, may not represent those most important for a specific use situation or business objective. Clients should use a critical capabilities analysis as one of several sources of input about a product before making a product/service decision.

Document Revision History

Critical Capabilities for Real-Time Transportation Visibility Platforms - 25 March 2024

Critical Capabilities for Real-Time Transportation Visibility Platforms - 16 May 2023

Recommended by the Authors

Some documents may not be available as part of your current Gartner subscription.

How Products and Services Are Evaluated in Gartner Critical Capabilities

Magic Quadrant for Real-Time Transportation Visibility Platforms

Improve Inbound Transportation Visibility to Optimize Operations

Build a Strong Business Case for Real-Time Transportation Visibility Platform Investment

Tool: Building the Business Case for Investment in a Real-Time Transportation Visibility Platform

Tool: Vendor Identification for RTTVP

Tips for Navigating the Transportation Visibility Market

Toolkit: RFP for Real-Time Transportation Visibility Platforms

Tool: Determining ROI for Real-Time Transportation Visibility

Quick Answer: What Is the Difference Between TMS and RTTVP?

Table 1: Weighting for Critical Capabilities in Use Cases

Critical Capabilities	*Level 1 Complexity*	*Level 2 Complexity*	*Level 3 Complexity*	*Level 4 Complexity*	*Level 5 Complexity*
Modal Coverage	5%	10%	15%	20%	15%
Global Presence	5%	10%	10%	15%	20%
Core Capabilities	30%	30%	20%	10%	5%
Extended Capabilities	0%	5%	10%	15%	20%
Usability and User Experience	15%	10%	5%	5%	5%
Data Quality	10%	10%	10%	10%	10%
Implementation and Integration Tool	20%	10%	5%	5%	5%
Technology Partners	5%	5%	5%	5%	5%
Carrier Networks	10%	10%	20%	15%	15%
As of 9 January 2025					

Source: Gartner (February 2025)

Table 2: Product/Service Rating on Critical Capabilities

Critical Capabilities	*FourKites*	*Overhaul*	*project44*	*Shippeo*	*Transporeon*	*Trucker Tools*
Modal Coverage	4.7	2.3	4.9	4.6	3.8	1.0
Global Presence	4.7	4.5	4.6	4.0	4.1	1.0
Core Capabilities	4.9	4.7	4.9	5.0	4.6	3.1
Extended Capabilities	4.6	4.5	4.8	4.3	3.7	1.2
Usability and User Experience	5.0	4.9	5.0	5.0	4.2	3.0
Data Quality	4.4	4.3	4.3	4.9	3.9	2.2
Implementation and Integration Tool	4.7	4.6	4.9	5.0	4.0	3.0
Technology Partners	4.6	3.5	4.5	3.9	3.5	1.9
Carrier Networks	4.8	2.5	5.0	4.7	3.0	1.0
As of 9 January 2025						

Source: Gartner (February 2025)

Table 3: Product Score in Use Cases

Use Cases	*FourKites*	*Overhaul*	*project44*	*Shippeo*	*Transporeon*	*Trucker Tools*
Level 1 Complexity	4.77	4.23	4.83	4.81	4.06	2.49
Level 2 Complexity	4.75	4.09	4.81	4.70	4.04	N/A
Level 3 Complexity	4.72	3.75	4.81	4.62	3.85	N/A
Level 4 Complexity	4.68	3.72	4.79	4.53	3.82	N/A
Level 5 Complexity	4.67	3.82	4.77	4.47	3.79	N/A
As of 9 January 2025						

Source: Gartner (February 2025)