

Engineering reliable efficiency

Success is built on continuous improvement at Titan Freight Systems

by Seth Skydel

For more than half a century, Titan Freight Systems has built its reputation across the Pacific Northwest on the promise to deliver freight faster and more reliably. What began in 1968 as two small operations has evolved over the years into a highly disciplined, technology-driven, less-than-truckload (LTL) carrier whose relentless focus on efficiency defines every aspect of its business.

Portland, Oregon-based Titan Freight Systems operates seven service centers across Oregon, Washington, and Idaho, providing next-day LTL and 28-ft. truckload service throughout the region. The company also offers expedited air freight and forwarding services, as well as warehousing and pool-point distribution.

Beyond volume

For Titan, success is measured by a performance framework centered on what it calls True On-Time Delivery. Rather than relying on traditional delivery status reporting, the metric tracks six distinct service failures. Shipments delivered late, even by one minute; partial deliveries; missed pickups; or delayed guaranteed deliveries all count against Titan's on-time performance.

These uncompromising standards drive accountability. Service failures are reviewed during daily meetings, where root cause analysis leads directly to procedural changes or targeted training. Despite the difficulty of meeting such a high standard, it consistently achieves its 98% True On-Time Delivery goal.

Operational efficiency is further reinforced at Titan by fleet standardization. With the carrier's all-Freightliner fleet limited to just three truck and tractor models, it can reduce maintenance complexity, lower operating costs, and maintain a higher level of equipment uptime across millions of miles annually.



Titan Freight Systems proves efficiency is a culture of continuous improvement, achieved by investing in the right systems, setting high standards, and refining freight movement more productively. Photo: Titan Freight Systems

Safety initiatives further reinforce Titan's efficiency model. Since deploying AI-based driver assistance technology in 2019, the company reduced distracted driving by 96%, overall incidents by 66%, and property claims by 80%.

Each linehaul truck and trailer averages 144,000 miles per year, making fuel strategy a critical lever for both cost control and environmental impact. Titan invested heavily in cleaner energy solutions and emerging technologies to reduce emissions. Renewable diesel now accounts for 54% of its total fuel use across the Northwest (93% in Oregon alone). Those environmental gains also translate into lower maintenance costs for the exhaust system.

In addition, Titan is preparing for its next efficiency evolution, partnership with Portland General Electric and Freightliner, to add six electric tractors.

Technology backbone

On the management front, Titan's leadership recognized that traditional systems were hindering operational performance as the company grew. Without software purpose-built for LTL carriers, the company struggled to implement consistent processes across dispatch, billing, dock operations, and accounting. Titan also needed an integrated platform

that could scale with its business rather than force the company to adapt its model to off-the-shelf tools.

The turning point came in 2008, when Titan went live with the Carrier Logistics FACTS transportation management system. Designed specifically for LTL operations, the CLI FACTS platform provides dispatch, pickup and delivery, linehaul, cross-docking, customer-facing tools, and a full back-office suite.

"FACTS has driven significant time and cost savings across our operations," Jason Altamirano, president of Titan Freight Systems, said. It once took two people working every day to handle 200 freight bills per month; with automation, one person can process 500 bills in four hours. The impact extended to Titan's cross-dock operations, where it can now get more than twice as much done with half as many employees. At the same time, the carrier reduced cargo claims to 0.05%, well below the industry average.

At the dawn of its sixth decade, Titan Freight Systems continues to prove that efficiency is not a single initiative but a culture built on continuous improvement. The company's formula remains clear: Invest in the right systems, set uncompromising standards, and never stop refining how to move freight more effectively and productively. **FO**