FREIGHTSUITE

PRESS PACK · OCTOBER 2026

The agentic TMS for enterprise freight forwarders.

Everything journalists, analysts and partners need to cover FreightSuite accurately: approved boilerplate, product facts, founder bios, story angles and brand assets.

ABOUT FREIGHTSUITE

Built by forwarders. Made for the work forwarders do every day.

SHORT BOILERPLATE

FreightSuite is the AI-native, agentic transport management system built for enterprise freight forwarders, automating quoting, operations and invoicing from a single platform.

STANDARD BOILERPLATE · FOR NOTES TO EDITORS

FreightSuite is an AI-native, agentic transport management system (TMS) built for enterprise freight forwarders. The platform automates quoting, operations, billing and accounting across ocean, air, road and customs brokerage, with AI agents built into the system's foundations rather than bolted onto a legacy chassis. FreightSuite was built by forwarders, inside a working forwarder, on live shipments. It is headquartered in London and serves customers across the UK, Europe, the US, South America, Asia and Australasia. Founded by Sam Moore and William Jacobs, FreightSuite is backed by investors including Superseed Ventures and Venrex. Learn more at freightsuite.com.

RESULTS REPORTED BY CUSTOMERS

3x
revenue per operations employee

70%
less time spent on data entry

2x
increase in sales velocity

Minutes
not days, for a quote

HOW TO WRITE THE NAME

CORRECT

FreightSuite — one word, capital F and capital S. Product names: FreightSense, Wave, Instant Quoting.

AVOID

"Freight Suite", "Freightsuite", "FS" or "Freightsuite.com" in copy.

THE PROBLEM

Freight forwarding still runs on manual work.

Most forwarders operate on 3–5% net margins, compete largely on price, and rely on transport management systems designed decades before AI existed. Operators spend the bulk of their day on data entry, chasing documents and re-keying the same shipment into several systems.

The incumbents, CargoWise and Descartes among them, add AI as a layer on top of that architecture. FreightSuite's view is that automation has to sit in the foundations: the operator's job shifts from actioning every task to coordinating a layer of agents that do the routine work. That is what lets a forwarder grow shipments per operator without adding headcount.

FreightSuite's founders ran a forwarder themselves. FreightCore, the London forwarder they launched in 2022, became the live test bed for the platform, and in 2026 they sold the forwarding business to commit fully to the software.

THE PLATFORM

One system from rate to revenue, with agents at every step.

Quoting & Rates

Instant Quoting turns a rate request into a priced quote in minutes, so sales teams respond faster and close more.

Operations & Execution

Bookings, consols, multi-stop routing, document management and tracking across ocean, air, road and customs brokerage.

Billing & Accounting

Bulk and multi-currency invoicing, per-customer payment terms, automatic matching of supplier invoices to accruals, and multi-office billing with profit shares. Integrates with NetSuite, QuickBooks, Sage 50 and Sage 200.

Workflow & Automation

Configurable workflows and a library of agents that monitor jobs, instruct vendors, propose and check schedules, and chase documents and overdue payments.

Customer Portal

Self-service quoting, booking and tracking for the forwarder's own customers.

Reporting & Analytics

Dashboards and reports across operations, sales and finance.

THE AI LAYER

ASSISTANT

Wave

The in-platform AI assistant. Users ask it to build dashboards, answer questions about their shipments and schedule recurring prompts, and it works across the whole system.

ERROR CATCHING

FreightSense

Catches errors before they become costly. It flags implausible entries, such as a dangerous-goods classification that does not match the commodity, so operators look right in front of customers and carriers.

AGENTS

Agents alongside operators

A reference matcher that links inbound emails to the right job, a data extractor that reads documents into the system, a chaser that follows up on missing paperwork, and a credit-control agent that pursues late payers.

FreightSuite's OCLS Calculator (Operational Coordination Labour per Shipment) lets any forwarder estimate what coordination labour costs them per shipment today: freightsuite.com/ocls-calculator

KEY FACTS

FreightSuite at a glance

Company	FreightSuite Limited, UK-incorporated; US entity FreightSuite Inc. (Delaware)
Category	AI-native, agentic transport management system (TMS)
Customers	Enterprise freight forwarders; customers in the UK, Europe, the US, South America, Asia and Australasia
Modes	Ocean, air, road, customs brokerage
Headquarters	26 Rushworth Street, London SE1 0RB
Founders	Sam Moore (Co-Founder and CEO), William Jacobs (Co-Founder)
Investors	Superseed Ventures, Venrex
Origin	Built inside FreightCore, the London forwarder the founders launched in 2022 and sold in 2026 to focus on the platform
Team	Engineers and operators from Apple, Goldman Sachs, Flexport, DHL, EV Cargo, Röhlig and Savino Del Bene
Security	ISO 27001 certification in progress
Online	freightsuite.com · linkedin.com/company/freightsuite

FOUNDERS AND SPOKESPEOPLE

Available for interview, comment and briefings



Sam Moore

CO-FOUNDER AND CEO

Sam is a logistics operator turned software founder. He co-founded FreightCore, a London freight forwarder, in 2022, and built FreightSuite inside it on live shipments before selling the forwarding business in 2026 to run FreightSuite full time. Before FreightCore he spent eight years building and scaling global supply chains at Procur International, a sourcing business he co-founded, including a period trading soft commodities in Tianjin, China. He holds a BA (Hons) in International Business Management from Oxford Brookes University. Sam speaks on AI in freight operations, the economics of forwarding, and why incumbent TMS platforms cannot be retrofitted for an agentic world.



William Jacobs

CO-FOUNDER

William is a technology leader who has built and run large, complex financial systems. His experience spans Apple Pay, used by 500 million people, and Marcus by Goldman Sachs, which holds more than $100 billion in deposits. At FreightSuite he leads the platform's architecture. William speaks on building AI-native enterprise systems and the engineering choices behind an agentic TMS.



Joe Peak

CHIEF REVENUE OFFICER

Joe has spent more than 15 years in logistics and supply chain. He drove revenue growth at Windward, helped scale Beacon from zero to $30m ARR and spent eight years at Expeditors. Joe speaks on how forwarders buy technology and what enterprise deployments look like in practice.

STORY ANGLES

Five stories worth telling

1. **The founders who sold their own forwarder to build its software**
   Most freight software is built by people who have never run a forwarder. FreightSuite was built inside one, on live shipments, and the founders sold that business in 2026 to go all-in on the platform.

2. **AI in the foundations, not bolted on**
   Why a 30-year-old TMS architecture cannot be retrofitted for agents, and what an agentic system changes for the operator's day.

3. **The economics of a shipment**
   OCLS, the coordination-labour cost hidden in every shipment, and what happens to a forwarder's 3–5% net margin when that cost is automated.

4. **Growth without headcount**
   How mid-sized forwarders compete with digital-native and multinational forwarders by multiplying revenue per operator rather than hiring.

5. **AI assistants at work in freight**
   Wave and FreightSense as concrete, everyday examples of AI reducing errors and answering operational questions inside a working business.

BRAND ASSETS

Logos, screenshots and headshots

Included in the download

- FreightSuite logo, full colour (SVG, PNG)
- FreightSuite logo, white for dark backgrounds (SVG, PNG)
- FreightSuite mark, icon only (SVG, PNG)
- Product screenshots: quoting, operations, billing, Wave, FreightSense (PNG)
- Headshots: Sam Moore, William Jacobs, Joe Peak (JPG, high resolution)
- Co-founders photo (JPG)

Usage guidelines

- Use the full-colour logo on white or light backgrounds and the white logo on dark backgrounds.
- Do not recolour, stretch, rotate or add effects to the logo. Keep clear space equal to the height of the "F" on all sides.
- Do not crop screenshots in a way that misrepresents the product, and do not overlay third-party branding on them.
- Credit photographs to FreightSuite where a credit is required.
- All assets may be used in editorial coverage of FreightSuite without further permission.

MEDIA ENQUIRIES

Talk to the press team

Interviews, comment, briefings, analyst and partnership enquiries. We aim to respond the same working day.

FreightSuite Limited · 26 Rushworth Street, London SE1 0RB · +44 300 131 2266

Annabel Eve
Lead of Marketing
annabel.eve@freightsuite.com

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