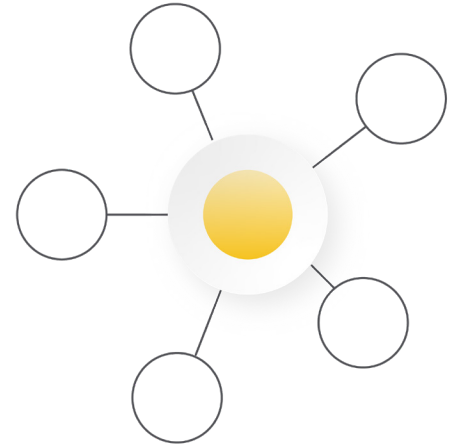


Transporeon Marketing Intelligence

Ocean, air, road & rail, parcel & express: On the global transport markets, precise and up-to-date market intelligence is the key to smart procurement decisions and cost reduction. Achieving visibility of rates, costs, and service levels on a global scale, as well as exchanging best practices in strategic freight management will help you get a head start when competing for customers and supporting business units.

Transporeon has been successfully running its cross-industry Transporeon Market Intelligence on a global and regional scale for many years.



CHALLENGES

THE MARKET ITSELF

The global transport markets are facing turbulent times. Globalization, shifts in international trade, changes in markets' domestic commerce and digitalization require flexible adaptations and new intelligent strategies. In addition there is a rising necessity for sustainability and environmental awareness confronting the sector with new regulations and restrictions. Finally every transport market per mode has its individual demands. Besides keeping transport costs low and improving service, shippers have to cope with a wide range of challenges.

TRANSPARENCY

How is the market moving? Are my prices in line with the market? Global transport markets are characterized by complex processes and a lack of transparency. On the other hand you need reliable market information to compare freight rates, to best monitor your freight costs and to be optimally prepared for successful negotiations with your service providers.

STAKEHOLDER GOVERNANCE

Today procurement managers are faced with intricate market structures and ever-increasing demands for cost containment from their key stakeholders. It is no longer only the price that counts but also service quality, consistency, and predictability and above all an intelligent and well thought-out procurement strategy. Satisfy your stakeholders by implementing best practices and strategies tailored to your company's specific needs.

FEATURES

Segmentation > Harmonization > Benchmarking
Comparing with market sense!

GLOBAL OCEAN TRANSPORT

- 18,000 port pairs
- 6 bn \$/year freight spend
- 7 m TEU/year

EUROPE / NORTH AMERICA ROAD & RAIL

- 90,000 lanes
- 6 bn \$/year freight spend
- 7 m FTL/year

GLOBAL AIR CARGO

- 35,000 lanes
- 1.5 bn \$/year freight spend
- 600 kt/year

+ COMMUNITIES TAILORED TO YOUR NEEDS

HOW IT WORKS

MORE THAN JUST BENCHMARKING



BENCHMARK DATA

- Analysis of rates, capacities and services
- Benchmarking based on „apple-apple“-comparison
- Shippers' only data: uncontaminated & validated
- Benchmark Viewer: intelligent tool for data provision and strategic views



MARKET RADAR

- Freight indices on market level
- Historic data on market development
- Continuous updates



CONFERENCES & COMMUNITY

- Compliant shipper-only exchange
- Networking of peer managers from different industries
- Best practices, market insights & outlooks



ADVISORY & EXPERTISE

- Fully fledged consultancy
- Specialized analysis on request
- Effective tender support

BENEFITS

- > Have access to our transport rate databases showing market trends on global and regional markets
- > Increase savings of your transportation budget
- > Build up profound industry and market know-how through frequent exchange with other experts
- > Rely on a strong base for tactical and strategic decisions
- > Discover strategic potential and best practices



The findings offered by Transporeon have shown significant results by putting emphasis on trades with optimization potential by **assisting to improve our current procurement processes.**



HEAD OF GLOBAL OCEAN TRANSPORT
FOOD AND BEVERAGE COMPANY

WANT TO FIND OUT MORE?

GET A DEMO