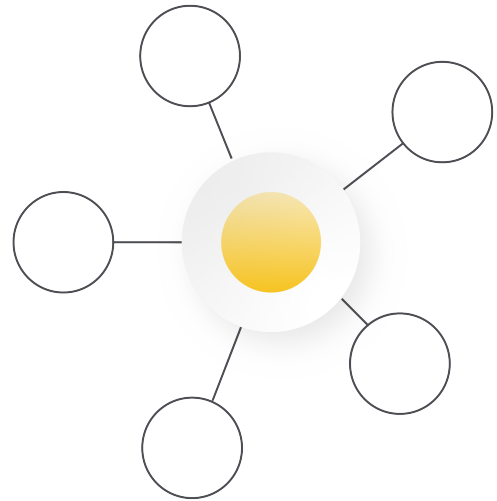


## FACT SHEET - MARKET INTELLIGENCE

# Market Intelligence Solutions

To make informed decisions for your logistics and supply chain operations, you need reliable access to the freshest data available. Global uncertainty — from Covid to Brexit — means staying flexible, and that depends on the strategic use of data as a tool for prescription action. Transporeon's collection of market intelligence solutions means you get complete access to all the raw and compiled data you need.



## CHALLENGES

### TURBULENT GLOBAL MARKETS

Globalization, shifts in international trade, fluctuating domestic commerce, and increasing digitalization are all changing the logistics industry. Combined with the need for environmentally sustainable practices and their related regulations for every mode and market, shippers have to cope with a wide variety of ever-changing circumstances.

### LIMITED TRANSPARENCY

Are my prices in line with the market? When is the best time to run my tenders? Global transport markets are characterized by complex processes and a lack of transparency. Reliable market information is needed more than ever to compare freight rates, monitor costs, and prepare for successful negotiations with your service providers.

### STAKEHOLDER GOVERNANCE

Procurement managers are faced with increasingly complex market structures and demands for cost reductions from key stakeholders. Their strategic planning must be demonstrably linked to facts and data — not just gut feelings. They must factor in not only price, but also service quality, consistency, and predictability to achieve a successful procurement strategy.

## FEATURES

### CAPACITY & RATE DEVELOPMENTS FOR EUROPEAN ROAD

*Powered by Transporeon Insights*

- Contract & Spot Rates: 28 Mio Contracted and 3 Mio Spot Transports analyzed. Get average contract rates on 190+ country-corridors and weekly spot rates on 80+ country-corridors in Europe
- EU Capacity Index: Get insights into truck capacity developments in Europe

### SPOT RATE DEVELOPMENTS FOR GLOBAL AIR & OCEAN

*Powered by Freightos Data*

- Spot rates global ocean: Get 14,000 port pairs updated weekly & Up to two years of historical data
- Spot rates global air: Get 14,000 airport pairs, updated weekly & up to two years of historical data

### BENCHMARKING DATA AND MARKET INTELLIGENCE

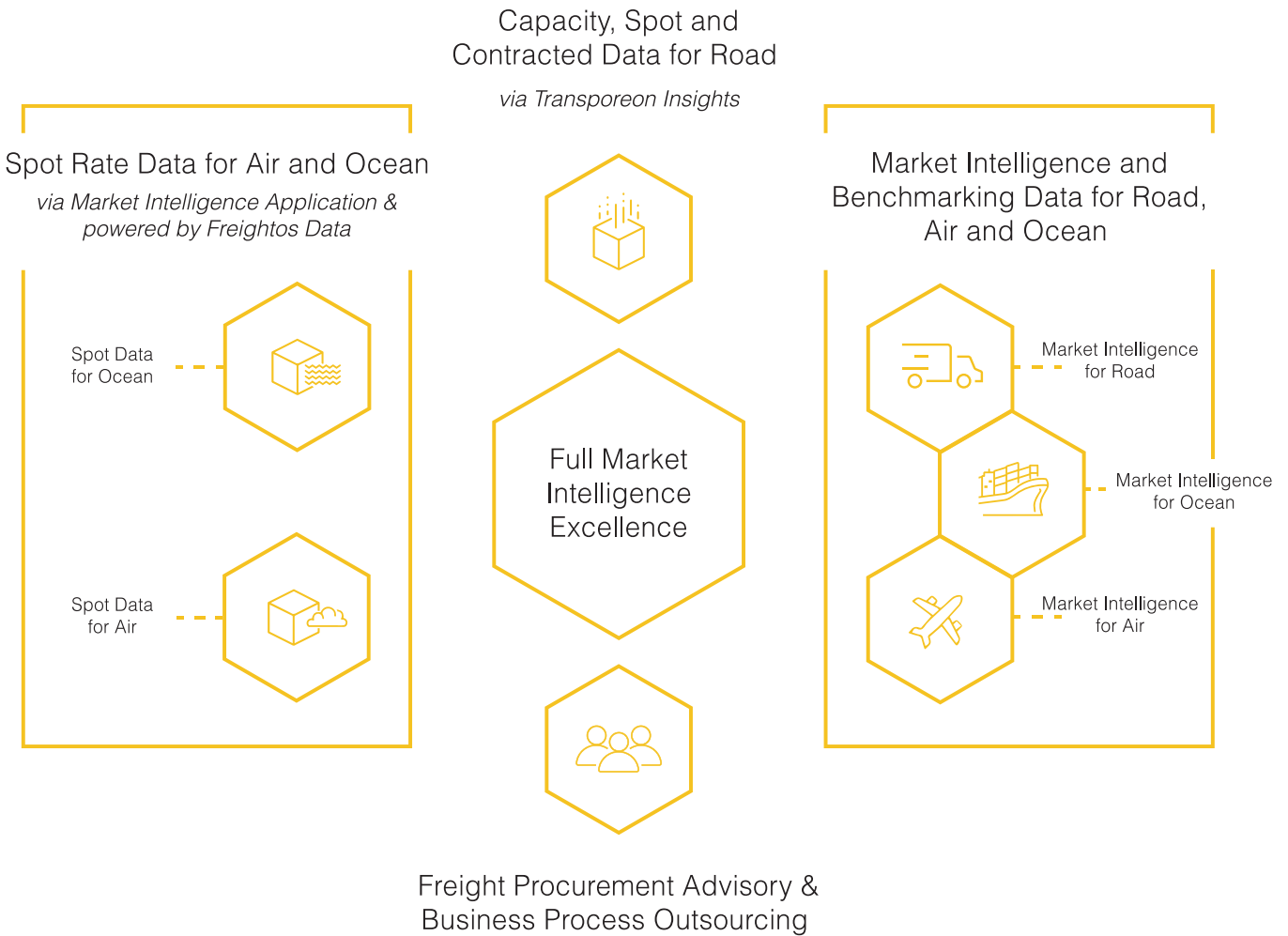
- Benchmarking for all modes: Save up to 8% on freight costs with state of the art, continuous benchmarking approach
- Community and market insights: Networking and best practice sharing with experts. Benefit from strategic insights into latest developments

### FREIGHT PROCUREMENT ADVISORY

- Intelligent strategy for freight purchasing: Benefit from our proven methods on purchasing strategy, tender evaluations, and allocation decisions
- Efficient data validation  
Intelligent cleansing, harmonization, and validation of data through sophisticated data check methods

**FACT SHEET - MARKET INTELLIGENCE**

**HOW IT WORKS?**



**BENEFITS**

- > Make better decisions based on real data instead of gut feeling
- > Benefit from comprehensive rate benchmarking for all modes of transport
- > Increase savings within your transportation budget
- > Negotiate more efficiently using neutral and comparable market price and capacity data
- > Intelligent cleansing, harmonization, and validation of data through sophisticated data-check methods
- > Enhance knowledge and understanding of the transportation market

“With precious market insights, Transporeon’s Market Intelligence enables us to verify and benchmark our results and challenges. **Having access to a community for sharing experiences and best practices is very valuable — especially during these critical and challenging times.**”

HANNAH KRUCKENBERG  
**GLOBAL CATEGORY MANAGER, PROCUREMENT LOGISTICS SERVICES**  
**BEIERSDORF**

**GET STARTED WITH OUR MARKET INTELLIGENCE SOLUTIONS**

**BOOK A DEMO**