**TRANSPOREON**
transforming transportation

**Schneider Electric**

CASE STUDY

# Unlocking greater visibility into the market

# About the customer

Schneider Electric (SE) is a Fortune Global 500, multinational company that drives digital transformation by integrating world-leading process and energy technologies, end-point to cloud connecting products, controls, software and services, across the entire lifecycle, enabling integrated company management, for homes, buildings, data centers, infrastructure and industries.

SE covers more than 100 locations in Europe including sales offices, factories and distribution centers. The company uses all means of transport – air, ocean, express, train, intermodal and road.

**Within Schneider Electric's Transport Procurement Department for Europe, six users located in various locations use Market Insights, with responsibility for road transports only.**

Transport has remained in the spotlight throughout the last couple of years due to multiple reasons: supply chain disruptions from Covid-19 to a lack of containers, the Suez Canal blockage, and new regulations directly impacting end-to-end supply chains and transit times.
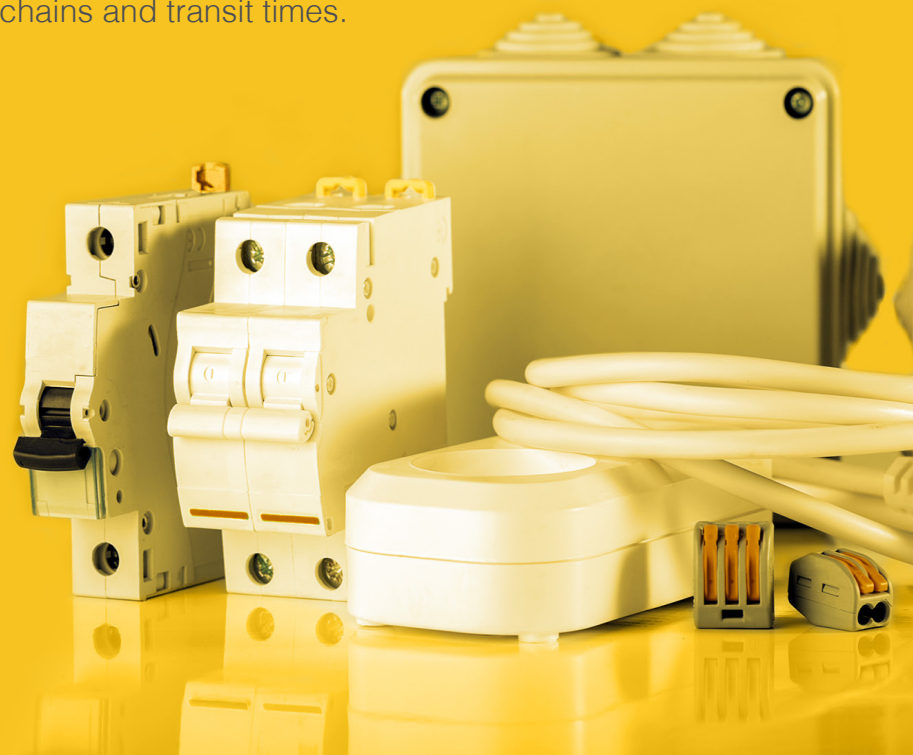
# Challenges

Nowadays practically all the companies have experienced some challenges like mobility in Europe and driver shortage.

**Schneider Electric decided to adopt a market intelligence solution for logistics operations to unlock greater visibility into the market. The company was looking for reliability and accuracy. Market Intelligence delivers actionable, enhanced knowledge about the evolution of capacity and prices across Europe.**

One of the main drivers to invest in a market intelligence service was the need to have access to consolidated data in order to better understand the development of main logistics KPIs over time – specifically, capacity developments and evolution of rates, in particular for the spot market.

The market now favors carriers more than ever, and so in order to meet increased demand for increased service levels, integrating reliable, real-time market intelligence into transport operations is valuable.
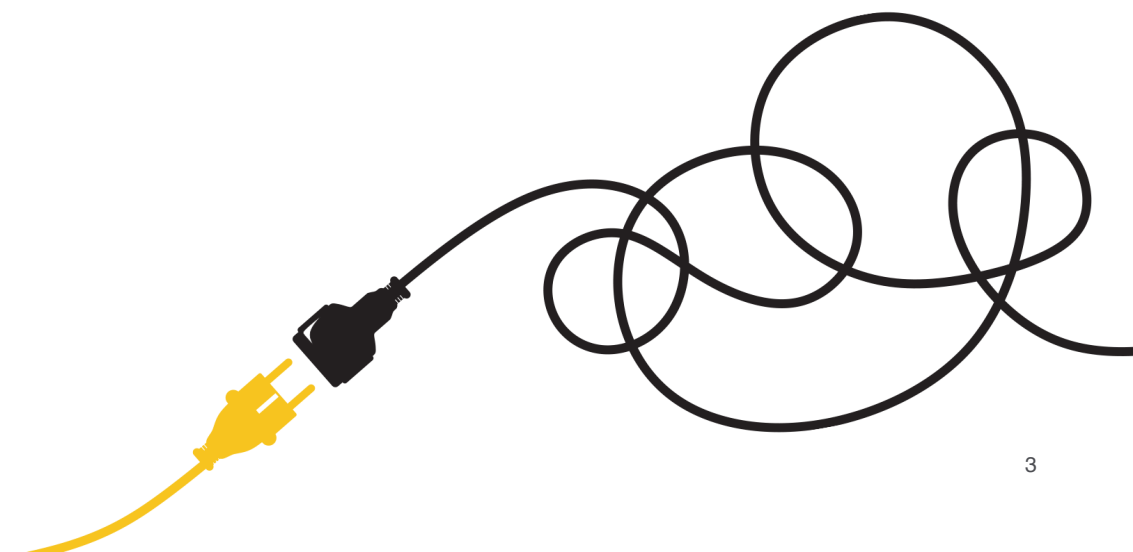
# Solution

Schneider Electric discovered Market Insights after following and tuning into various Transporeon podcast series with leading industry analyst, Adrian Gonzalez.

**Schneider Electric has 80 production factories spread across Europe. The ability for Schneider Electric to follow Europe KPIs on a country-to-country basis is perfectly in line with the needs.**

The Market Insights module is used:
- » Internally by stakeholders at Schneider Electric
- » In company forecasts
- » As part of the overall strategy, including negotiation and buying tactics

> **The Market Insights user interface is highly intuitive and easy to navigate. Since our decision to implement the tool, we've been able to use it immediately without the need for training.**

**Esteve Puig**
Europe Senior RCM Logistics
Schneider Electric

# Results

Since implementing Market Insights, Schneider Electric has gained more extensive and highly accurate market visibility for FTL freight in Europe.

**Schneider Electric reports wins linked to Market Insights have been enhanced by the visibility of the Capacity and Price Indexes, where they've been able to obtain a strong overview of what the market is currently doing and as a result, gain confidence in negotiations with logistics partners.**

Market Insights offers extensive lane coverage, including country-to-country relations.
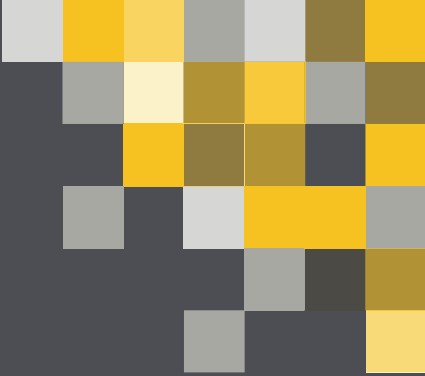
> We have chosen Market Insights because it gives us the right visibility of market dynamics that we need to run our transport business.

**Esteve Puig**
Europe Senior RCM Logistics
Schneider Electric

If you would also like to benefit from greater visibility into the European transportation market, check out Market Insights

**Find out more**

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