

The Shipper iQ

Selecting the
right provider

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Selecting the right freight analytics provider

Partnering with third-party analytics providers takes the uncertainty out of freight by delivering accurate, real-time insights that keep shippers apprised of evolving market trends. Focusing on value and transparency is critical to selecting the right provider to meet your needs.

The global transportation analytics market size is expected to exceed \$71 billion by 2032.

[Precedence Research](#)

Nearly half (48%) of survey respondents in Deloitte's 2022 *Future of Freight Report* expect freight analytics to improve visibility into assets, goods, customer relationship management, and workforce optimization over the next three years.

[Deloitte](#)

The power of value-centric partnerships

The COVID-19 pandemic's shipping disruptions highlighted the need for resilient supply chain partnerships. Although pandemic-driven congestion has eased and costs have declined, shippers [still intend to allocate spending](#) toward supply chain resilience in the years to come.

This is because, from a shipper's perspective, only three things in life are guaranteed: death, taxes, and freight market uncertainty. That means implementing data-driven decision-making across the supply chain is critical to planning for the road ahead.

However, leveraging internal data alone isn't enough to help shippers navigate evolving spot and contract rates, demand volatility, supply chain disruptions, mini-bids, and carrier relationships effectively. After all, if data is king, context is its queen. Both are essential to success.

Partnering with third-party data analytics providers helps shippers to augment their internal data with freight market intelligence to get real-time visibility into how their networks are performing.

Armed with an optimal balance of external and internal insights, shipping leaders can make proactive decisions around contract negotiations, cost cutting, budget performance, capacity management, risk mitigation, carrier relationships, and benchmark reporting.

Selecting the right freight analytics provider is a critical decision. A reliable freight analytics provider should not only deliver actionable insights but also empower you to optimize your logistics operations and gain market advantage over industry competitors.

Of course, there are a number of freight analytics providers with different capabilities, specializations, and objectives — and choosing the right one is critical to success. During the provider assessment process, as with any other IT investment, shippers should prioritize value and transparency.

Knowing where to start

Before diving into a partnership, it's crucial to develop a baseline understanding of your needs that's aligned to the organization's unique objectives. Start by clearly defining factors that affect the program's success such as the volume of product shipments, number of fleets by region, complexity of your shipping ecosystem, and specific metrics or insights you aim to collect.

Shippers that take this approach will be in good company. Value consideration is top of mind amongst B2B software buyers today, with 55% saying they [intend to increase spending over the next year](#) despite uncertain economic conditions. Among them, seeing return on investment within the first six months is the most influential consideration during the purchasing process.

By identifying your partnership's value drivers before beginning the vetting process, you'll be more equipped to evaluate potential providers and select the one that best aligns with your transportation network's needs.

Once you understand your goals, you can start exploring what different providers offer. Keeping the following in mind can help you identify the best solution for your needs and maximize the partnership's value:

Integration

Being able to integrate and analyze disparate transportation management system (TMS) datasets generates a bird's eye view of your operations to support stronger decision-making.

Scalability and flexibility

As your business and supply chain evolve, your analytics partner should be able to adapt to increasing data volumes and shifting requirements. Verify that the provider has a proven record serving shippers with similar needs and can scale alongside your operations.

Experience and expertise

An experienced provider understands the nuances and challenges of transportation and logistics and can tailor their offerings to address your pain points. Shippers should look for providers that offer references or case studies that demonstrate success delivering actionable insights that drive results.

Accessibility

Having a user-friendly interface and intuitive reporting dashboard is essential for shippers. Look for platforms that provide simplified visualizations, customizable spreadsheets, and timely reporting capabilities.

The importance of transparency

Through it all, your freight analytics provider should be transparent about how they collect their data. Any dataset can show trends and insights, but the veracity of the data will ultimately determine its impact. If a provider's data doesn't reflect recent and long-term transportation market conditions, it will fail to deliver what shippers need to withstand volatility.

Effective transportation network data is pulled from multiple industries and segments to give the clearest view of the market. For example, if the data is only coming from large retailers that partner with national carriers, then it will be biased toward their market segment.

Similarly, if you're using data from an electronic data interchange (EDI) exclusively, then its results will be biased toward large fleets and shippers. With most fleets on the road today comprised of fewer than 20 trucks, shippers using EDI-based systems are likely to miss out on key insights.

It's also important to remember that different vendors operate with different objectives. Third-party logistics providers (3PL) and media companies often have underlying motives for the data they are presenting. Leveraging freight data to shape a particular view of the market could help them drive sales in other areas of their business.

Amplify operations with DAT iQ

[DAT iQ](#)'s freight market intelligence data delivers impactful business insights on rates, capacity, performance, and more. DAT iQ is:

- **Integrated and comprehensive:** With data from over \$150 billion in transactions annually and market insights on over 68,000 lanes, DAT delivers more data than any other platform on the market.
- **Ready to scale:** DAT serves shippers of every size in every sector, from manufacturing, retail, and consumer packaged goods to wholesale trade, chemical production, and more.
- **Experienced and specialized:** Since 1978, [DAT has been the source](#) of market trends and data insight solutions. Today, DAT serves [13 of Gartner's Top 25 Global Supply Chains](#).
- **Transparent:** Data sits at the heart of DAT's business, so we understand the importance being open and honest about our processes. Our primary purpose is to take the guesswork out of logistics by empowering shippers with the most accurate information.

Comparing your network against hundreds of leading North American shippers with more than \$35 billion in annual spend, our solutions deliver a 360-degree view of the marketplace that helps take the uncertainty out of freight.

To get started, visit [DAT iQ's website](#) or [contact us](#) today.

To take your shipping to the next level with dynamic freight market intelligence powered by DAT iQ, connect with one of our experts.

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Analytics

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