

# From Chaos to Control: Transforming Supply Chains With Market Insights

Unreliable supply chain visibility, disruptions, and unexpected costs can pose challenges and reputational risks that no company can afford. However, these risks are avoidable when shippers have reliable insights that empower them to take control of their network in any market condition.

Here are five reasons why comprehensive freight market intelligence is a game-changer for shippers.

1

## Spreadsheets and manual, reactive processes fall short

The C-suite is demanding more visibility into supply chain performance, but spreadsheets and manual processes can't deliver the real-time insights needed for strategic decision-making.

Labor-intensive, error-prone processes leave companies unable to adapt to fluctuating market dynamics.

Advanced dashboards and analytics provide crucial market context and clear reasoning, helping leadership understand and act on supply chain dynamics.

DATA-DRIVEN INSIGHTS CAN:

2

## Support strategic goals

Equipping teams to achieve key outcomes and KPIs with data that:

Reduces routing guide failures and unexpected spot market exposure.

Improves supply chain visibility for optimal network design and cost management.

Enables proactive decision-making, greater agility, and continuity in the face of change or disruptions.

3

## Mitigate consequences of limited supply chain visibility

Poor supply chain visibility leads to excessive costs, reputational damage, and customer dissatisfaction.

Fast delivery is no longer optional:

55%

are willing to pay for same-day delivery.

51%

are willing to pay for next-day shipping.

Without visibility into performance metrics and market trends, shippers risk:

operational inefficiencies

delayed shipments

unhappy customers

4

## Provide 360° visibility into past, present, and future conditions

Shippers are empowered to optimize every aspect of their transportation network:



### Market Intelligence

View real-time market conditions, rate fluctuations, and capacity availability.



### Rate benchmarking

Compare rates to industry averages and identify optimization opportunities.



### Lane analysis

Understand historical trends, build RFPs, and inform strategic network design.



### Carrier performance

Ensure an optimal carrier mix and find reliable partners.



### Predictive analytics

Forecast future market conditions; plan accordingly.

5

## Enable proactive transportation management and growth

Companies can move from “firefighting” to making smart, strategic decisions and optimizing supply chains.

Driving cost and operational efficiencies

Improving performance on important KPIs, such as:

- on-time delivery
- speed-to-decision
- compliance
- personnel efficiency
- carrier contract

Achieving greater resilience and reducing the impact of disruptions

Comprehensive freight market intelligence equips shippers with the tools they need to take control of their supply chains, mitigate risks, and stay ahead of the competition.

Learn More