

European Road & Intermodal

Smarter Decisions with Powerful Insights

Truck transport is known for its speed, reliability and flexibility, making it the preferred choice for most intra-European shipments. However, navigating this market can be challenging due to its fragmented nature, low freight rate transparency and the multitude of potential partners.

This is where Market Intelligence comes in. By joining our Europe Road & Intermodal community, you can gain valuable insights that will help you make informed strategic decisions. Our solution provides tools for observing and comparing market trends, giving you a clear picture of your position in the industry.

CHALLENGES

MARKET CHALLENGES

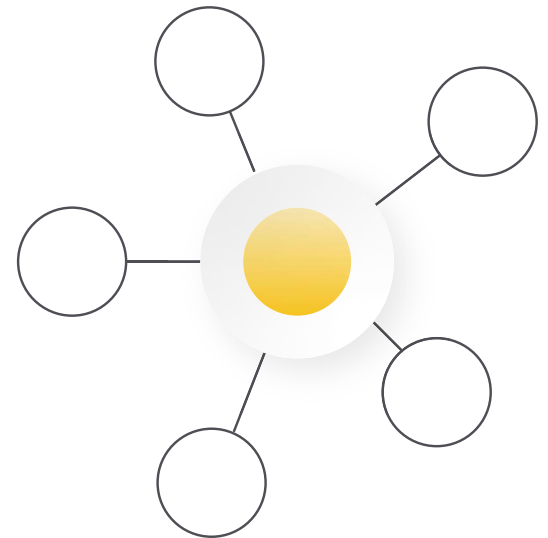
Driver shortages, lack of capacity, rising fuel costs, infrastructure challenges, toll increases, a diverse range of service providers and complex EU laws and regulations - the European transport market faces numerous challenges. With facts and figures from Market Intelligence strategic benchmark, you can easily validate your strategy, evaluate your service providers' performance and optimise your transport network.

TRANSPARENCY

How is the market moving? Are my transport rates in line with the market? European transport markets are complex and often lack transparency. However, to navigate these markets effectively, you need reliable information. Reliable market information allows you to compare freight rates, track changes in transport costs, and prepare thoroughly for negotiations with 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

FACTS

- 97,000 lanes
- 6bn €/year freight spend
- 7m FTL/year
- +500 country-country corridors

PROCESS

- Single trip
- Round trip (RT)
- Unbalanced Round Trip

COVERAGE

- Packed incl. reefer & bulk
- FTL
- Contracted rates

HOW IT WORKS

MORE THAN JUST BENCHMARKING

BENCHMARK DATA

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



EXCLUSIVE WEBINARS & 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

MONTHLY MARKET RADAR

- European development of spot and contract rates & forecast
- Transport demand trends broken down by industries and key markets
- High-level overview of cost developments

BENEFITS

- > Profit from highly accurate rate data transparency
- > Increase savings of your transportation budget
- > Stay informed on European road and intermodal freight market trends
- > Build up profound industry and market know-how
- > Build a solid foundation for tactical and strategic decision-making
- > Discover strategic opportunities and best practices
- > Benefit from frequent expert exchange with community



We intensively work with the results of Transporeon's Market Intelligence. For road transport, in both Western and Eastern European Markets, **we achieved seven digits cost savings in one year**

LOGISTICS EXPERT
PAPER INDUSTRY



WANT TO FIND OUT MORE?

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