

# Better prices through auction-features

What means are there to increase competition among service providers and to find new, suitable carriers? How do you react more flexibly to market fluctuations? How do you receive even more attractive offers in response to current transport tenders? The answer lies in using the appropriate tendering auctioning features and the right service provider pool. This way you can intensify competition within your tendering processes at the push of a button. All service providers are simultaneously informed about changes and can react quickly and by submitting the best offer.



## Challenges:

### » Search for the optimal offer:

The high number of offers on a tender makes it difficult to get a clear overview of submitted offers and services.

### » Not all transports can be covered by incumbent suppliers:

New lanes and special transport requirements demand an expansion of the service provider pool.

### » Inflexible negotiations with existing suppliers:

Little room for improvement in terms of price due to years of bidding and allocation practice.

### » Sticking to the budget planning:

Changes in the annual cost calculation lead to savings constraints in the transport tendering.

### » Volatile transport market:

Depending on available capacity in the transport market, it is difficult to find suppliers at fair prices.

## Features:

### ● CARRIER POOL

Large selection of suppliers for all types of transport tenders

### ● LIVE FEEDBACK WITH AUCTION CHARACTER

Easy-to-use traffic light or ranking display based on the best price, visible for shippers and suppliers; the lowest price gets the best ranking.

### ● CARRIER PREMIUM ACCOUNT

Extension of the active supplier search by admitting premium suppliers to current tenders

### ● ROUND MANAGEMENT

Transport tendering in a number of rounds to achieve the best offers

### ● DUTCH REVERSE AUCTION

Auction model with rising prices; definition of the opening bid, maximum price and number of bidding steps

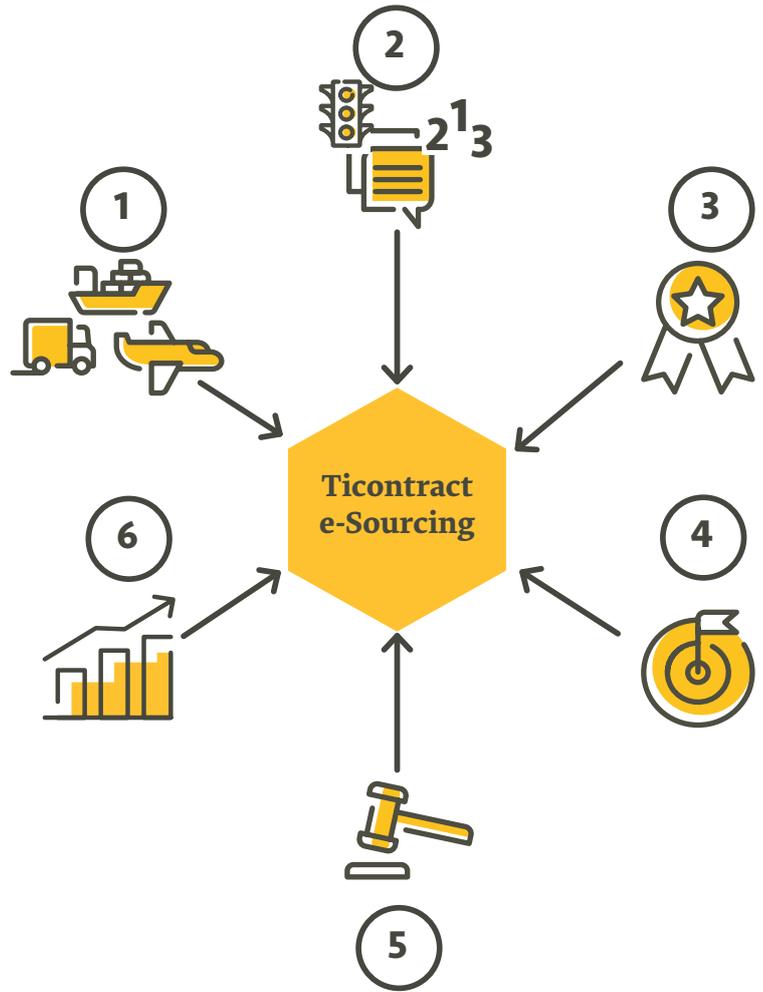
### ● BENCHMARK AND FEEDBACK IN THE ANALYSIS

Benchmarking and comparisons based on best prices and corresponding feedback to the suppliers



### How it works:

- 1. **Carrier Pool:** Supplier database with 45,000+ carrier profiles and extensive search functions
- 2. **Live Feedback:** Rankings in form of traffic lights based on the best price or pure placements (1. = supplier with bestprice, 2. = ...); Automatic extension of the tender when the offer is changed by a supplier is possible
- 3. **Carrier Premium Account:** Activated premium suppliers additionally offer their services in current RFQs.
- 4. **Round Management:** Shipper goes into the 2nd/3rd round to get even better offers based on the previous best price. Service provider can only underbid, not overbid his last submitted offer.
- 5. **Dutch Reverse Auction:** Shipper specifies start and maximum price, no further predefined rules, recommended in the spot area for individual lanes or for the "last" tender round
- 6. **Tender Analysis:** Creation and sending of automated and individual analyses as well as allocations and rate cards to the participating suppliers; possibility to send approximate price ranges to suppliers during ongoing tenders



► Heating up the competition with just a few instruments

### Benefits:

- » Up to 19% reduced freight costs through increased competition and auctioning functions
- » Immediate live feedback via the platform accelerates the reaction of service providers and intensifies competition.
- » Auction formats with bidding functions downwards or upwards, allow more offers and better conditions.
- » Full transparency and comparison of offers through analysis and auction models
- » Carrier Pool and Carrier Premium Account enable alternative offers and the expansion of the supplier pool.
- » The enlargement of the supplier pool and the use of the appropriate features allows the shipper to react flexibly to capacity fluctuations in the transport market.



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