

## Upply develops its transport price analysis solution

Paris, 7 April 2022 – Upply, a platform specialising in digital solutions for the transport and supply chain, is continuing to develop its SMART solution, dedicated to benchmarking and analysing transport prices. This service is highly appreciated by all supply chain players at a time when the market is subject to strong inflationary trends.

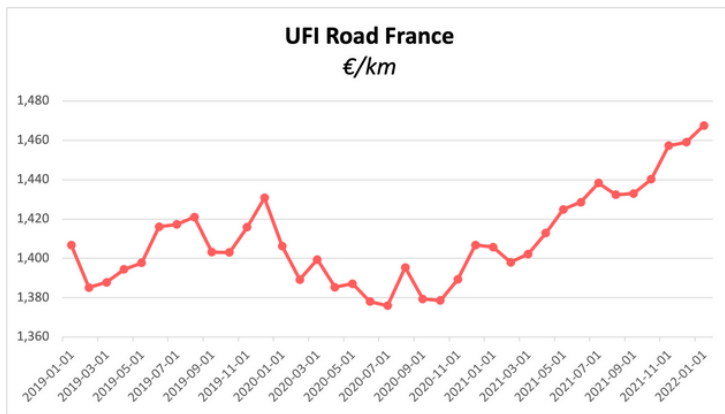
### A new range of price indexes

In a context where **transport prices are generally and sustainably inflated**, transport and supply chain professionals need intelligent tools to **monitor and anticipate the evolution of freight rates**.

By **combining data science and business expertise**, SMART, the freight price benchmarking and analysis solution launched by Upply in 2018, meets these needs. This solution targets both **shippers** who wish to evaluate their transport costs and **carriers** who must adjust their rate grids in light of market developments.

Upply is now expanding its offering by **launching a range of transport price indexes for the European road freight segment**, the **Upply Freight Indexes©** (UFI). For each market covered, the UFI includes :

- The price index in base 100
- Monthly price developments in €/km
- Access to data in Excel format



The UFI Road France, which concerns the French domestic market, has been available for testing for a few weeks. Given the success of this index, Upply has decided to progressively expand its UFI coverage over the coming months.

Intra Spain and Intra Italy UFIs are expected to be a priority, followed by inter-European UFIs.

These indexes are based on **500 million invoiced prices** from major players in the transport and logistics sector. The data collected is anonymised and modelled by Upply.

**Thomas Larrieu, CEO of Upply**, explains:

*"We are consolidating our position as the European leader in freight rate analysis by developing new price indexes that are eagerly awaited by our clients on road freight in Europe. These indexes provide strategic information for companies that are now closely monitoring the fluctuation of freight rates, an increasingly important cost item."*

## A new tailor-made commercial offer

In order to meet the needs of its customers as closely as possible, Upply is unveiling **new subscription formulas for its SMART solution**. These annual subscriptions allow each company, from the smallest structures to the largest groups, to estimate their benchmark consumption as closely as possible (from 500 to more than 500,000 benchmarks valid for 12 months to benchmark a transport price by road, sea or air). UFIs are also available as an option in the new subscriptions.

In addition to the quantitative analysis based on the benchmark and Upply indexes, the SMART solution also provides a qualitative vision via the market insights produced by the experts. The barometers of transport price evolution based on Upply data are now integrated into the new subscription formulas.

## A new name: SMART

Initially called "Compare & Analyze", Upply's transport price benchmarking and analysis solution has adopted a **new name: SMART**. A change that highlights the willingness to **offer a solution that relies on artificial intelligence, always guided by the acuity of transport expertise**.

### About Upply

Start-up launched in 2018, Upply combines transport expertise and Data Science to bring freight and supply chain professionals a digital solution to benchmark, analyse and anticipate freight transport prices.

The SMART solution helps shippers, carriers and freight forwarders in their decision making. Based on the data collected and on business experts, Upply also publishes market insights and deciphers the challenges of the sector in a neutral manner.

To develop these unique technological solutions, Upply employs data scientists, logistics and IT professionals, and digital experts. The company is based in Levallois-Perret, near Paris.

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