



Unlock the future of transportation:

Reliable Transportation Solutions' story

The story of DAT and Reliable Transportation Solutions (RTS) starts with Justin Wallace, Director of Analytics at RTS.



Justin is a two-decade veteran of analytics who uses data to create efficient business systems and happy customers.

Historically, RTS operated with a robust internal analytics team. And while this team was adept at utilizing existing data for backward-looking insights and augmenting it with contemporary data from external partners, a crucial piece was missing — the ability to predictively analyze market trends and pricing fluctuations with precision. Internal data, no matter how good, comes with a ceiling. Ultimately, their data had no ability to predict, only see what already happened.

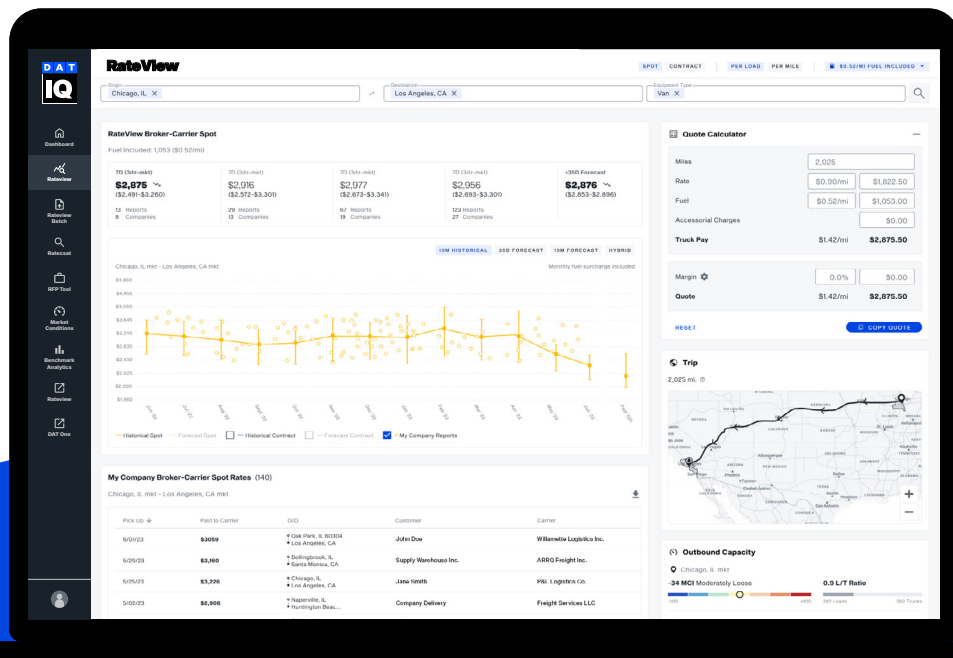
In 2022, the gap between what RTS had and what they lacked became obvious. RTS' approach to pricing — be it instant spot prices or long-term RFP research — was fundamentally reactive. Questions like “What have we been paying?” and “What are other people paying?” took center stage, leaving forecasts a step behind the rapidly fluctuating market.

The change begins with DAT

To bridge this gap and transform their data utilization approach, RTS began a strategic partnership with DAT. This collaboration was designed to address their predictive analysis blind spot head-on.

Utilizing DAT's RateView, RTS saw unparalleled insights on rates for unfamiliar lanes, recent capacity in various markets, and live posted rate data that gave them a heads up to incoming market shifts.

This partnership, built on the internal data RTS had and DAT's own predictive analysis, enabled RTS to develop Optimus, a cutting-edge predictive analytics tool. The initial iteration of Optimus slashed error rates by almost 25%, achieving the target mean absolute percentage error (MAPE) of 10% ahead of schedule and even before integrating additional enhancements.



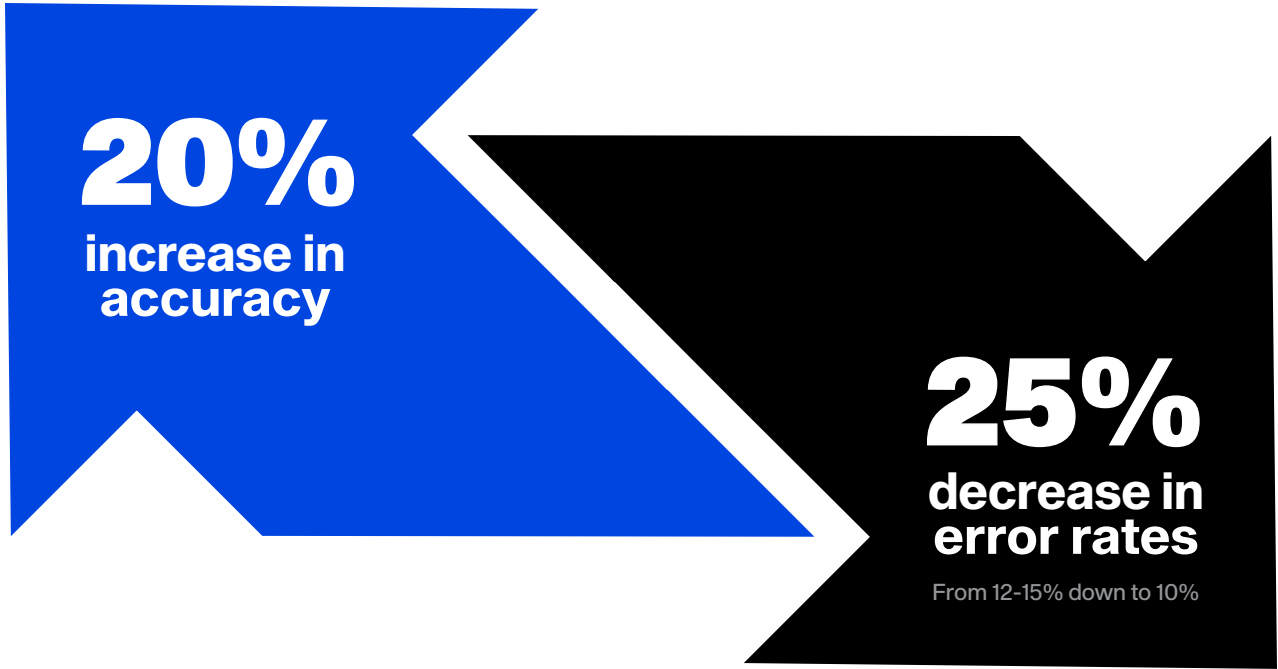
A success story in numbers

DAT's robust data supercharged RTS' own data, and the resulting analysis model has been nothing short of spectacular.

Justin shares, "In terms of how it's helped our pricing models, we've seen a 20% increase in accuracy for our models. We were seeing error rates of 12, 13, and 15% that are now down to 10%."

"And from my experience, that's as good as anybody's doing in the industry. A lot of that's entirely thanks to the data that we've gotten from DAT."

This success story isn't just about numbers. It's about the unparalleled confidence, stability, and competitive advantage that precision and clarity bring to an always-changing industry.



Looking forward

RTS Optimus underscores the power of advanced analytics in transforming markets. Here's what this success story teaches us:

For those poised to redefine the future of transportation and logistics, the message is clear – embracing data analytics with capable partners like DAT can unlock unprecedented potential.



Eager to explore how DAT's analytics solutions can propel your business forward?

Reach out to our representatives today and take the first step towards a data-driven tomorrow.