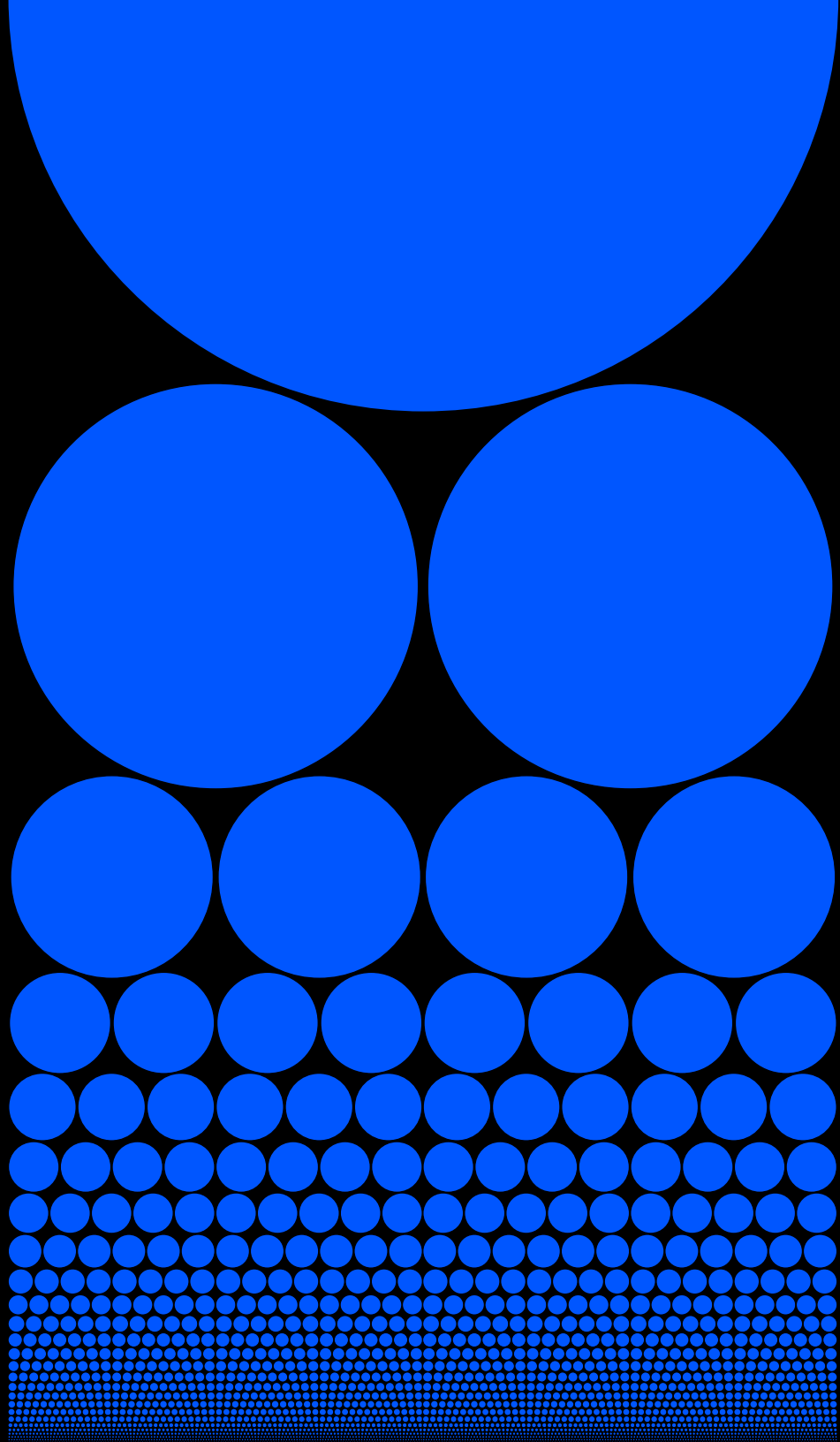


DAT iQ Solutions for Shipper Success

See How
DAT iQ Streamlines
RFP Preparation
for Transportation
and Logistics Teams



Building a thoughtful RFP from the start can make the difference between a grueling time-intensive effort and a painless, streamlined process that saves time and resources, sets the tone for the upcoming fiscal year, and strengthens carrier relationships.

DAT iQ delivers network insights that help you prepare a thorough, focused RFP. With historical rate intelligence and network performance analytics benchmarked to the broader market, DAT iQ helps you set realistic cost expectations and focus your RFP on the lanes and carriers that matter most.

This document outlines key DAT iQ solutions that address common pain points that transportation and logistics teams encounter during RFP preparation.

How top shippers leverage analytics from DAT iQ

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Data Cleansing & Centralization

Drastically reduce the time and effort required to create a “single source of truth” from disparate data sets.

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Lane-Level Analysis

Use rate performance metrics that identify lane-level cost avoidance opportunities.

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Network Expansion - New Lanes & Rates

Get the pricing insights required to set internal cost expectations when expanding products or services requires new lanes.

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Network Evaluation

Get clear visibility into the historical performance of your entire network.

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Offer carriers insight beyond annual volumes, with dashboards that show monthly or weekly volumes to reflect seasonality and encourage better bids.

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Get deep insights into carrier capacity, with map views of “blue chip” carriers plus granular, lane-level data from smaller, regional carriers.

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RFP Objectives & Prioritization

See market inflation trends and performance to establish RFP objectives, identify cost management opportunities and set expectations with executives.

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Low Volume Lanes & Geographic Aggregation

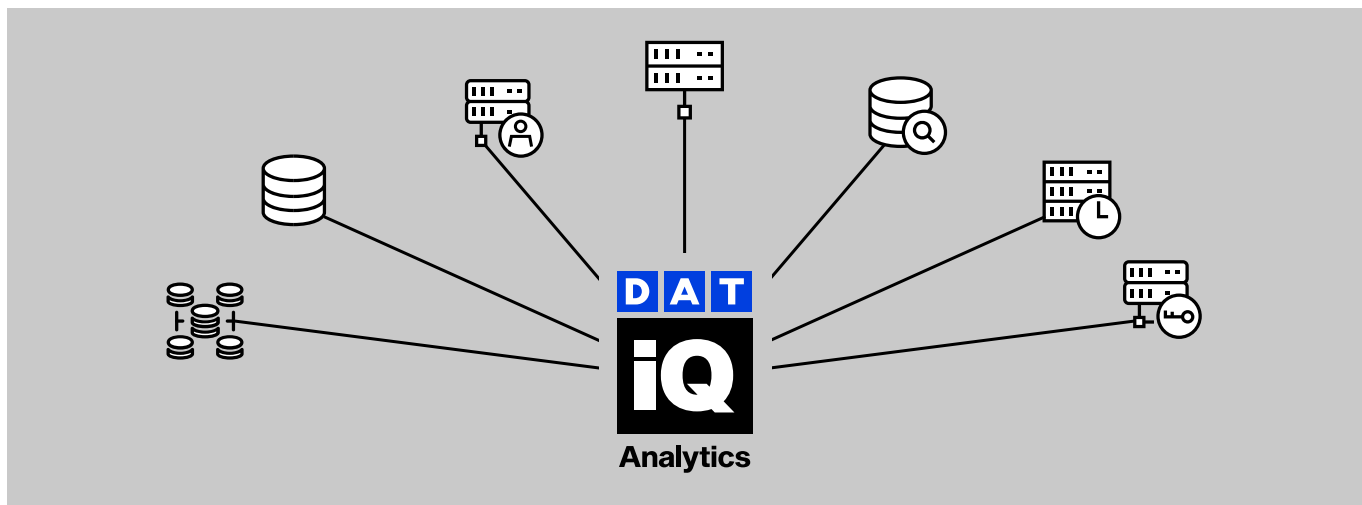
Use Key Market Areas (KMAs) to pool low-volume, inconsistent lanes to create more efficient negotiations.

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Carrier-Level Analysis & Pre-Negotiations

Strengthen your bargaining power with incumbents by benchmarking carrier and broker performance against the broader market.

Data Cleansing & Centralization



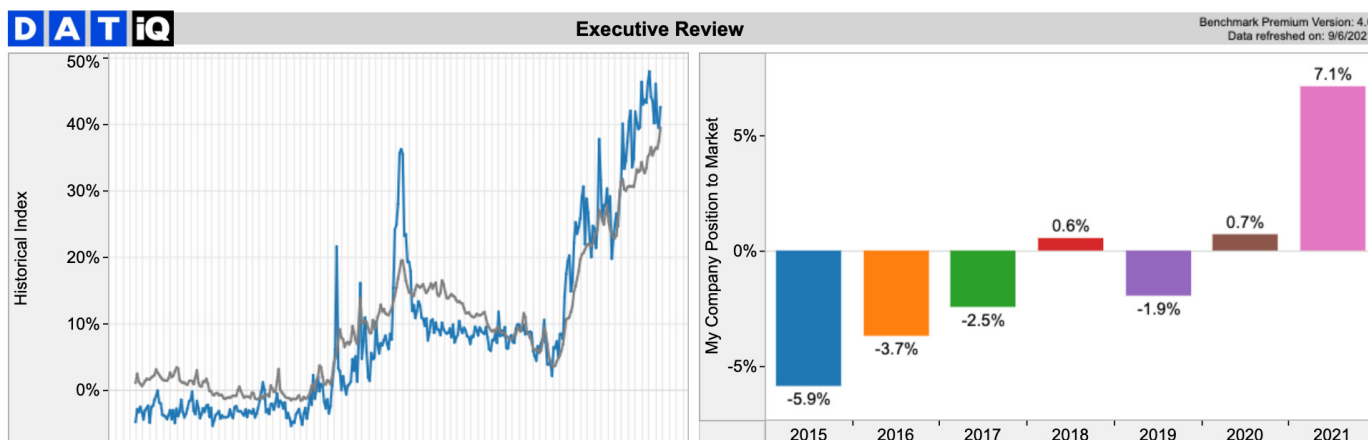
Pain Point

Many shippers face challenges centralizing data sources across disparate internal datasets spanning siloed departmental systems. The process of aggregating, reviewing, and validating data sets to set the RFP strategy can take even the most sophisticated shippers weeks or even months as they struggle to piece together a single source of truth from datasets that aren't standardized and may include conflicting data points.

Solutions & Benefits

Benchmark Analytics from DAT iQ helps drastically reduce the time and effort required early in the RFP process to centralize disparate data sets. Customers compile and rigorously validate data sets across their transportation operations during solution onboarding. Since the data is already centralized, customers have a crucial head start in the RFP processes.

Network Evaluation



The high-level *Executive Review Dashboard* answers how your company's rates changed over time and how you performed in the context of the broader market.

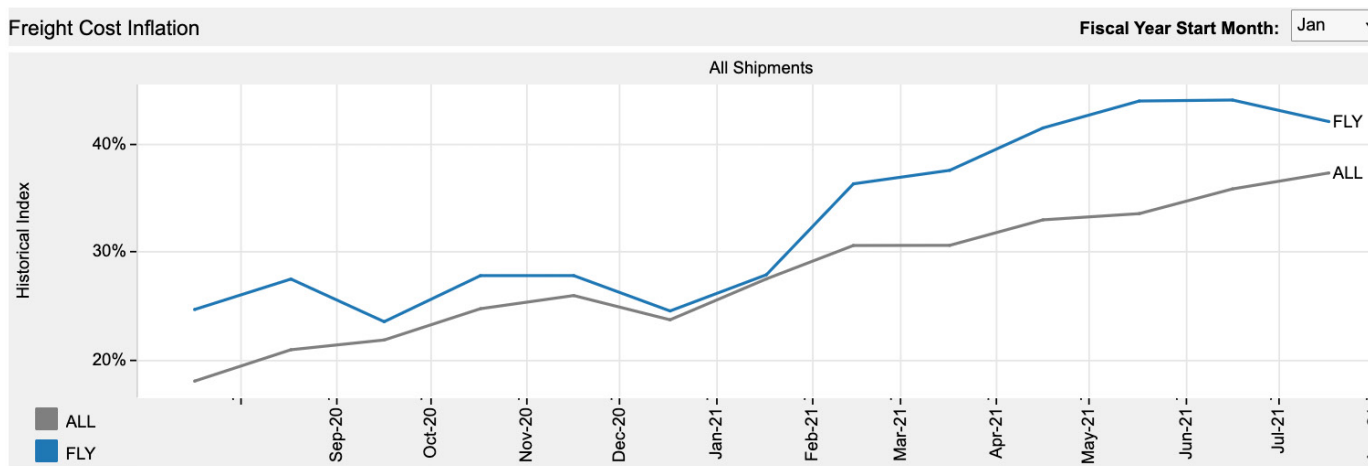
Pain Point

Getting a bird's eye view of your organization's freight network can be a challenge due to the realities of how typical freight operations systems work. While Transportation Management Systems often serve as the nucleus of transportation and logistics operations, they are dynamic and transactional in nature. While effective in tracking freight in real-time, a TMS isn't designed to provide views of rates over time, leading to potential blindspots in a shipper's historical freight moves.

Solutions & Benefits

Benchmark Analytics from DATiQ addresses TMS systems gaps by providing clear visibility into overall network performance. The *Executive Review Dashboard* is one of several views that Benchmark Analytics provides that gives customers an understanding of their historical costs and performance relative to the market to set a baseline for upcoming RFPs.

RFP Objectives & Prioritization



Analyzing your company's inflation against the "ALL" trendline provides a quick comparison of your performance against the broader market to prioritize your RFP objectives.

Pain Point

While it seems obvious, setting the RFP's key goals and identifying where cost management opportunities lie within the context of the current market can be deceptively complex. Depending on a shipper's network footprint, distribution center placement (and alignment with inbound/outbound freight moves), carrier portfolio, planned promotions and cost structures, the RFP process could address a multitude of critical operational objectives.

Solutions & Benefits

The *Inflation Overview Dashboard* within Benchmark Analytics allows procurement teams to better forecast rates at which expiring contracts are likely to reset, helping team leads set expectations with cost-conscious executives. It provides high-level insight into market inflation trends and your relative performance. The "Freight Cost Inflation" chart shows a trendline of how market rates have evolved and how your performance has compared. The "Yearly Inflation" table aggregates the same data by year.

These views help identify key objectives for the RFP:

If rates are under market, RFP objectives may focus on strengthening relationships with incumbents/primary carriers and locking in current rates.

If rates are over market and indicate underperformance, RFP objectives may include finding new primary carriers or level-setting with incumbents to get better rates.

Lane-Level Analysis

Lanes sorted by Market Delta (worst to best)

	Reported All-In Cost	Estimated All-In Cost	Market Delta	Avg. Reported All-In Cost	Avg. Estimated All-In Cost	Position to Market	Shipments	Spot % of Shipments	Count of Carriers
Grand Total	\$141,288K	\$137,845K	\$3,443K	\$871	\$850	2.5%	162,249	5%	25
GUSTINE, CA 95322 - AGUIL...	\$691K	\$341K	\$349K	\$3,386	\$1,673	102.4%	204	0%	1
AVALON, CA 90704 - BUTTO...	\$476K	\$341K	\$136K	\$801	\$573	39.7%	595	0%	2
BLODGETT, OR 97326 - GA...	\$307K	\$200K	\$107K	\$1,851	\$1,204	53.7%	166	1%	3
FRIPP ISLAND, SC 29920 - B...	\$387K	\$294K	\$93K	\$4,031	\$3,062	31.7%	96	1%	2
CHARLOTTE, NC 28025 - SU...	\$344K	\$254K	\$89K	\$1,153	\$853	35.2%	298	0%	2
MALIBU, CA 90263 - ARLING...	\$974K	\$906K	\$67K	\$1,209	\$1,126	7.4%	805	0%	2
KENANSVILLE, FL 34739 - IN...	\$345K	\$277K	\$67K	\$681	\$548	24.3%	506	0%	3
PILOT POINT, TX 76258 - RO...	\$335K	\$269K	\$65K	\$869	\$699	24.3%	385	0%	1

A presorted view of lanes with the highest market delta, where you're paying over market the most, enables lane-level analysis to identify where you can save the most with your RFP.

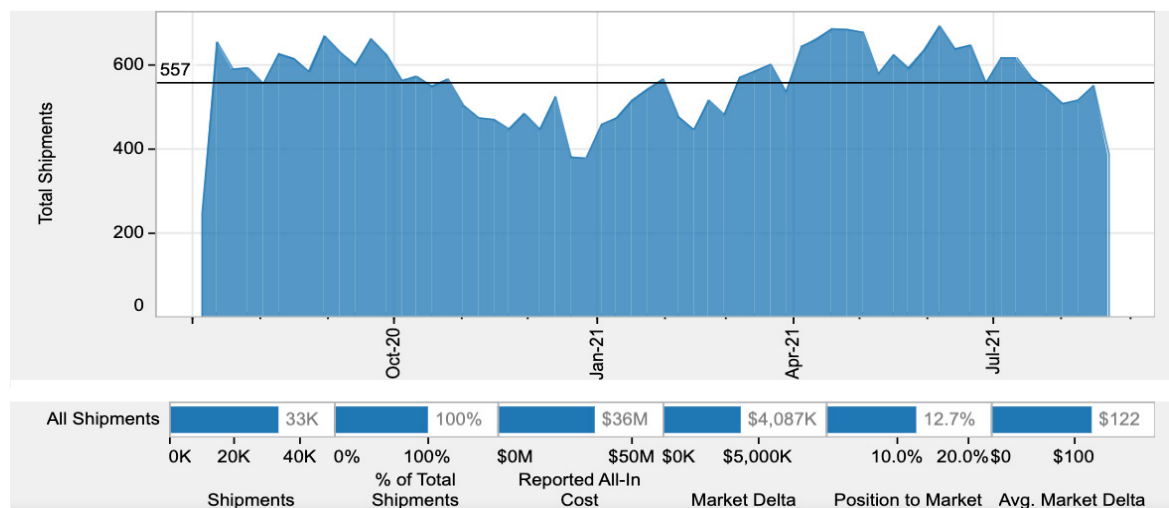
Pain Point

As network complexity increases, the amount of lanes to potentially take out to bid grows quickly. Identifying which lanes to focus your RFP on can be challenging, and finding where cost management opportunities lie is a related pain point regardless of relative network complexity.

Solutions & Benefits

Benchmark Analytics' *Company Maps Dashboard* provides a high-level map visual of lane origins+destinations and how your rate performance on those lanes stacks up to the market, helping quickly identify savings opportunities. The *Company Performance Details Dashboard* includes a table, "Lanes sorted by Market Delta," that helps identify lanes where you're above market and should include in your RFP, versus lanes where you're below market and could leave out of the RFP and stick with incumbents.

Incorporating Seasonality into RFPs



Comparing seasonal spikes to average volume across the selected time period reflects seasonal trends, while market delta and position to market charts show how your rate performance correlates to seasonal patterns.

Pain Point

Annual volume by lane is a starting point for RFP preparation, but annual figures won't give carriers a realistic sense of how your freight network operates through natural business cycles. Including volume estimates by week or month encourages more realistic bids from carriers that align with their capacity during peak seasons.

Solutions & Benefits

The *Company Performance Dashboard* within Benchmark Analytics reveals the seasonal footprint of your network, with the ability to view total volumes by month or week. As you create the RFP, this view of monthly or weekly historical volumes helps build and revise future projections by lane for inclusion in your RFP, so that carriers have a more complete picture of the capacity they'll need to service you throughout the contract.

Inconsistent Lanes and Aggregation

Lanes sorted by Market Delta (worst to best)				<div><div><div><input type="checkbox"/> (All)</div><div><input checked="" type="checkbox"/> 1-3 Weeks, Inconsistent Lane</div><div><input type="checkbox"/> 4-12 Weeks</div><div><input type="checkbox"/> 13-25 Weeks</div><div><input type="checkbox"/> 26-52 Weeks, Consistent Lane</div><div><input type="checkbox"/> Not Categorized, > 1 Year Old</div></div><div><div>Cancel</div><div>Apply</div></div></div>		on to ket	Shipments	Spot % of Shipments	Count of Carriers
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Grand Total	\$141,288K	\$137,845K	\$3,443K						
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				\$869	\$699	24.3%	385	0%	1

Sorting inconsistent lanes by shipments lets you quickly identify the lanes to consider grouping into higher regional levels to encourage higher quality carrier bids.

Pain Point

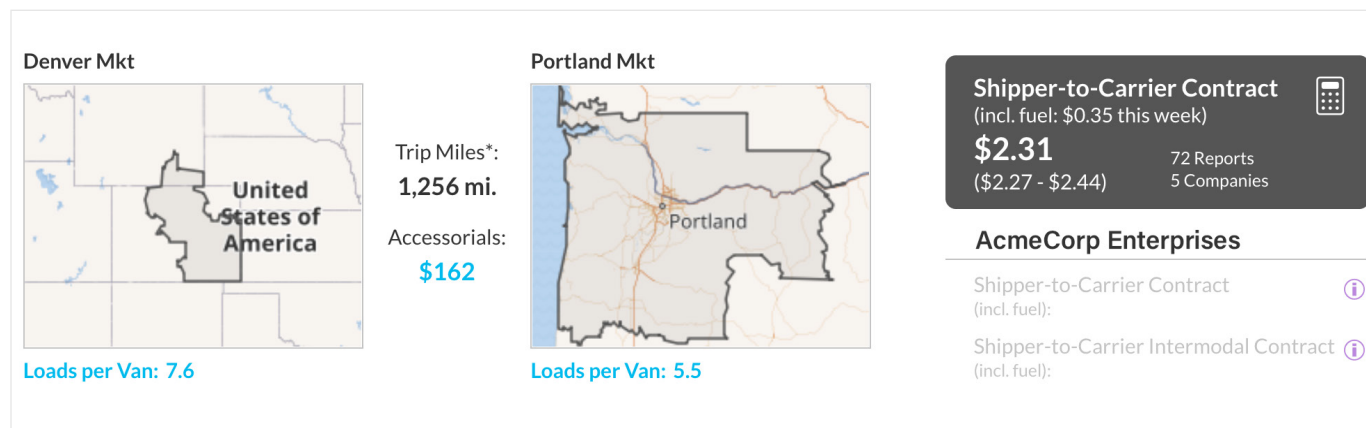
The best carrier bids come from shipper RFPs that present a clear, consistent picture of freight volumes that indicate steady demand across the lifecycle of the contract. Including inconsistent lanes with low volumes can either lead to poor/unrealistic bids on those lanes, or discourage carriers from bidding on them altogether.

Solutions & Benefits

Aggregating inconsistent lanes into larger groupings saves both parties time by focusing negotiations on pooled volume by region (e.g. 3-digit ZIP or market area) instead of separate negotiations for low volume, inconsistent lanes.

The Benchmark Analytics *Company Performance Details Dashboard* provides a clear view of lanes to consider aggregating into a larger regional lane group before including in your RFP. Setting filter 1 to “Shipments by Lane Consistency” and the subfilter to “1-3 Weeks, Inconsistent Lane” helps pinpoint which lanes to aggregate to give carriers a clearer sense of how their network aligns with yours, improving bid quality. The Key Market Areas (KMA's) within RateView are a natural reference.

Network Expansion - New Lanes & Rates



RateView Analytics delivers seamless lookups for the average rate for new network lanes, as well as overall rate ranges and associated fuel and accessorial costs.

Pain Point

Revenue growth initiatives such as launching new products or adding customers in new markets typically require shippers to expand their network with new lanes. Preparing an RFP and setting cost expectations for those lanes is challenging without familiarity on current rates and capacity for those lanes.

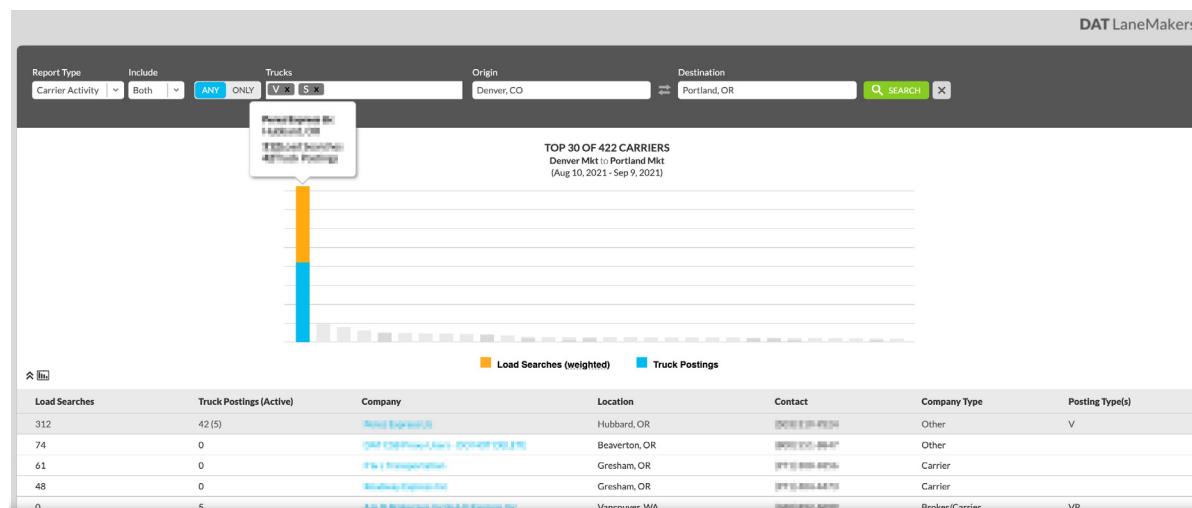
Solutions & Benefits

DAT iQ provides rate insights to set internal cost expectations and prepare for carrier negotiations. Using the broadest, deepest, and most accurate dataset in the industry (including \$110B in 2020 freight spend based on transacted, final shipments contributed directly by customers, never third party data) both RateView Analytics and Benchmark Analytics support rate lookups for single or multiple lane(s):

RateView Analytics prices are calculated using averages of submitted rates for an origin-destination pair by equipment type.

Benchmark Analytics prices are calculated using a regression model that considers a multitude of factors (equipment type, movement type - inbound/outbound, service provider - asset/broker, geography, etc.)

Network Expansion - New Carriers



LaneMakers shows carrier capacity (via DAT load board posts), as well as hidden capacity, by their intent to service that lane (via DAT load board search activity).

Pain Point

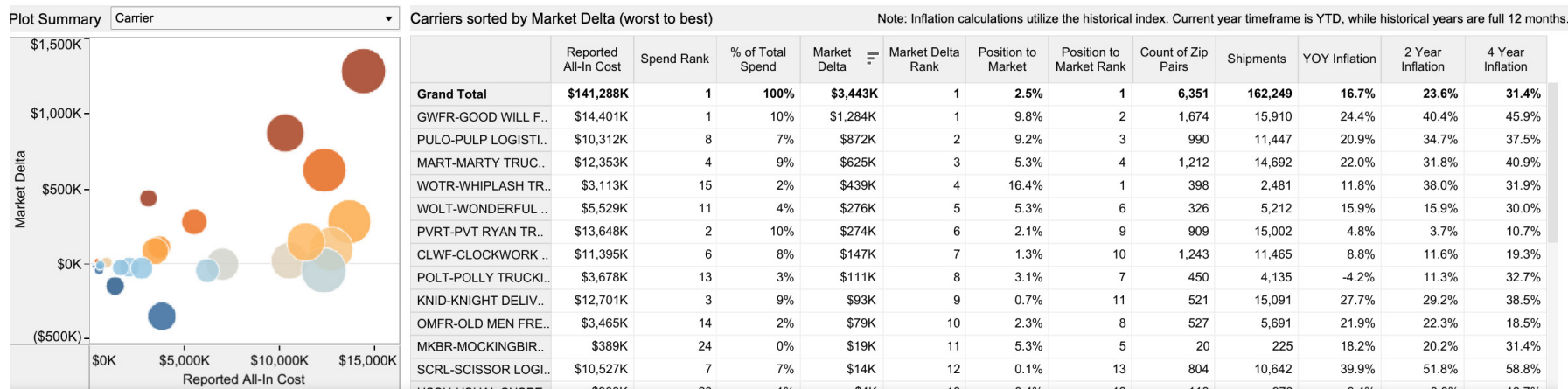
Network expansion not only requires getting acquainted with new lanes, but also understanding carrier capacity to service those lanes. When existing carriers don't have capacity for those lanes, shippers will need to search for new carriers and use the RFP to broaden their carrier portfolio.

Solutions & Benefits

The *Carrier Lookup Dashboard* in Benchmark Analytics shows a map-based view of “blue chip” carriers that tend to have broader regional footprints and more established track records. It includes the modes they support and the states where they operate.

The LaneMakers tool in RateView Analytics provides a more granular, lane-level view of carrier capacity and intent. It typically includes more carriers overall, and skews toward smaller, regional carriers, in case the *Carrier Lookup Dashboard* in Benchmark Analytics doesn't give you all the carriers you need.

Carrier-Level Analysis & Pre-Negotiations



View carriers costs and variance against the market, and drill down into a carrier-level analysis of lanes by volume ("shipments"), length of haul ("Avg distance"), and more, to home in on specific cost savings opportunities with incumbent carriers.

Pain Point

RFPs provide a natural opportunity to analyze carrier performance and determine how to approach relationships with incumbents. Without insights that contextualize carrier and broker performance against the broader market (as well as against each other), shippers lack objective market data to base negotiations on.

Solutions & Benefits

Benchmark Analytics provides an aggregate, high-fidelity rate index that benchmarks carrier and broker performance. Specifically, the *Company Carrier Review Dashboard* includes a "Carriers sorted by Market Delta" table that highlights carriers' rate performance. Since it's presorted by Market Delta to show carriers being paid the most above market, it quickly reveals carriers' relative strengths and weaknesses in the context of the broader freight network to inform how carrier negotiations can resolve problem areas.

**DAT iQ delivers
transportation insights
needed to prepare for
RFPs with confidence.**

**Visit dat.com/shipperiq to
learn how to craft a more
strategic RFP that yields
better business outcomes.**