DAT iQ Solutions for Shipper Success

See How DAT iQ Enables Transportation Network Design, Analysis and Planning

DAT iQ
Analytics

Transportation network design, analysis and planning projects are opportunities for your organization to align department initiatives to broader corporate strategies and business goals. With the holiday peak in the rearview, many shippers experience lower freight volumes early in the annual cycle. This makes it the perfect time to approach transportation planning with an analytics-driven approach, and monitor the impact of changes to the network after RFP execution.

DAT iQ delivers analytics that help transportation and logistics leaders understand previous performance, optimize transportation networks and align broader corporate strategies with the current state of the transportation market.

This document outlines key DAT iQ solutions that address common pain points during transportation planning projects.

DAT iQ

How top shippers leverage DAT iQ

Break Down Transportation Data Silos

Pain Point

Analysis and planning projects require a clean view of historical transportation data. Organizations often use different systems to report on functions that are adjacent to transportation. As other stakeholders report from these systems and integrate with transportation data, the reports can quickly become static or create conflicting views.

The process of aggregating, reviewing and validating disparate data sets into a single source of truth can take even the most sophisticated shippers weeks or even months to complete.

Solutions & Benefits

Benchmark Analytics from DAT iQ helps drastically reduce the time and effort required to centralize disparate data sets into a single source of truth. Customers compile and rigorously validate data sets across their transportation operations during solution onboarding. Since the data is already centralized, Benchmark Analytics customers have a crucial head start for transportation design, analysis and planning projects.

Contextualize Rate Inflation
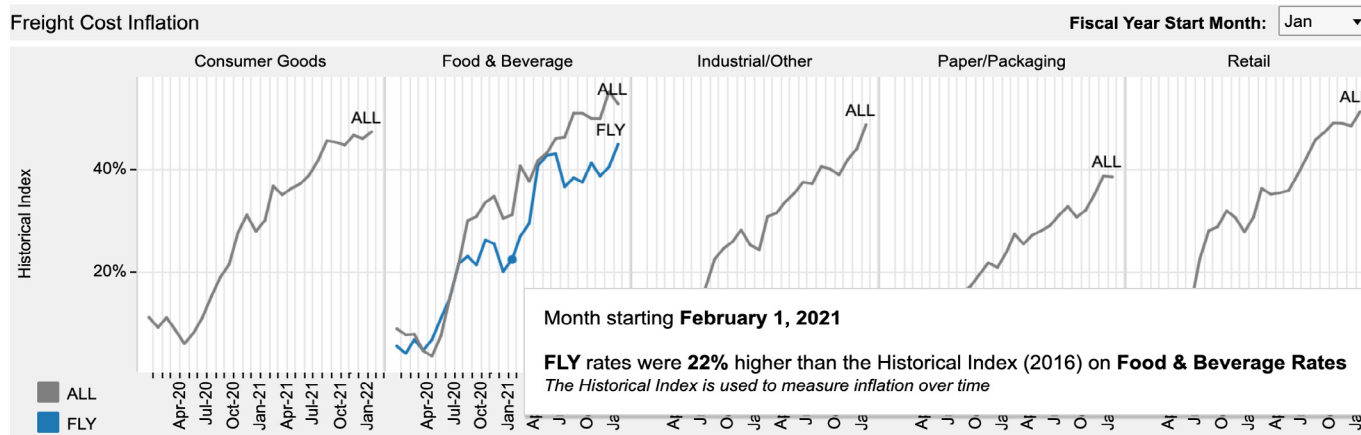
The Inflation Overview Dashboard shows high-level inflation trends across all shippers, with segmenting by industry, spot vs contract and more.

Pain Point

The transportation market has seen historic inflation rates since the onset of the pandemic. The nuances of each shippers' network present unique circumstances that lead to more or less exposure to inflation. Without a clear understanding of how your network's inflation compares to the broader market and similar shippers, you'll face blind spots in your transportation analysis - not to mention tough conversations with your executive and finance teams.

Solutions & Benefits

Benchmark Analytics includes an Inflation Overview Dashboard designed to track your network's inflation year-over-year, compare it with other shippers, and enable further segmentation by industry, carrier or lane.

The Inflation Data by Month Dashboard provides a highly detailed table that shows month-by-month how your network's inflation compares to the historical index (as well as to all other shippers' network inflation). These insights illuminate how inflation is impacting your network in the context of all other shippers, as well as by spot and contract rate types.

Analyze Dedicated / Private Fleet Opportunities

	Reported All-In Cost	Estimated All-In Cost	Market Delta	Position to Market	Avg. Estimated All-In Cost	% Round Trip Cost	Avg. Round Trip All-In Cost	Round Trip - Estimate	Avg. One-Way All-In Cost	One-Way - Round Trip
Grand Total	**$2,234,564**	**$3,397,641**	**($1,163,077)**	**-34.2%**	**$403**	**79%**	**$237**	**($167)**	**$474**	**$237**
AKRON	$16,606	$12,096	$4,510	37.3%	$806	0%			$1,107	
ALACHUA	$4,595	$7,147	($2,552)	-35.7%	$550	100%	$353	($196)		
ALTAMONTE SPRINGS	$1,468	$5,212	($3,744)	-71.8%	$290	100%	$82	($208)		
APOPKA	$1,178	$3,668	($2,491)	-67.9%	$306	100%	$98	($208)		
ARLINGTON	$174	$309	($136)	-43.9%	$309	100%	$174	($136)		
AUBURNDALE	$9,353	$14,805	($5,452)	-36.8%	$361	78%	$196	($165)	$523	$327
BALCH SPRINGS	$10,509	$7,182	$3,327	46.3%	$312	0%			$457	
BARTOW	$1,450	$3,442	($1,992)	-57.9%	$344	100%	$145	($199)		
BRADENTON	$11,323	$18,470	($7,147)	-38.7%	$462	100%	$283	($179)		

Shipment Category by Domicile City

PERRYOPOLIS, PA
One Way
Shipments: 59
Avg. Distance: 143
Avg. Cost per Load: $1,039
Position to Market: 39.6%

The Company Round Trip Opportunities Dashboard compares one-way vs roundtrip lanes and their costs, highlighting where private or dedicated fleets make sense (or proving the effectiveness of existing private or dedicated fleets).

Pain Point

Transportation planning and analysis projects are a natural time to evaluate your mix of for-hire fleets vs dedicated and private fleets. While dedicated and private fleets require a more significant upfront financial commitment, they protect you from the price volatility and higher inflation in for-hire freight and deliver more predictable, stable service levels. The challenge is pinpointing which areas of your network to deploy them and projecting cost impacts relative to for-hire fleets.

Solutions & Benefits

Private and dedicated fleets are most cost advantageous for lanes with a length of haul of less than 250 miles that have consistent weekly volumes based around repeatable, round-trip moves. The Company Performance Details dashboard filters by length of haul and lane consistency to focus on lanes with trips by mileage bands that repeat every week, where private or dedicated fleets may make sense.

Crucially, Benchmark Analytics also includes a set of Round Trip vs One Way Dashboards. The Company Round Trip Opportunities Dashboard compares the one-way rates you've paid to round trip rates in the same market. You can also filter by inbound vs outbound movement type to see where you can match lanes together to form a round trip move. These insights illuminate where private or dedicated fleets can be deployed to increase network efficiency.
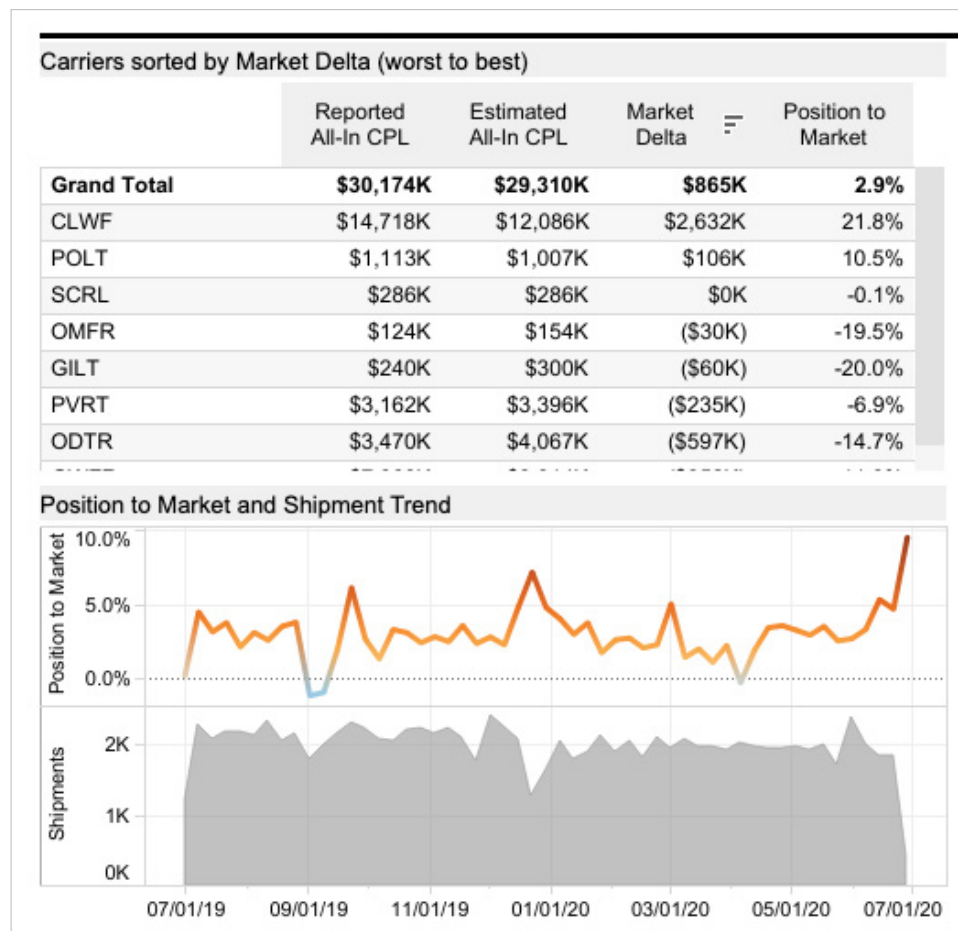
Assess Modal Mixture and LTL Performance

Pain Point

If your network has a significant mix of less-than-truckload (LTL) freight, it's important to analyze LTL cost performance relative to market benchmarks and isolate lanes with cost management opportunities. Also, when facing persistent truckload capacity constraints, breaking truckload into less-than-truckload (LTL) freight can provide the flexibility you need to deliver on customers' on-time requirements.
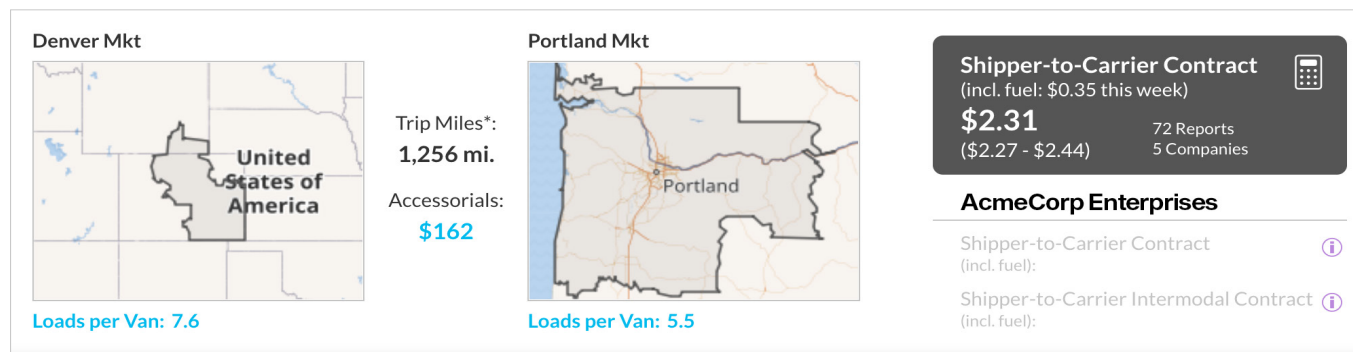
Solutions & Benefits

DAT iQ offers an LTL add-on to Benchmark Analytics to provide business intelligence similar in nature to Benchmark Analytics' Truckload insights. That add-on includes four dashboards to analyze different aspects of your LTL network. The Network Performance Dashboard highlights which carriers and lanes are most out of sync with LTL market benchmark rates to identify cost savings opportunities for your LTL network.

Carriers sorted by Market Delta (worst to best)

	Reported All-In CPL	Estimated All-In CPL	Market Delta	Position to Market
Grand Total	**$30,174K**	**$29,310K**	**$865K**	**2.9%**
CLWF	$14,718K	$12,086K	$2,632K	21.8%
POLT	$1,113K	$1,007K	$106K	10.5%
SCRL	$286K	$286K	$0K	-0.1%
OMFR	$124K	$154K	($30K)	-19.5%
GILT	$240K	$300K	($60K)	-20.0%
PVRT	$3,162K	$3,396K	($235K)	-6.9%
ODTR	$3,470K	$4,067K	($597K)	-14.7%

Position to Market and Shipment Trend

The LTL Network Performance Dashboard is presorted by market delta to elevate LTL lanes with the highest costs over benchmarks.

Expand and Add Redundancy to the Network

Denver Mkt

Trip Miles*:
1,256 mi.

Accessorials:
$162

Loads per Van: 7.6

Portland Mkt

Portland

Loads per Van: 5.5

Shipper-to-Carrier Contract
(incl. fuel: $0.35 this week)
$2.31
($2.27 - $2.44)

72 Reports
5 Companies

AcmeCorp Enterprises

Shipper-to-Carrier Contract
(incl. fuel):

Shipper-to-Carrier Intermodal Contract
(incl. fuel):

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

Corporate initiatives such as new product launches or expanding to new markets typically require new lanes. Meanwhile, supply chain bottlenecks have made logistics teams consider adding new warehouses and distribution centers or nearshoring suppliers, which also typically requires new network lanes. Aligning with sales, supply chain and finance to set cost expectations for those lanes is challenging without familiarity on current rates and capacity for those lanes.
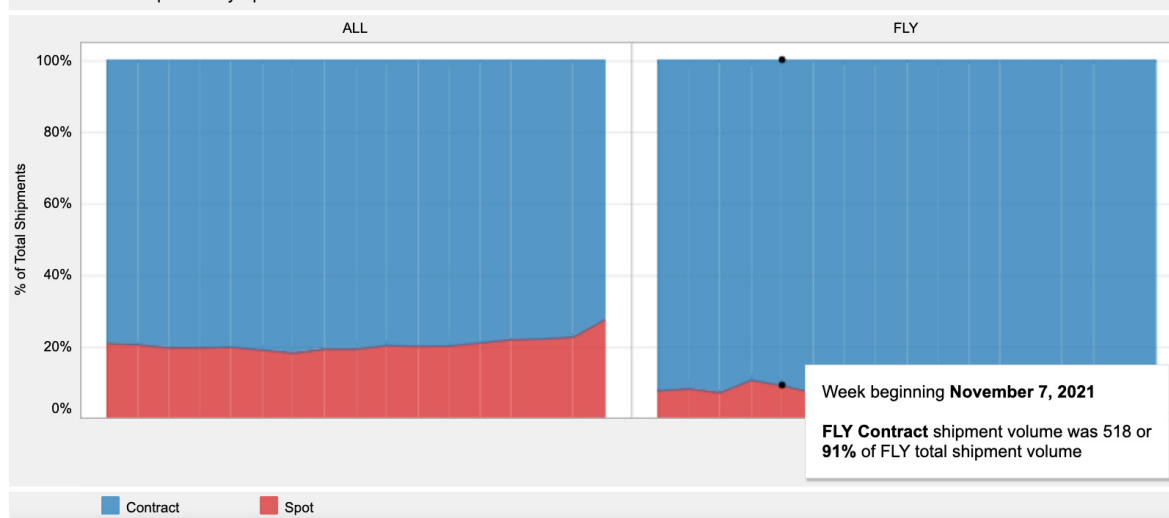
Solutions & Benefits

DAT iQ provides accurate, relevant, up-to-date rate insights to get you quickly familiar with rates, set internal cost expectations and prepare for carrier negotiations for new network lanes. Using the broadest, deepest dataset in the industry (including $125B in 2021 freight spend based on customer's paid freight invoices), DAT iQ provides rate lookups for single or multiple lanes, covering current rates as well as historical trends and rate forecasts. Rateview Analytics delivers

robust historical rate data insights for virtually all lanes, while Benchmark Analytics provides modeled rate estimates based on the specific characteristics of your freight.

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Prove The Benefits of Your RFP: Part 1

Percent of Total Shipments by Spot/Contract

ALL   FLY

Week beginning **November 7, 2021**

FLY Contract shipment volume was 518 or **91%** of FLY total shipment volume

Contract   Spot

The Network Summary Dashboard gives a high-level view of your network's overall mix of contract vs spot market freight, and rate performance within both markets.

Pain Point

Preparing and executing the RFP is one of the most important initiatives for any transportation and logistics team—and also one of the most resource-intensive and time-consuming. Being able to show an ROI for your team's efforts to leaders in other departments builds credibility for transportation across the organization, but can be a challenge without analytics on network performance.

Solutions & Benefits

One of the positive effects of an RFP execution is reduced exposure to the spot market. Benchmark Analytics from DAT iQ provides a Network Summary Dashboard that shows the overall percentage of shipments in the spot vs contract market for your company compared to the overall market. It also benchmarks your average linehaul rate per mile (RPM) against all shippers for both the spot market and the contract to isolate performance across these different aspects of your network.

Filtering these views down to the time before and after the RFP is executed can reflect the positive impacts of your RFP (or may highlight additional change management opportunities).

Prove The Benefits of Your RFP: Part 2

Pain Point

It often takes multiple views of similar data for it to resonate—not only for you but for your peers in other departments. In addition to viewing your RFP's impacts on the percentage of your freight in spot vs contract, it's helpful to see map-based views as well as charts that show premiums you're paying in the spot market, compared to benchmarks.

Solutions & Benefits

The Spot Market Performance Dashboard's map view shows which regions are seeing the highest spot premiums in your network compared to other shippers. In regions where the RFP was focused, you should see better spot market performance relative to benchmarks (and if not, you should investigate carriers on lanes in that region). Toggling to months before the RFP shows the RFP's effects on costs by region.

Trendline charts also reflect 1) spot premiums your company is paying relative to contract, 2) the percentage in spot market premiums you're paying relative to contract rates, and 3) the percentage of all shipments that are going to the spot market. The timeline can be filtered down to the specific time period after the RFP was executed to isolate the high-level impacts of the new routing guide in reducing spot market premiums.
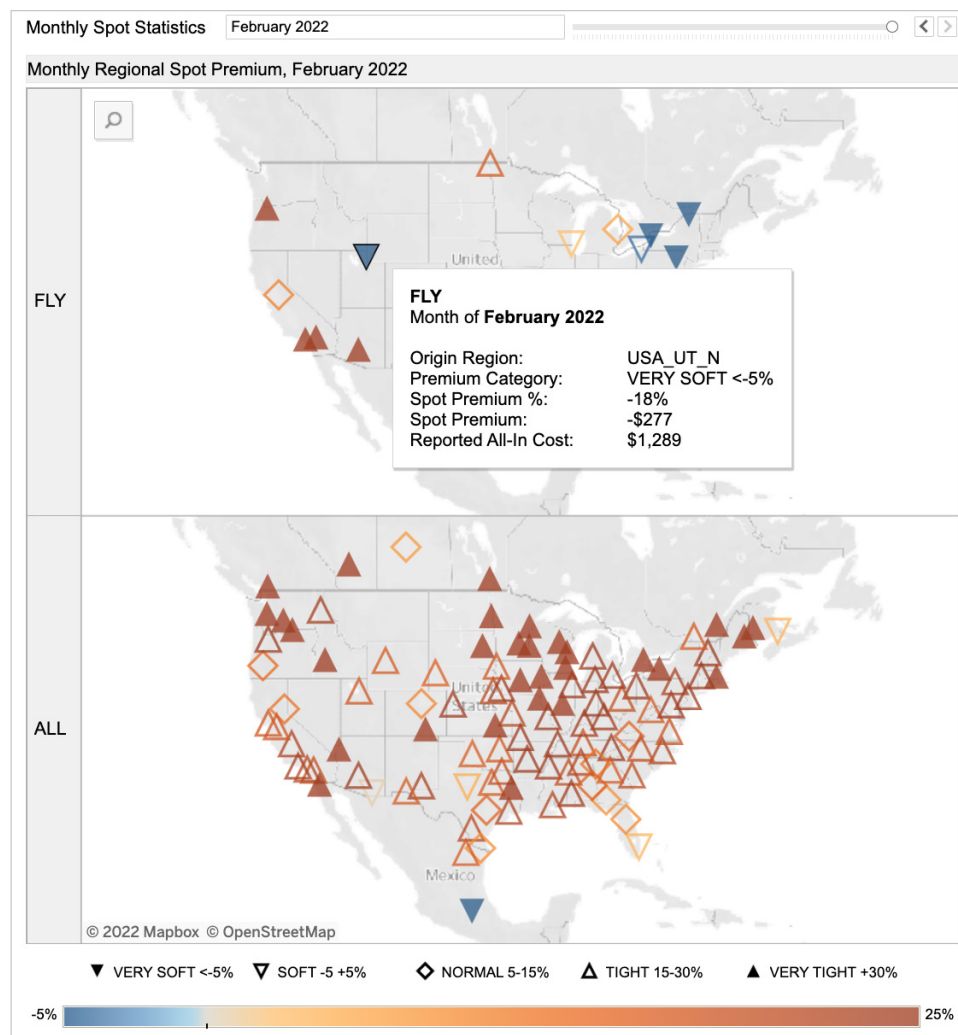
The Spot Market Performance Dashboard provides high-level map views and detailed charts highlighting performance related to exposure to the spot market vs contract.

Monitor Routing Guide Compliance

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	**$34,017K**	**$32,309K**	**$1,708K**	**$1,044**	**$991**	**5.3%**	**32,597**	**8%**	**25**
AVALON, CA 90704 - BLUE ..	$398K	$265K	$134K	$4,426	$2,941	50.5%	90	3%	5
TYBEE ISLAND, GA 31328 - ..	$608K	$486K	$122K	$4,136	$3,308	25.0%	147	0%	1
LANCASTER, CA 93584 - VA..	$540K	$446K	$95K	$1,608	$1,327	21.2%	336	0%	1
AVALON, CA 90704 - BLACH..	$279K	$202K	$76K	$3,979	$2,890	37.7%	70	1%	2
FSI, AZ 85321 - ORCHARD, ..	$320K	$253K	$67K	$4,706	$3,722	26.5%	68	0%	1
AJO, AZ 85321 - ETOWAH, A..	$120K	$55K	$65K	$6,660	$3,071	116.9%	18	0%	1
BIG BEAR CITY, CA 92314 - ..	$158K	$102K	$56K	$1,977	$1,276	54.9%	80	0%	2
TYBEE ISLAND, GA 31328 - ..	$824K	$773K	$51K	$2,071	$1,943	6.6%	398	0%	1

A presorted view of lanes with the highest market delta, where you're paying over market the most, helps identify where you may have routing guide compliance issues.

Pain Point

Monitoring routing guide compliance is crucial after the annual RFP is executed and operationalized in your TMS. As new carriers and updated rates are added to the routing guide, monitoring the RFP's impacts on high-level network costs can be challenging; it's also critical to track new carrier churn and identify "paper rates" where carriers cannot honor the rates committed during the RFP.

Solutions & Benefits

Benchmark Analytics provides views into lane- and carrier-level performance related to routing guide compliance with the Company Performance Details Dashboard. By adjusting the time range to a period immediately following RFP, you can quickly identify carriers and lanes with the highest market delta—where costs are most out of sync with the market.

DAT iQ's transportation experts can help customers get even more granular. Customers can submit a spreadsheet of their routing guide assignments to activate a custom Routing Guide filter for the Company Performance Details Dashboard. This helps pinpoint costs for freight assigned to new carriers (OR freight that they did not take), illuminating the effects of routing guide leakage, RFP "paper rates" and carrier churn.

DAT iQ delivers strategic insights for transportation network design, planning and analysis.

Visit dat.com/shipperiq to learn how to prepare your transportation network for market volatility and disruptions.

DAT®
Freight & Analytics