



International Beverage Giant Turns to Transfix, Machine Learning to Reduce Cost and Ensure Capacity

Freight costs are rising, but programmatic pricing can help shippers keep their edge

THE CHALLENGES

A PERFECT STORM: WHEN BUSY SEASON MEETS TIGHT MARKETS

In anticipation of their busiest time of year, the procurement team faced a formidable undertaking: with several hundred carrier relationships, how would they handle their highest volume season efficiently when their peak period coincided with the tightest freight market? In early 2018 they approached Transfix as a tech partner to find an innovative solution.

Their spot process at the time was similar to that of many shippers: distribute a list of shipments via email to their carrier network, wait for bids, and the lowest price wins. However, not only did they have to wait several hours for replies, they then had to aggregate bids manually. For a brand that moves tens of thousands of truckloads per day, this was an extremely costly and time-intensive activity.

THE SOLUTION

AN AUTOMATED PRICING ENGINE, DRIVEN BY MACHINE LEARNING

After learning about the customer's challenge, the Transfix team knew they were a perfect candidate for its enterprise product: a customized, automated exchange that uses machine learning to provide instantaneous pricing at scale. Plus, guaranteed service. The difference was clear - rather than waiting hours for quotes from a fragmented group of carriers, the customer now had immediate access to fair market prices for 100% of their shipments without lifting a finger. Aggregating real-time truck volumes, shipment density, market data, and even weather patterns, the Transfix pricing engine uses a sophisticated cost prediction model to output competitive spot rates for shippers.

Over time, shippers who enable dynamic programmatic pricing will achieve the most competitive rates and have the strongest pulse on the market.

Transfix's engine can price over 10,000 shipments in under a minute.

THE RESULT

INSTANTANEOUS AND FAIR MARKET PRICING BIDS AT MACHINE SCALE

- **Lower prices, immediately:** With Transfix pricing 100% of shipments, the customer received new, lower rates than before. On average 18 quotes were provided per shipment. At peak, Transfix successfully covered up to 66% of all available spot freight on a given day.
- **Uncapped capacity, agnostic to market conditions:** Within a few days, the customer gained access to unlimited flexible spot shipment capacity. Since the beginning of 2017, the customer's carrier network expanded by 385% coast-to-coast. This was achieved without sacrificing service, as on-time daily pick-ups and deliveries remained above 95%.
- **Increased operational efficiency:** With Transfix's guaranteed service promise, this shipper was able to more accurately predict their transportation costs, quickly adjust to unplanned production changes, and save time sourcing rates over auction, phone, and email.

CUSTOMER BACKGROUND

With hundreds of global brands, this CPG company manages a complex logistical operation. As demand and production continued to increase, senior executives sought innovative and tech-enabled solutions to scale their shipment processing capabilities in a cost-effective manner.

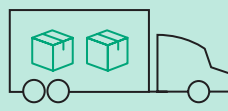
CUSTOMER SNAPSHOT:



> \$15B Revenue



30,000 Employees



850,000 Truckloads per year



About Transfix

Transfix is a leading transportation solutions provider whose digital brokerage capabilities and logistics software offerings are helping reshape the future of freight. The company combines deep industry expertise and a best in class carrier network with cutting edge technology. The result? Competitive pricing, superior service and reliability, and unmatched intelligence for optimizing the supply chain from start to finish. Today, the world's most recognized brands rely on Transfix's trusted carrier network, including six of the top ten retailers and five of the ten largest food and beverage brands in America. Transfix was named one of Forbes' "Next Billion-Dollar Startups" and is headquartered in the heart of New York City. For more information, visit www.transfix.io.

SCALING SPOT BIDS (AND EXECUTION) WITH TRANSFIX:

