

Trans-Lucent

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Transportation Expense Management Systems (TEMS)

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FREIGHT RATE BENCHMARKING GIVES MEMBERS MARKETPLACE EDGE

With the launch of Canada's first web-based benchmarking tool, **The AccuFreight Index (AFI)**, shippers, carriers and third party logistics companies (3PLs) can now benchmark freight rates for shipping lanes within Canada, and between Canada and the US.

"We feel that this type of system is something that the transportation industry in Canada has been demanding for some time," says Shelina Lalani, President of Trans-Lucent Markets. "There is a massive amount of less-than-truckload rate data currently available within AFI, with more being added as our membership grows. We are especially proud of the **ease** and **speed** with which a member can, from their desktop, sign in, describe a type of shipment, and **receive valuable data on current market freight rates** for that shipment. It all happens intuitively and results are returned literally within seconds."



Empower Negotiations

AFI sets an **industry standard** in Canada for freight rate management, benchmarking and trending. Available as a **web-based subscription service**, AFI allows members to query the extensive and frequently updated database of North American freight rates on a lane-by-lane basis.



Within a matter of minutes, a member can pull up a range of freight rates that have been paid or quoted on **almost any type of shipment, on virtually any lane**.

Once subscribed, members will define their searches by origin and destination, and will have the opportunity to refine their search criteria by adding container size (for truckload searches), service level, freight class (for US-bound shipments), and "charge-by" method. Details about equipment type and extra charges, such as fuel surcharges, can also be added.

Benchmark Against Industry Standards

"As the freight rate database grows, more lanes, and more shipment types can be benchmarked using AFI. There are currently **over 94,000 lanes of rates** entered and verified, and the pool of rates we can draw from is growing daily. We feel that this will bring a new sense of **standardization** and market-driven competitiveness to the transportation industry in North America," states Lalani.

"As the database grows, this subscription-based benchmarking tool could become a valuable resource for both shippers and carriers," states Dan Goodwill of Dan Goodwill and Associates, Inc. "There are many occasions when shippers wonder if they are paying market rates or above, and carriers seek to know how their rates compare to their competitors. While freight transportation services are not a pure commodity, the ability to acquire **freight rate benchmarking** information instantly has enormous value."

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Trans-Lucent Markets Inc. (TLM) was formed in 2003 out of a desire to turn the vast amount of financial data available on shipments into valuable information for all sectors of the transportation industry. TLM's mandate is to provide **visibility, access** and **control** by providing best-in-class Transportation Expense Management Systems (TEMS).

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