



# Dynamic Price Discovery

Discover and compare freight market rates instantly to book capacity with carrier marketplaces

## Business context

With tightening freight capacity, shippers need more carrier coverage to make an informed decision about the right price to be paid to transport freight. Conventional methods of spot rating often become inefficient especially for low volume lanes. During times of peak demand, planners have to spend unreasonable time and effort collaborating with carriers to ensure capacity is available with short notice and at the right price. Dynamic Price Discovery solves these problems by providing access to true market rates to shippers in real-time.

## Solution description

With Dynamic Price Discovery, planners get visibility to freight rate quotes from carrier marketplaces within Blue Yonder Transportation Management System and Logistics Network as part of their load tender workflow. Planners can view and compare freight rate quotes from marketplaces with contracted rates to also consider market supply and demand influenced pricing and capacity resulting in better tendering decisions. Dynamic Price Discovery acts as a single point of integration for shippers and their partners for rate discovery and tendering. The user interface includes operations to instantly request rate quotes for one or more loads in a single click. Planners can automate price discovery and tender acceptance to save precious time that would be otherwise spent in tedious manual process to procure capacity.

## Real results

Reduce spot rates  
by up to

**50%**

Save rates  
by up to

**10%**

Accelerate sourcing  
by up to

**50%**

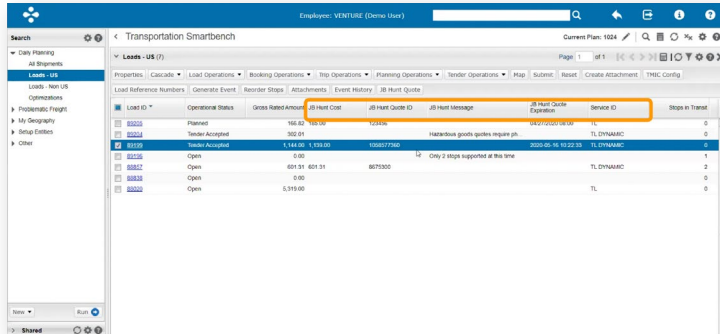
## Key features

- **Freight price discovery**  
Choose the best freight rate across contracted and non-contracted carriers with access to market prices
- **Freight capacity management**  
Get access to additional carrier coverage on demand to manage spikes in freight demand. Get instant access to capacity on new or non-contracted lanes via marketplace integration
- **Efficient freight capacity procurement**  
Save hours procuring freight capacity via secure API-enabled connectivity

# Capability offerings

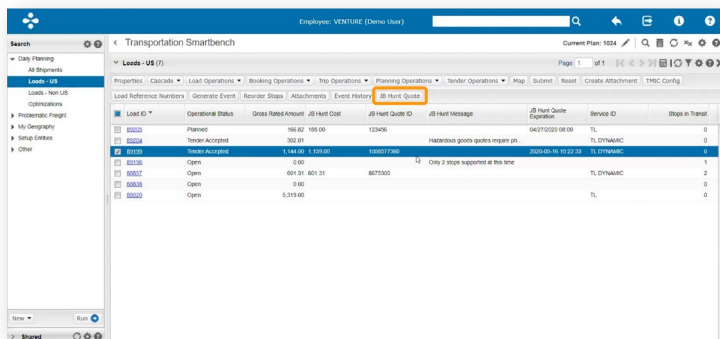
## Side by side price comparison

View and compare contracted and non-contracted market rates side by side within the Blue Yonder Transportation Manager Smartbench.



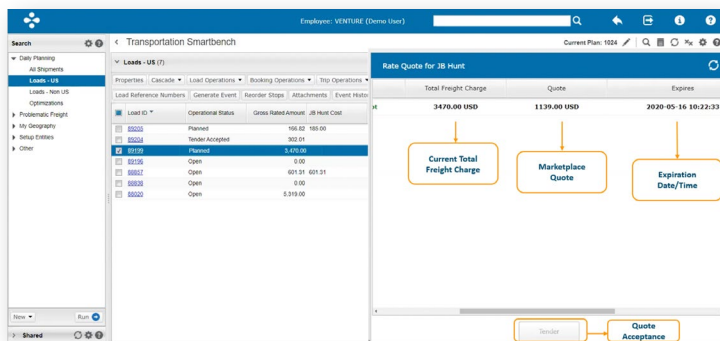
## Easy dynamic price quote retrieval

Configure Blue Yonder Transportation Manager Smartbench to request real-time freight pricing from multiple carrier marketplaces instantaneously. Also attain automated dynamic price retrieval and load acceptance within Blue Yonder Transportation Manager.



## Seamless price discovery workflow

Dynamic Price Discovery workflow is seamlessly integrated within Blue Yonder Transportation Manager Smartbench for planners to enable effective decision-making during tendering operations.



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## Seamless Integration

Seamlessly integrate Blue Yonder Transportation Management Smartbench for day-to-day tender operations with Dynamic Price Discovery

## Key benefits

- Instantly connect with carrier marketplaces to discover real-time market rates and capacity
- Compare contracted and market rates to make informed decisions around load tendering
- Automatically discover market price and accept tender to save time and effort
- Manage low volume lanes effectively by leveraging additional carrier network coverage
- Realize savings and efficiency gains by shifting to a dynamic rate discovery paradigm

## Digital transformation is at your fingertips

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