

Digital Disruptors in the Transportation & Logistics Market

The Business Issue

The client wanted 10EQS to engage existing and prospective logistics customers to test the market perception of disruptive logistics intermediaries.

The Solution

10EQS assessed the rapidly accelerating role of digital freight brokers (e.g., UberFreight, Convoy and Transfix) and freight visibility aggregators (e.g., P44, FourKites and Navisphere) in the U.S. logistics and transportation segment.

The Result

The client leveraged the resulting insights to recognize that they were at risk of business loss from the rapid acceleration of these disruptive companies and that they needed to take action.

Client

Logistics Company

Project Type

Competitive Intelligence & Customer Insights

Project Team

2 Collaboration Managers
1 Associate Collaboration Manager
20 Industry Experts
10EQS Delivery Operations

Time Frame

5 weeks