

# SYNERTRADE SAVES FORTUNE 100 RETAILER 11% IN FREIGHT E-AUCTION

A Fortune 100 Retailer needed to auction \$37M USD of freight costs to cover most of their spend for Pay per Trip and Dedicated Lanes freight categories. Based on one year of historic spend, Synertrade established a baseline per lane, went to market for the total volume, followed by 2 rounds of rate requests, and provided an action plan.

Synertrade worked with the retailer through the following analysis to achieve the highest quality results within the freight event:

- Award base on Joint Business Agreements
- Award based on minimum # of carriers to service
- Award based on LCV equipment types
- Award based on Power Only service
- Award introducing XX% new carrier base
- Award maximizing Fleet carrier
- Award outbound with inbound packaged
- Most cost effective by lane for large capacity
- Compare the selected carrier bid with the lowest bid (for negotiation purpose)
- Allocation percentage to be available against suppliers
- Ability to award primary, secondary and tertiary supplier

## FREIGHT EVENT DETAILS

DYNAMIC  
AUCTION

CASE  
COMPLEXITY  
●●●●●

AUCTION  
SUCCESS  
●●●●●

37 M\$USD | 1,241 BIDS

67 SUPPLIERS 159 LANES

11%  
SAVINGS

Synertrade is a leading provider of eProcurement software solutions that optimize purchasing and finance processes for users.

Deep industry expertise makes Synertrade uniquely qualified to offer insights and strategies for users to gain optimal savings in the category of freight leveraging our knowledge and customer database based on over 600,000+ historical events



**19 YEARS**  
IN BUSINESS

**20+**  
OFFICES  
WORLDWIDE

**300+**  
EMPLOYEES



**350 000+**  
USERS

**\$600B**  
SPEND  
EVERY YEAR



**30+**  
CERTIFIED  
PARTNERS

# THE ACCELERATE SOLUTION FOR FREIGHT

The RFI (Request for Information) templates library combined with the option to send mass emails makes it possible to qualify a large number of suppliers, meeting the Procurement department's expectations, in real time.

R F I

Different RFP/RFQ (Request for Quotation) templates associated with an online publishing tool makes it possible to quickly obtain quantified and detailed bids that perfectly meet your needs.

R F Q

A tool to really help with decision-making, Accelerate RfX makes it easier to compare bids (better combinations, number of suppliers, etc.) and the choice of providers.

A N A L Y S I S

Choosing from the nine types of reverse auctions offered as standard by our solution, like the 'English', 'Dutch' or 'Japanese' auctions, you can refine your negotiation strategy and therefore optimize your savings after a RfX.

e - A U C T I O N

Proceed to awarding your markets online with 100% customizable adjudication forms and synchronize the data with your contracts, your article database, your ERPs, and so on.

A W A R D I N G