

# BluDex™

## Benchmark your truckload rates against the market

### OVERVIEW

Gain a competitive edge in today's transportation market with BluJay Solutions' BluDex™, part of the Transportation GTN. BluDex is a vital business intelligence tool that enables you to gain a real-time perspective of actual transportation costs. With instantly available and actionable information, shippers and carriers alike use BluDex to determine whether rates are competitive and to make the right transportation decisions.

### SOLUTIONS AT A GLANCE

- › Access real-time, real-world industry data for "what-if" strategic network analysis
- › Understand how market rates are trending lane-by-lane
- › Navigate more cost effectively through future capacity crunches
- › Render daily intelligence on market conditions for tactical management of spot freight
- › Know when and where to initiate transportation procurement events
- › Measure the effectiveness of transportation procurement events beyond internal benchmarks
- › Establish a target rate for new lanes or new equipment types
- › Identify where lane-by-lane transportation costs deviate against industry peers or the broader market

### KEY FEATURES

- › Current North American truckload market rates by equipment type
- › Rates based on executed freight in the BluJay's Transportation Global Trade Network
- › Breakout of base rates and fuel surcharge costs
- › Graphical views to show how market rates are trending
- › Freight rates indexes published every month
- › Variety of subscription plans available
- › Flexible delivery options

## SOLUTION

The BluDex Transportation Index is an aggregation of market transactions. Unlike other transportation industry indices, BluDex tracks actual, executed freight costs throughout the Blujay Solutions Transportation GTN.

The most critical component to successful benchmarking is credible data. By leveraging the power of the Blujay Transportation GTN — with national coverage including freight moved by thousands of carriers — BluDex provides an accurate window into the North American transportation market. Millions of transportation transactions take place annually in Blujay's Global Trade Network, and this network data is aggregated and analyzed to develop lane-based transportation benchmarks that provide visibility into market trends and benchmark rates. Moreover, this benchmark information is available seamlessly within Blujay's Transportation Management or Parcel solutions, or directly through the BluDex application.

## HOW IT WORKS

Blujay Solutions' BluDex calculates transportation indices using a sophisticated proprietary algorithm that takes into consideration actual rates, rate variances, capacity constraints, industry fuel surcharge structures, surplus and deficit market conditions, and many other factors.

BluDex is updated each month, whereas other benchmarking services may utilize data that represents a snapshot in time or is several months old. BluDex allows a more accurate, real-time view of transportation benchmarks and trending on any given lane. With a combination of benchmarking and weekly/monthly trending, companies gain access to one of the most powerful tools available in today's transportation market.

Finding freight costs that deviate from the index provides a starting point to investigate data that is outside the norm — in terms of internal benchmarking and external benchmarks from peers. For example, shippers can understand which lanes are overpaid and in need of procurement events, while carriers can gain a competitive position and a better chance of being awarded business.

With flexible delivery options, BluDex is available as a web-based or mobile application, embedded within Blujay's Transportation Management, or embedded within Blujay's Procurement solution.



“BluDex is a fantastic benchmarking tool where we can put in any two points and quickly understand what the price we should be paying is against what we are actually paying. By using this tool, Topco found 12% opportunity on all lanes, so we can immediately put in an RFP to improve savings opportunities.”

Corporate Logistics Manager  
Topco Associates



## ABOUT BLUJAY SOLUTIONS

Blujay Solutions delivers supply chain software and services to the world's most progressive retailers, distributors, freight forwarders, manufacturers, and logistics service providers. Transforming supply chain logistics with the Blujay Global Trade Network, we enable customers to unlock the power of more than 40,000 universally connected partners. With Blujay, companies can achieve greater trade velocity, transform their supply chain economics for disruptive advantage, and see beyond the horizon to optimize their future in the global economy.