Study indicates Shippers are unprepared for Algorithms employed by Transportation Companies to maximize revenue

Mark Smith

Controller

ABC Corporation

Dear Marc

I am writing you and (Title 1) and (Title 2) to share the results of a market research study focused on industries response to new sophisticated algorithms employed by employed by the freight transportation industry to maximize revenue. Freight transportation is becoming more like the airline or cruise-line business—where billions of dollars in new revenue is earned by manipulating capacity and de-coupling service charges from base rates while adding surcharges. This recently completed study illustrates how expensive that can be for companies in your industry.

Our contracted market research firm interviewed your employees along with employees from 150 similar companies to understand the current state of freight management cost management for companies spending over 20 Million Dollars per year in transportation . We are offering every company that participated an opportunity to review the results and key take-aways from the study. You may be interested to know that:

* **87% of respondents** could save $1 Million dollars or more annually by implementing a transportation Management system
* **Over 50% of respondents** cited cost as the principal reason they had not implemented such a system.
* **Over 61% of respondents** could notaccurately assess the cost of inbound freight.

In general the study indicated that the systems and processes employed by companies buying transportation services have not kept pace with new technologies transportation vendors have deployed to maximize revenue. We hope this new knowledge we offer freely, will level the playing field.

MEBC is a leader in both the field transportation practices and IT technologies to achieve optimum results. For more information on our company please visit [www.mebcglobal.com](http://www.mebcglobal.com)

Please allow us 30 minutes to present the conclusions and best practices that came from the industry survey. We are looking forward to share insights gained from your peers and our own ideas and experience.

We look forward to speaking to you soon.