

IRU partners with Upply on access to key transport pricing information

10 May 2021, Paris - Through a new partnership with Upply, the digital marketplace dedicated to road transport and supply chain professionals, IRU, the world road transport organisation, is providing its members with pricing information to help them make the best possible business decisions.

With a view to maximising the benefits of new digital technologies for the road haulage sector, IRU and Upply are providing professionals with the keys to making this market more efficient, transparent and fair.

Upply's data on road transport prices will be made available to IRU members via its online Intelligence Platform service. IRU's Intelligence Platform brings together real-time regulatory and operational information for journey planning, with insights on key industry trends for longer-term strategic planning.

"Information only has real value when it's shared. For Upply, helping to enrich the IRU platform with our expertise in data science and transport pricing enables us to work towards this goal. What's more, we deeply appreciate being able to work with this historic international organisation. I'm convinced that this partnership will help IRU members in their decision-making," said Boris Pernet, Upply's Chief Executive Officer.

"IRU's Intelligence Platform already includes a wealth of information to support strategic business decisions. The addition of pricing information and trends from Upply will go even further to ensure that IRU members have all the tools they need to succeed," added Vincent Erard, IRU's Director of Corporate Services.

Accessing transport prices and understanding the evolution of freight rates is a key element for all links along the logistics chain: shippers, forwarders, professional organisations and carriers. Drawing from its database of 250 million data points, Upply has developed unique statistical and algorithmic models to provide reliable insights. IRU members can view **pricing information from the last two years on nine major European routes** throughout France, Germany, Italy, Poland and the Benelux region.

This partnership will also allow IRU members to discover other Upply solutions for comparing and analysing freight transport prices: Compare a Price, Compare a Budget and Trends.

About Upply

Founded in November 2018, Upply is a marketplace dedicated to transport and supply chain professionals. Upply redefines market fundamentals by offering digital solutions to overcome the volatility of transport prices and a marketplace that puts shippers and freight carriers in direct contact with one another. In line with its vision of a world in which the supply chain must be simple and fluid, Upply enables professionals (carriers, shippers, consulting firms and commission agents) to overcome the opacity of information and the imbalance between supply and demand in the market. Upply employs data scientists, logistics and IT professionals as well as digital experts. The company is based in Paris.

upply.com

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About IRU

IRU is the world road transport organisation, promoting economic growth, prosperity and safety through the sustainable mobility of people and goods. As the voice of more than 3.5 million companies operating mobility and logistics services in all global regions, IRU leads solutions to help the world move better.

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