



Press release

Upply extends its road freight price benchmarking solution to the Maghreb

Paris, 6 July 2023 - Upply, a company specialising in the digitalisation of transport and the supply chain, is extending the geographical coverage of its solution, Smart to the Maghreb countries Tunisia, Algeria, and Morocco. Until now, Smart has been available for benchmarking and analysing road freight prices in Europe and North America (1). By expanding its offer, Upply is responding to strong demand from its shipper customers, whose flows between Europe and the Maghreb countries are growing rapidly.

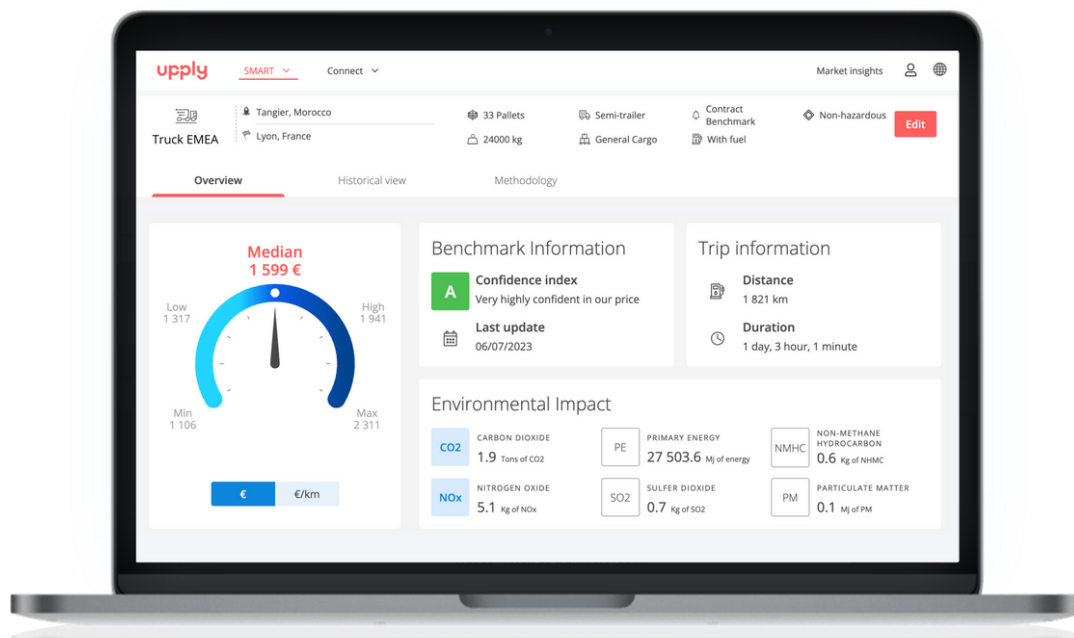
The supply difficulties and logistical disruptions experienced during the Covid and post-Covid periods have led many shippers to implement strategies to relocate their production centres to regions such as the Maghreb, Eastern Europe, and Southern Europe, in order to bring their production closer to areas of consumption. The integration of Maghreb countries into Upply's Smart solution will enable European shippers to accurately assess their transport costs as part of their *nearshoring* strategy.

Enabling access to these three new countries was made possible by Upply's 200 new partners and the mathematical modelling and econometrics work of Upply's Data teams. Drawing on a database of over 750 million invoiced transport rates, Upply's Data teams have adapted the existing calculation algorithms to suit the characteristics of transport in the Maghreb and thus offer a price analysis of road freight within the Maghreb for all origins, destinations, and types.

Thomas Larrieu, CEO of Upply, said:

"Several of our long-standing customers regularly ask us to analyse transport costs between Europe and North Africa. In a global context of relocation of production areas close to centres of consumption, it seemed crucial to us to include the Maghreb countries in our transport price analysis tool. This new functionality is a direct response to the expectations of our customers and a large proportion of European shippers facing similar supply chain management issues."

With this geographical expansion, Upply is consolidating its position as a world leader in providing freight price analysis and forecasting tools based exclusively on market data. With over 15 million benchmarking entries recorded by more than 1,500 users, the Smart solution now gives shippers and carriers a complete understanding of transport prices in the Maghreb region, enabling better logistics planning and more efficient management of their transport investments.



(1): the United States, Canada, Mexico

About Upply

Upply, a technology platform serving freight transport professionals, designs and develops solutions to help carriers, shippers and freight forwarders exploit the full potential of digitalisation to serve their business.

Combining transport expertise and Data Science, Upply has been developing its Smart solution dedicated to benchmarking and analysing freight rates since 2018. The leader in benchmarking for European road freight, Smart helps supply chain players make decisions and optimise their transport investments.

The company is based in Paris and currently has more than 60 employees dedicated to developing its unique technological solutions.

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