

## Partnership: Upply integrated with Sinari solutions to increase the efficiency of carriers

**Paris, 14 November 2023** – Upply, a major player in the digitalisation of freight transport, and Sinari, a French software publisher and leader in solutions for the Road Freight Transport and Logistics sector, announce a partnership aimed at increasing the operational efficiency of road carriers.

In an economic climate of declining volumes and profitability in the road freight transport sector, the partnership between Upply and Sinari offers new business opportunities for carriers using Sinari's solutions. They will benefit from direct access to freight from Upply's shipper customers, while remaining in their usual working environment.

Through this collaboration, the Upply Connect platform will be integrated directly into Sinari's suite of software, used daily by thousands of carriers.

Thomas Larrieu, CEO of Upply, explains:

*"We are proud to announce this partnership, the result of a common vision: to integrate and harmonise technologies to offer transport professionals a suite of interconnected tools. Through the direct integration of shippers' requests within Sinari solutions, we offer carriers a simplified and efficient way to search for freight, optimising their operations and maximising their profits. This allows them to stay in their usual work environment without having to navigate on a separate platform. This initiative also strengthens Upply's position by expanding our network of carriers, ready to meet the continued growth of our shipper customers' needs."*

Hugues Dollé, Sinari's Sales and Marketing Director, adds:

*"This partnership represents a major step forward for the 2,200 carriers using our Sinari TMS solutions in France and the Benelux. Direct access from our TMS solutions to Upply offers carriers the opportunity to find freight faster and directly from shippers, which is a key operational asset in this context of declining volumes. Our new SINARI Network Services platform, which will connect all of our customers, allows us to make this integration with Upply possible for every one of our customers. We are convinced that this will bring real business added value for our carriers, in particular to fill their empty transport but also to develop their sales revenue. Upply and Sinari are both driven by the values of simplicity and efficiency and this collaboration is an example."*

The integration of Upply into Sinari solutions is already being rolled out and will be fully operational in the first half of 2024.

This collaboration demonstrates the technological synergy between the leaders in the digitalisation of freight transport operations. It highlights the crucial importance of optimising and automating tasks to increase profitability and efficiency in this ever-changing industry.

### About Sinari

The Sinari Group brings together know-how from well-known and expert companies with over 30 years' experience in serving transport and logistics businesses. Created in 2019 and based in Cesson Sévigné, near Rennes, the Sinari Group has existed through its subsidiaries since 1977. Thanks to its 260 employees, the group equips more than 6,000 companies with its solutions: it has been built around the companies OMP, Eliot, GPI, Stock-it, IT 2000, TAS-TMS, Cofisoft, CJM, Xyric, ITEM, AxioRoute and Negsys.

The Group's mission, led by its chairman Sébastien Rufflé, is to allow each player in the supply chain and more particularly carriers, to have easy access to efficient software solutions but also to facilitate their interconnection with mutual respect, in particular through its SINARI Network services platform

[sinari.com](https://sinari.com)

### About Upply

A technological platform serving freight transport professionals, Upply designs and develops digital solutions to help supply chain professionals (shippers, carriers, freight forwarders, and consultancy firms...) exploit the full potential of digitalisation in the service of their business.

With its Smart solution, dedicated to benchmarking & transport price analysis, Upply offers fast and transparent access to the evolution of freight rates (road, sea, air). Made possible thanks to the aggregation of more than 750 million invoices, the solution helps stakeholders better understand rate volatility and optimise transport investments.

Thanks to its Connect solution, Upply allows shippers to find transport capacity from a network of verified road carriers while digitalising the management of their operations; and also allows carriers to develop their business by securing their cash flow through Net 7 payments after transport delivery. As a trusted third party, Upply checks the documents and solvency of registered stakeholders and manages administrative procedures from A to Z.

Launched in 2018, the company is based in Paris and currently has more than 60 employees.

[upply.com](https://upply.com)

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