



Press release

Upply launches its digital solution Connect

14 March 2023, Paris - Upply, a start-up specialised in offering digital solutions dedicated to transport professionals, launches Upply Connect, a platform connecting shippers and road transport operators.

Following 2022, a year marked by a strong increase in revenue (x 3.4), Upply launches its new road transport platform, Upply Connect. This platform provides a direct link between shippers, carriers and freight forwarders. It simplifies and automates transport management, for road transport operations in France and with neighbouring countries. After 6 months of testing with privileged partners, subscription is now open to all professionals.

Upply continues to deploy digital solutions for transport professionals, five years after launching its Smart and Market Insights solutions, dedicated to benchmarking and price analysis.

A solution co-built with transport professionals

The transport ecosystem is showing great appetite for digital developments, but the success of any solution depends on its ability to integrate all the complexity of transport operations in one simple and intuitive interface.

"Transport professionals are very receptive to the idea of deploying new digital tools if they allow them to really gain in efficiency and performance. In 2022, our teams worked with dozens of carriers and shippers to precisely identify their needs. We have designed a digital platform that we have been testing for 6 months, one that perfectly meets their expectations. Today I am delighted to announce the official launch of this technological solution, which will be publicly presented at the next SITL show ()", announces Thomas Larrieu, Chief Executive Officer of Upply.*

To carry out this new stage of its development, Upply was able to count on its majority shareholder, GEODIS.

“Upply is one of the pillars of GEODIS' digital strategy. In just a few years, this start-up has established itself as one of the technological leaders in the logistics industry. The launch of this new digital offer directly meets the expectations of our customers in a market marked by high price volatility. Thanks to this platform, we believe we will eventually be able to bring together several tens of thousands of companies, Upply is destined to become a key European player in the digitalisation of our industry”, says Marie-Christine Lombard, Chief Executive Officer of GEODIS.

Net 7 payment terms for carriers

With Upply Connect, carriers and freight forwarders establish a direct relationship with their customers. Prices and conditions are negotiated without the intervention of Upply.

The benefits for transport operators

- Source new customers and reduce empty returns.
- Highlight their quality of service at the right price to hundreds of shippers.
- Secure their cash flow with net 7 payment after delivery.

In a sector that requires significant investments but is characterised by modest profit margins, the financial guarantee provided by Upply makes it possible to secure the cash flow of SMEs in road freight transport.

Upply Connect also saves time on administrative and time-consuming tasks by digitalising and centralising transport-related documents.

For carriers, access to and use of the platform is completely free of charge.

Easier access to transport capacity for shippers

In a context of tensions over available transport capacity, shippers need reliable and fast means to secure their access to carriers and transport operators.

The benefits for shippers

- Automatically broadcast their transport requests to their usual carriers, as well as to thousands of other carriers and freight forwarders.
- Receive relevant transport offers in less than 30 minutes and select the most suitable one.
- Simplify administrative tasks by receiving a single invoice from Upply for all transport carried out during the month.

Laurent H elard, POINT.P's Head of Transport Coordination for Purchases, highlights the benefits observed during Upply's beta-test phase:

"During a 6-month test phase conducted jointly with Upply's teams in two of our regions, we were able to experience the ergonomics, functionality and quality of Connect. For all our transport needs, we received several offers from carriers in less than 30 minutes. More than 90% of our transport requests have found a carrier to ensure the delivery of our goods. This has been a conclusive test for POINT.P agencies and we will continue to use Upply for our spot transport needs."

St ephane Guindollet, Transport Purchasing Manager at Intermarch e, also talks about their experimentation of the service:

"What we liked most about Upply was how easy it was to start using the solution. In no time at all we were able to send our transport requests to our usual carriers as well as to a network of new operators. The Upply Connect interface offers simple, frictionless navigation, and adoption by Intermarch e teams has been very fast. In addition, we really appreciated the permanent dialogue with the Upply teams and their responsiveness in taking into account our feedback and in adapting the solution to our needs as much as possible."

(*) SITL, the Transport & Logistics Innovation Week, will take place from 28 to 30 March 2023 in Paris at the Porte de Versailles. Find the Upply team who will be demonstrating Upply Connect in booth E79.

About Upply

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

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

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