

## Smarter Sourcing with Real-Time Market and Emissions Intelligence

Sourcing freight efficiently is harder than ever. Procurement teams are being challenged to cut costs, validate pricing, and reduce emissions – all while navigating volatile market conditions. Data quality and accessibility often limit strategic decision-making.

That's where the Keelvar x Upply integration comes in.

Now, procurement teams can access benchmark freight rates, lane-specific CO<sub>2</sub> emissions estimates, and mileage data directly within their sourcing events. Whether shipping by air, sea, or road (EMEA and NA), this integration empowers buyers to evaluate bids confidently and sustainably.

### Key Benefits

- **Accelerate Sourcing Cycles:**

Eliminate manual data entry and external lookups to move faster from tender launch to award decision, increasing efficiency and reducing cycle times.

- **Improve Cost Competitiveness:**

Access to real-time benchmark data helps validate supplier rates, identify cost outliers, and ensure more competitive pricing across every transport mode.

- **Achieve Sustainability Objectives:**

Integrated emissions and mileage data empowers teams to prioritize low-carbon options and align sourcing with corporate ESG and Scope 3 goals.

- **Make data-driven decisions:**

Model different award scenarios with trusted benchmarks and emissions insights, helping stakeholders make confident trade-offs between cost, speed, and sustainability.

- **Create win-win outcomes with ease:**

Deliver actionable, data-backed feedback to suppliers, encouraging better performance over time meaning more business for them, and better prices for you!

### Ideal for teams that:

- Want faster, smarter decision-making in logistics sourcing
- Need to reliably and easily integrate emissions considerations into sourcing
- Are preparing for complex tenders with volatile rates

## Requirements:

- Valid Upply API key or subscription (bring your own license)
- Org-level setup enabled by Keelvar Customer Success Manager
- Bid sheet configuration to support benchmark/emissions column

## Supported modes:

- Air
- Sea
- North America Road
- EMEA Road

### Chris Walsh, Primary Product Manager at Keelvar, says:

*"With Upply, we now offer full modal coverage across our two primary regions (EMEA and NA) and extend our sustainability insights through additional emissions data and road-specific distance calculations."*

### Thomas Larrieu, Chief Executive Officer at Upply, comments:

*"This collaboration with Keelvar is a natural extension of our ambition to bring transparency and agility to freight procurement. By embedding our market intelligence into sourcing workflows, we're contributing to a broader ecosystem of smarter, more responsive supply chains."*

## Keelvar >

### ABOUT KEELVAR

Keelvar is the global leader in intelligent sourcing optimization. With a focus on automation, and advanced analytics, Keelvar empowers procurement teams to drive the best sourcing outcomes.

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

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## upply

### ABOUT UPPLY

Upply, tech platform revolutionizing freight transport management. Its mission: to simplify the analysis, decision-making, and execution of freight operations through data and tech.

With unique technology DNA and over 750 million data points, Upply designs solutions driving operational efficiency for shippers, carriers, and freight forwarders. Price analysis, sourcing, tracking, administrative management, CO2 assessment: the platform boosts the performance and sustainability of the supply chain.

Based in Paris, the company now brings together more than 60 dedicated team members, committed to making freight transport more accessible, transparent, and efficient for thousands of industry players.

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

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