



Freight Rate Index Monetization and Construction

About Company

Freightos™ is making shipping smoother with the world's online freight marketplace and freight automation technology. It allows freight forwarders and carriers to manage contracts, and automate and manage the quotation and sales process, from their own web site.

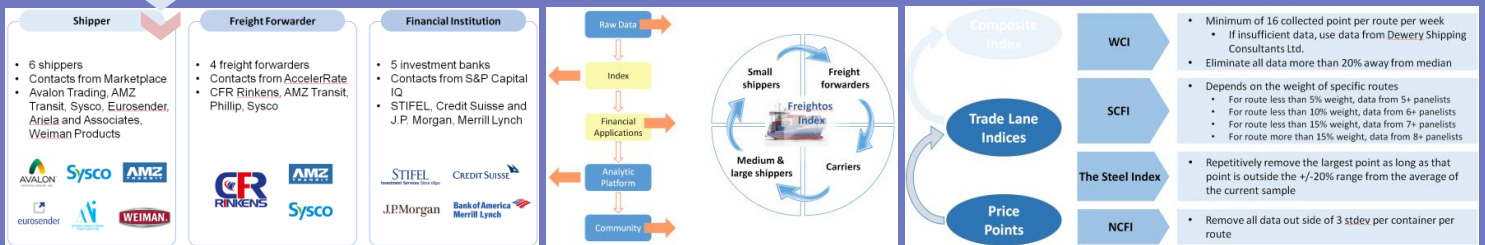
Project Overview

With acquisition of WebCargoNet and merger of the two companies' data assets, Freightos now has the world's largest database of freight rates both current and historical. Freightos intends to by Q1 2017 establish a daily freight rate index published to the market. The project includes:

- (1) Definition and creation of the index
- (2) Analysis of potential customers and strategy for monetization
- (3) Review of competitive offerings
- (4) Definition of derivatives to be created on the index and how to market/monetize them

Methodology

- Primary Market Research (phone interviews)
- Secondary Research (e.g. index benchmarking)



Findings & Recommendations

Most shippers are in a very passive position to discover reasonable freight pricing level and trends, and they are of high interest in market transactional price and lane specific data. Freight forwarders basically admit transparency is lacking in this market and they would like more information on historic price and market benchmarking with analytic features. Financial institutions prefer high level statistics with special needs of volume and vacancy. Container indices existing in the market include BDI, SCFI, and WCI, while they are either limited in geographic regions covered or data type (e.g. P2P) and volume. As a conclusion, Freightos Freight Rate Index will be welcomed as a marketing tool for its Marketplace or as a starting point for the whole monetization strategy.

