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The ROI of Shipment Visibility



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A practical way to size what visibility is worth to your business: the pressures on mid-sized LSPs, four cost drivers with formulas, and a worksheet to total your number.

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Visibility on top of the systems you already pay for

We don't replace your TMS, WMS, or ERP. The Visibility Platform connects to what you already run, turns conflicting data into one trusted status per shipment, and puts it in front of your team and your customers.

What you already run

Carriers and forwarders
Ocean, air, and road

TMS
Bookings and orders

WMS
Warehouse events

ERP
Customer and billing data

Email and spreadsheets
Updates outside any system

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MODDULE® **Visibility Platform**

Connect
Carrier-agnostic tracking across every provider you use.

Reconcile
One trusted ETA per shipment when sources disagree.

Alert
Exceptions flagged before free time runs out.

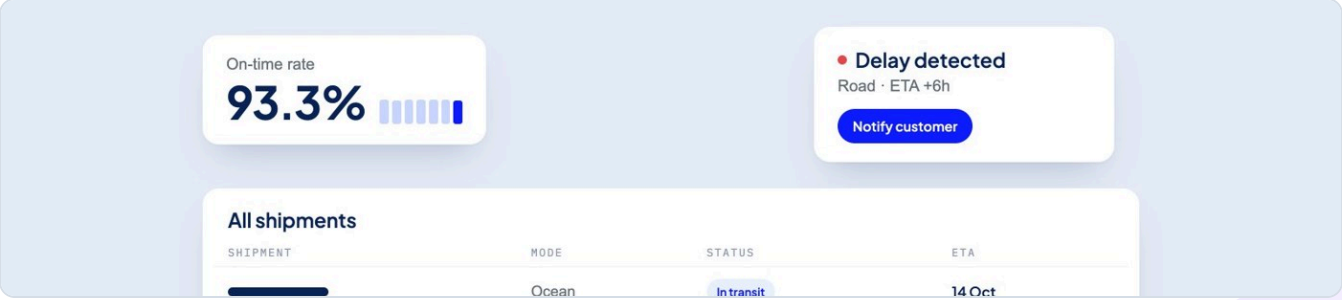
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Your operations team

- One view of every shipment, with no portal logins
- Exceptions surfaced while there is time to act

Your customers

- A white-label tracking portal under your brand
- Delay notifications sent automatically



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Thin margins leave no room for blind spots

Mid-sized LSPs compete with the global players on service, without their headcount or IT budgets. Three pressures make visibility a cost decision rather than a nice-to-have.

Margin pressure

Rates are under pressure, and every unplanned charge comes out of your margin. A single missed free-time window can wipe out the profit on a shipment.

Growth without headcount

Manual tracking scales linearly: more shipments means more coordinators. Visibility lets the same team handle more volume.

Customers expect real-time tracking

Shippers now expect live tracking as standard in tenders. Offering it under your own brand helps you keep accounts that would otherwise move to a larger provider.

How to use this framework

Each cost driver comes with a formula, what to measure, and a worked example for an illustrative LSP: 10,000 shipments a year across 7 providers, $55,000 average cargo value, and a 20% D&D incidence rate at $2,600 per incident. Replace our inputs with yours, then total them on page 9.

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Manual tracking

Your coordinators spend 30–40% of their day logging into carrier portals, copying ETAs into spreadsheets, and chasing updates by email. That's paid time spent finding information instead of acting on it, and unified tracking removes most of it.

Annual manual tracking savings

Annual shipments × status checks per shipment × (minutes per check ÷ 60) × loaded hourly cost × % eliminated

What to measure

Checks per shipment

Portal logins, ETA updates, and status emails from booking to delivery.

Minutes per check

Time to find, confirm, and record one status update.

Loaded hourly cost

Salary, benefits, and overhead. Standard: 1.3–1.5× base.

Worked example	
Annual shipments	10,000
Status checks per shipment	10
Minutes per check	10
Loaded hourly cost	$30
Time eliminated	48%
Annual manual tracking savings	**$240,000**

- Redeploy the time you get back to new accounts instead of hiring for the next volume increase.

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Demurrage and detention

When a delay surfaces after free time has run out, someone pays, and often it's you: charges that can't be passed through, disputed invoices written off, and goodwill credits to keep a customer. Early exception alerts give your team time to rebook, reroute, or collect before the clock starts.

Annual D&D reduction

Annual shipments × D&D incidence rate × average D&D cost per incident × % reduction from early alerts

What to measure

Incidence rate

Share of shipments that incurred any D&D in the last 12 months.

Cost you absorb

Only what you didn't recover: write-offs, credits, and unbilled charges.

Expected reduction

20–40% with visibility and alerts. Start at the low end.

Worked example	
Annual shipments	10,000
D&D incidence rate	20%
Average D&D cost per incident	$2,600
Reduction from early alerts	30%
Annual D&D reduction	**$1,560,000**

- This is usually the largest driver for LSPs, and the easiest to verify: pull last year's D&D invoices and credit notes.

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Customer status requests

“Where is my shipment?” is the most common question your customer service team answers, and every answer means another lookup. A white-label tracking portal and automatic delay notifications let customers serve themselves, under your brand.

Annual status request savings

Annual status requests × hours per request × loaded hourly cost × % deflected to self-service

What to measure

Request volume

Status calls, emails, and chats per month. Sample one busy week.

Handling time

Minutes from request to reply, including the lookup.

Deflection rate

Share of customers who will self-serve once they have a live link. Assume 40–60%.

Worked example	
Status requests per year	12,000
Handling time per request	10 min
Loaded hourly cost	$36
Deflected to self-service	50%
Annual status request savings	**$36,000**

- This saving is deliberately conservative. It leaves out the retention value of giving customers tracking they’d otherwise get from a larger competitor (see page 10).

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Tools and integrations

Most LSPs pay for tracking several times over: a container tracking subscription, a separate air or road tool, per-carrier API fees, and developer time spent keeping in-house connections alive. One carrier-agnostic platform replaces most of that spend.

Annual tool and integration savings

(Current tracking tool spend + annual integration upkeep) × % retired

What to measure

Tool spend

Every tracking subscription, portal license, and data feed you pay for.

Integration upkeep

Developer or contractor hours spent fixing broken carrier connections.

Share retired

What you can switch off once tracking is unified. Keep anything tied to contracts.

Worked example	
Current tracking tool spend	$30,000
Annual integration upkeep	$40,000
Share retired	75%
Annual tool and integration savings	**$52,500**

- This is hard cash, not reclaimed time. It shows up as a canceled invoice, which makes it the easiest line to defend to finance.

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Total your number

Run each formula on your own data, add them up, then set the total against your platform cost to get ROI and payback. Our illustrative example is shown alongside.

Sum your cost drivers

	Example	Yours
Manual tracking	$240,000	$
Demurrage and detention	$1,560,000	$
Customer status requests	$36,000	$
Tools and integrations	$52,500	$
Total annual value	**$1,888,500**	$

Set it against cost

ROI

(Total annual value − annual platform cost) ÷ annual platform cost

%

Payback

Annual platform cost ÷ (total annual value ÷ 12)

months

Example figures are illustrative, modeled on a mid-sized LSP handling 10,000 shipments a year across 7 providers. Your result depends on your inputs.

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Depending on your business, these may apply

SLA penalties

Monthly SLA breaches × penalty per breach × 12 × reduction from proactive alerts.

4 × $2,500 × 12 × 60%

$72,000 / yr

Customer retention

Accounts at risk over service × annual gross margin per account × % retained.

2 × $60,000 × 50%

$60,000 / yr

Tender win rate

Tenders per year × win-rate uplift from branded tracking × margin per win.

20 × 5% × $50,000

$50,000 / yr

Three assumptions drive most of the variance

Your D&D exposure is higher than you think

Count write-offs and goodwill credits, not just invoices you paid. A 25% incidence rate instead of 20% raises D&D savings by 25%.

Manual work is usually underestimated

Log one to two weeks of time spent in portals, spreadsheets, email, and calls. This often reveals 10–20% more cost than the first estimate.

Tool spend hides in other budgets

Check IT, operations, and sales budgets for tracking licenses and carrier data fees, and include contractor hours for integrations.

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Savings start in weeks, not quarters

Visibility goes live in stages, so value arrives before the first renewal conversation. Here's a representative timeline for a mid-sized LSP.

Weeks 1–2

Carriers and systems are connected and unified tracking goes live. Portal logins start to drop.

Weeks 3–4

Exception alerts are tuned to your free-time windows, and D&D prevention begins.

Weeks 5–8

The white-label portal rolls out to customers, and status requests fall.

Month 3

Legacy tracking tools are switched off at renewal, and savings reach full run rate.

What you won't pay for

A new TMS
We sit above your existing systems.

An IT project
Carrier connections are ours to build and maintain.

Extra headcount
Your current team runs it from day one.

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Ready to put a number on visibility?

Your ROI depends on your data. In 30 minutes, we'll walk through your inputs, pressure-test the assumptions, and show the Visibility Platform tracking your own shipments.

Book a 30-minute session

moddule.com

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