

More than 80% less effort in freight tender preparation

Customer case from logistics procurement demonstrates significant time savings through standardized logistics requirements

- **Less than two hours instead of two working days:** Around 150 freight lanes were prepared and transferred to the company's freight tender platform in a fraction of the previous time.
- **Less manual data collection, higher data quality:** All relevant logistics requirements were already available in a structured, up-to-date and digitally reusable format.

Mannheim, July 14, 2026. Preparing freight tenders still requires considerable manual effort in many companies. Logistics requirements have to be collected from different sources, verified, coordinated and prepared for tender platforms.

A recent customer case from a Europe-wide freight tender illustrates the potential of standardized and centrally maintained logistics requirements. As part of a cross-business freight tender, one business unit had to contribute around 150 freight lanes to the tender process. All required information was compiled directly from the existing Loady data repository and transferred to the tender platform, including ERP references, assigned carriers and validity periods.

"What previously would have required almost two full working days of preparation was completed in less than two hours," says Maik Anderssohn, Order-to-Delivery and Logistics Procurement, Chemical Intermediates at BASF SE. "The biggest difference for me was that all the required information was already complete and structured. Previously, I had to gather information from many different sources, compare it and verify it several times. It was always time-consuming and tedious."

The simple and intuitive user experience was another major advantage. Relevant freight lanes could be identified quickly using filter functions and prepared directly for the tender process – without additional training or complex intermediate steps.

The standardized approach also benefits logistics service providers. Logistics requirements can be processed digitally right away – either by downloading the data or via existing system integrations. This reduces manual clarification, coordination effort and rework throughout the entire tendering process.

"These are exactly the kinds of processes we wanted to simplify with Loady," says Stefanie Kraus, Co-Founder and CEO of Loady. "Transport and site requirements still create a tremendous amount of manual work in many organizations today. From the very beginning, our goal has been to make these logistics requirements centrally available and reusable in a standardized way. Receiving such positive feedback from daily operations is particularly rewarding. It confirms that standardized logistics requirements create real value in day-to-day logistics."

About Loady

Founded in 2023 in Mannheim, Germany, Loady provides the foundation for the next generation of digital logistics processes. By standardizing and digitally providing logistics requirements, Loady enables their seamless use across the supply chain – from freight procurement and transport planning to execution, delivery and compliance. In doing so, Loady transforms logistics knowledge into a digital resource for efficient collaboration, automation and AI-powered processes. Today, Loady provides logistics requirements for more than 22,000 products and 500 sites across Europe, the United States and Canada.

More information: www.loady.com

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