

Unifying Global Freight Rates & Bookings with AI and APIs

Executive Summary

The global freight market still treats rates and bookings as two separate, manual workflows—despite their obvious interdependence. Rate sheets sprawl across PDFs and spreadsheets, while bookings crawl through emails and outdated EDI, driving up cost, latency, and errors.

Ship Angel eliminates this divide. By fusing carrier-grade APIs with proprietary AI, Ship Angel delivers a single platform that surfaces every viable sailing, generates an all-in cost in milliseconds, and executes the booking instantly—no spreadsheets, no ghost loads, no second-guessing.

The Unsolved Rate Problem & Booking Bottlenecks

The Unsolved Rate Problem

Least-Digitized Link

Still the least-digitized link in the modern supply chain. While customs, insurance, and tracking have gone digital, rate discovery remains buried in emails, spreadsheets, and static PDFs.

Surcharge Sprawl

Over the last five years, dozens of volatile accessorial—ETS, low-sulphur fuel, GHG, war-risk—have turned each quote into a multi-variable equation.

LLM Blind Spot

General-purpose AI still struggles with dense tables and numerical variation, requiring a purpose-built extraction engine.

The result: Analysts lose hours reconciling feeder rates, currencies, and surcharges—before any strategic decision can even begin.

Booking: The Bottleneck After the Quote

EDI + email ≠ real-time

Booking cycles still ping-pong across portals, middlemen, and outdated integrations.

No-shows and rollovers

Double-digit percentages of containers don't show—forcing carriers to overbook and driving further volatility.

Manual drag

Errors cascade through manual rekeying—from rate desk to terminal gate.

Why 2025 Is the Inflection Point



Carrier API Convergence

A universal booking and schedule schema is now in motion across the top 15 global ocean carriers.



AI Scalability

Cost and compute constraints are lifting—making sub-second predictions on bill-of-lading-scale data viable.



CapEx Commitment

Since 2023, carriers have earmarked over \$6B in digital investments, paving the way for rapid modernization.

The Ship Angel Platform



Unified Rate Intelligence Engine

- Ingests every tariff, spot sheet, and contract
- Normalizes carrier-specific language
- Exposes a single source of truth via GraphQL and REST APIs



Real-Time Booking Orchestrator

- Confirms space in one click—or one API call
- Captures VGM and AMS; issues booking reference
- Syncs booking data with TMS/ERP systems in seconds



AI Optimization & Predictive Analytics

- Dynamic lane scoring: Balances cost, time, and reliability.
- Volume propensity: Identifies likely no-shows and adjusts proactively.
- Crisis playbooks: Models alternate routings within minutes of a disruption.



Dynamic Pricing & Allocation

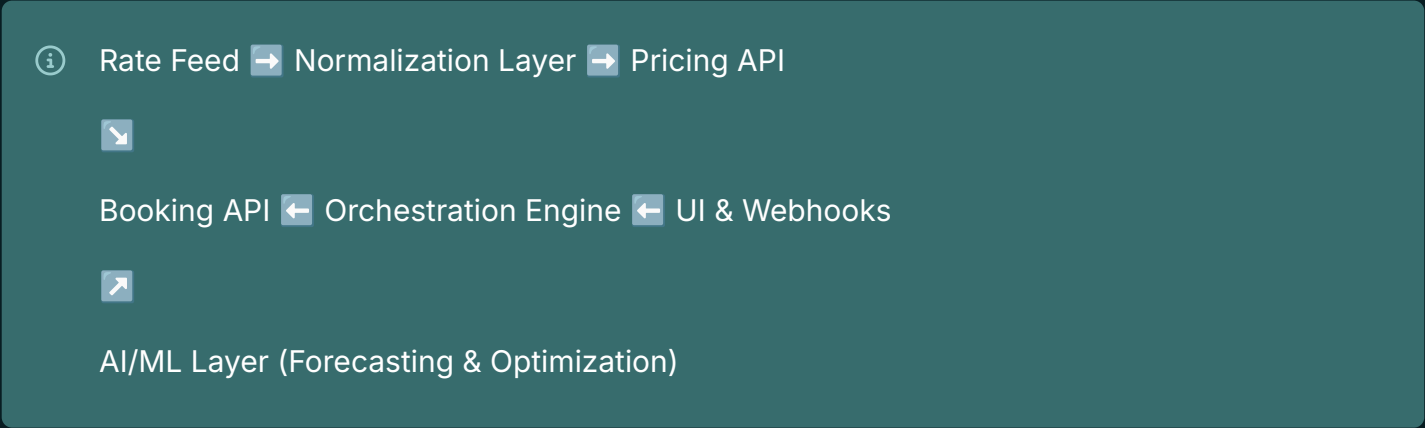
- For carriers: Maximize utilization without overselling.
- For shippers: Transparent, event-driven pricing replaces static spreadsheets.

Stakeholder Benefits & Reference Architecture

Stakeholder Benefits

Stakeholder	Pain Today	Ship Angel Impact
Shippers	3–5 days to compare quotes; 20% rate swings can kill SKUs	Instant, apples-to-apples pricing; resilient cost forecasts
Forwarders	Manual data entry; opaque margins	API-first margin control; automated booking
Carriers	10–15% no-show rate; utilization whiplash	Predictive fill rates; dynamic price ladder

Reference Architecture (High-Level)



All wrapped in a security and compliance layer, including audit logs and full ISO-27001 adherence.

Impact Scenarios & Roadmap

Impact Scenarios



COVID-scale surge

If freight costs spike from 5% to 20% of ex-factory value, Ship Angel flags margin erosion, reprioritizes SKUs, and recommends modal shifts—automatically.



Suez-style disruption

Real-time sailing alternatives are generated in seconds—not hours.

Roadmap

Horizon	Key Deliverables
0–6 mo	End-to-end rate + booking parity across top 10 carriers
6–12 mo	Predictive allocation + customer-level SLAs
12–24 mo	Self-optimizing contracts + autonomous freight buying

Conclusion

Rates and bookings are the heartbeat of global trade. Optimizing one without the other is no longer enough.

Ship Angel unifies them—turning siloed spreadsheets and email threads into a predictive, API-first control tower. The result: faster execution, stronger cost control, and a supply chain that keeps pace with modern volatility.

Move at the speed of the market. Contact us at support@shipangel.com to see how Ship Angel transforms your freight execution.

About Ship Angel

Ship Angel is a next-generation rate management platform built for direct shippers navigating today's complex logistics landscape. With tools like AI Co-Pilot, Amendment Guard, dynamic benchmarking, and full multi-modal support, Ship Angel turns disjointed rate sheets into actionable intelligence — helping companies avoid overpayments, regulatory risk, and operational delays. We work across ocean, air, and trucking to unify strategy and execution.

20.6M

Rates Processed

4.25M

**Port
Combinations**

3-5%

Average Savings

0

**Need for BPO
Centers**

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