



# Optimize your ocean freight procurement with real-time insights

## In partnership with XENETA

Keelvar’s integration with Xeneta brings the world’s largest real-time, independent database of ocean freight rates directly into our platform. This partnership empowers you to power strategic freight procurement by leveraging Xeneta’s extensive global shipping rate data and our advanced sourcing optimization capabilities.

### Benefit from:

- Real-time freight rate benchmarking
- Powerful sourcing optimization engine
- Advanced analytics and reporting
- Customizable data enrichment
- Automated bid feedback
- Optimized ask pricing
- Seamless API integration
- User-friendly interface

## Benchmarking meets optimization

Integrating Xeneta’s benchmark rates into Keelvar’s platform lets you compare their freight costs to industry standards, find savings, and negotiate better deals more quickly with better prices.

### Through Keelvar’s integration with Xeneta, you can expect:

- Access to freight rate market intelligence for over 160k port pairs.
- Automatic ingestion to enrich your sourcing events at the click of a button.
- Better insights by benchmarking against current market conditions rather than historical prices.
- More competition by using benchmarks as targets to drive improved competition/price compression.
- Improved negotiation by identifying lanes to push on when bids don’t reflect market rates.



# Advantages

**Compare freight rates:** Benchmark current freight rates against industry standards to stay competitive.

**Improve decision-making:** Leverage real-time data and comprehensive insights to make more strategic decisions.

**Enhance negotiation:** Strengthen negotiation strategies with carriers using better bid feedback and optimized ask prices.

**Identify cost savings:** Pinpoint areas where costs can be reduced, improving overall procurement efficiency.

**Streamline procurement processes:** Simplify sourcing by automating and optimizing activities, reducing manual efforts, and improving cycle times.

**Real-time market insights:** Access Xeneta's extensive global shipping rate data for more informed decision-making.

# Who is it for?

## Keelvar customers with a Xeneta license who face:

- Volatile markets with frequent freight rate fluctuations
- A lack of real-time data, hindering quick market response
- Hidden costs and complex pricing structures lacking transparency

## What is required:

- An active Xeneta license
- A unique API key from Xeneta for accessing benchmark data
- Payment of an annual integration fee
- Each request targets a specific lane and equipment type combination, requiring customers to manage their request allowances accordingly

“ *Having the capability to directly incorporate Xeneta's data into our Keelvar bidding system is a significant enhancement. It not only improves the bidding process but also lays the groundwork for advanced features in the future. This includes the potential for automated spot buying when market conditions, as analyzed through Xeneta, are favorable.* ”

— Eric Kim, Senior Sourcing Manager  Microsoft

## About Keelvar

Keelvar is a category-leading, global sourcing optimization and autonomous sourcing vendor, optimizing over \$100bn+ in spend annually.

[Contact Keelvar for more information here.](#)

## About Xeneta

Xeneta is the leading provider of ocean freight rate benchmarking and market analytics, offering the world's largest real-time database of shipping rates.

[Request more information here.](#)