# Truce Transparency Platform : Enhancing Shipper Visibility and Negotiation Power

This software solution aims to empower shippers by centralizing and analyzing freight transportation data, offering actionable insights, and facilitating more informed decision-making.

## I. Data Ingestion & Management

### Broker Integration:

* Ingestion: Accept data provided by brokers. Mechanisms include email attachment as well as file server (file transfer protocol)
* Data Mapping & Transformation: Robust mechanisms to map heterogeneous data fields from different TMS used by brokers to a standardized internal schema, including data cleansing and validation.
* Incremental Updates: Efficient handling of new and updated shipment records from brokers.

### Core Data Elements Capture:

* Shipment Details
* Lane Information: Origin (city, state, zip), Destination (city, state, zip).
* Timestamps (Granular):  
    
  Load Creation Date/Time  
  Load Activation Date/Time  
  Carrier Assignment Date/Time  
  Origin Arrival Date/Time  
  Origin Open Date/Time  
  Origin Close Date/Time  
  Destination Arrival Date/Time  
  Destination Open Date/Time  
  Destination Close Date/Time
* Load Creation Date/Time
* Load Activation Date/Time
* Carrier Assignment Date/Time
* Origin Arrival Date/Time
* Origin Open Date/Time
* Origin Close Date/Time
* Destination Arrival Date/Time
* Destination Open Date/Time
* Destination Close Date/Time
* Financials: Revenue (total, broken down by base freight, accessorial charges, fuel surcharges). Optional (if provided by broker): Carrier cost, allowing for margin calculation.
* Load Characteristics: Type of Vehicle (e.g., Dry Van, Reefer, Flatbed, Hazmat), Load Type (FCL/FTL, LCL/LTL), Weight, Dimensions, Product Category.
* Broker Identification: Unique identifier for each participating broker.

## II. Performance Scoring & Metrics

### Broker Performance Scorecard:

* On-Time Performance: Percentage of shipments delivered within agreed-upon delivery window; Analysis of delays; Average delay times by broker/lane/load type.
* Cost Efficiency: Average cost per mile/load by broker/lane/vehicle/load type; Comparison with market averages.
* Service Quality: Number of incidents reported, responsiveness, margin visibility.

### Lane Performance Analysis:

* Average transit time, cost trends, identification of problematic lanes.

### Carrier Performance:

* Inferred from broker data, including on-time delivery rates.

## III. Predictive Analytics & Machine Learning

* Lane Price Prediction using regression/ML models (Random Forest, Neural Nets).
* Transit Time Prediction with lane/load/weather data.
* Anomaly Detection for cost spikes/delays.

## IV. Reporting & Visualization (Business Intelligence)

* Interactive Dashboards: Executive summary, broker/lane/shipment details.
* Custom Reports: Filter by broker, lane, type.
* Drill Down Capabilities and trend graphs.

## V. User Interface & Experience (UI/UX)

* Intuitive Interface: Clean design, easy navigation.
* Search & Filtering: Advanced filters for shipments/brokers/lanes.
* Alerts: Configurable alerts for delays, cost overruns, underperformance.

# FAQs

# Truce Transparency Platform – FAQs & Product Features

## Q: What metrics are available to track shipment performance?

The platform tracks several key performance metrics:  
1. Cost Per Mile (CPM)  
2. On-Time Pickup (OTP) and Delivery (OTD) rates  
3. Carrier and Broker scores  
4. Load Creation Time (LCT)  
5. Broker Lead Time (BLT)  
6. Prebook rates  
Overall shipment score

## Q: How is the shipment score calculated?

The shipment score is a composite metric calculated from multiple factors:  
1. Carrier performance score  
2. Broker performance score  
3. Cost efficiency score  
4. Lead time utilization score  
5. Prebook score  
6. On-time pickup score  
7. On-time delivery score  
Scores are color-coded: Green (>89), Blue (80-89), Yellow (70-79), and Red (<70)

## Q: What cost breakdowns are available?

The platform provides detailed cost breakdowns including:  
1. Line haul costs  
2. Fuel costs  
3. Accessorial charges  
4. Total costs  
5. Revenue per component  
6. Margin calculations

## Q: How can I track my margins?

You can track margins through:  
a. Total margin dollars  
b. Margin percentages  
c. Lane-specific margins  
d. Historical margin trends  
e. Comparison with network averages

## Q: What financial metrics are available for analysis?

The platform offers comprehensive financial metrics:  
a. Revenue breakdown (linehaul, fuel, accessorials)  
b. Cost components  
c. Margin analysis  
d. CPM trends  
e. Volume-based cost analysis

## Q: How can I monitor on-time performance?

The platform provides several ways to monitor on-time performance:  
a. On-time pickup (OTP) rates  
b. On-time delivery (OTD) rates  
c. Delay minutes tracking  
d. Performance trends over time  
e. Carrier-specific performance metrics

## Q: What equipment types can I track?

The platform tracks multiple equipment types:  
a. Dry Van  
b. Reefer  
c. Flatbed  
d. Power Only  
e. Straight Truck  
Each can be analyzed separately for performance and cost metrics.

## Q: How can I track carrier performance?

Carrier performance can be tracked through:  
a. Carrier scores  
b. On-time metrics  
c. Cost efficiency  
d. Historical performance data  
e. Equipment type utilization

## Q: How do I manage my notification preferences?

You can manage notifications through:  
a. Email subscription settings  
b. Notification frequency preferences  
c. Type-specific notifications (performance, cost, etc.)  
d. Custom alert thresholds  
Use the notification settings page to customize your preferences.

## Q: What types of notifications are available?

The platform offers various notification types:  
a. Performance alerts  
b. Cost threshold notifications  
c. Margin alerts  
d. Volume updates  
Each can be customized for frequency and delivery method.

## Q: Can I export my shipment data?

Yes, you can export shipment data with:  
a. Detailed shipment records  
b. Cost breakdowns  
c. Performance metrics  
d. Custom date ranges  
e. Filtered by various parameters

## Q: What filtering options are available for data analysis?

You can filter data by:  
a. Date ranges  
b. Equipment types  
c. Origins/Destinations  
d. Carriers/Brokers  
e. Volume thresholds  
f. Performance metrics

## Q: Who do I contact for support?

You can reach support at:  
a. Email: contact@truce.io  
b. For notifications: truce-notifications@truce.io  
The support team will respond to your queries during business hours.

## Q: How do I report issues?

Issues can be reported through:  
a. Support email  
b. Account manager contact  
c. Platform feedback form( it is there in freighgpt)  
Please include relevant details like timestamps and specific errors encountered.

## Q: How can I check if my shipments are running profitably?

You can analyze your shipment profitability in the dashboard, which displays profit margins per shipment and highlights the most profitable lanes. For low-margin lanes, I can help investigate the causes and suggest improvements.

## Q: I'm seeing high costs on some lanes. How can I understand why?

I can show you a detailed cost breakdown for any lane, including:  
Base transportation costs  
Fuel charges  
Extra fees (like detention or layover charges)  
Just select the lane you're concerned about, and I'll help you compare these costs against similar lanes to spot where the extra expenses are coming from. (This selcting feature would be helpful for chatbot in realtime)

## Q: Can you help me find ways to save money on shipping?

I can identify several savings opportunities by:  
a. Finding lanes where you're paying above market rates  
b. Suggesting better booking times to get better rates  
c. Identifying which carriers offer the best value  
Would you like me to analyze your recent shipments for savings opportunities? (Follow up question)