

# Carrier Business Development Services

Grow your transportation business with powerful data that matches you to the right shippers

Traditional business development methods – like cold calling and email blasts – aren't just labor-intensive; they're often ineffective. With low open rates, vendor fatigue, and limited targeting capabilities, these outdated tactics typically result in wasted time and minimal return.

At e2open, we've created a new way to accomplish better results. It's a streamlined approach that lets you use the power of e2open data to match your business with shippers who need your services and highlight areas where you can save them money or provide better service than their current providers.

## Business development is slow and ineffective

Most of the time, “smiling and dialing” business development turns into “frowning and drowning.” If customers aren't looking, even getting your foot in the door is an uphill battle. Understanding their needs and challenges while positioning your company as the solution, takes more than wishful thinking.

## Not just good matches, the right ones

E2open Carrier Business Development Services (CBDS) combines your rate and performance data with powerful e2open TMS data to match your company with potential shippers. By overlaying your data on the entire e2open TMS ecosystem, finding great matches develops your business with greater accuracy and better results.



## Unparalleled success with Carrier Business Development

With our CBDS, you can participate in reverse procurement events 3 times per year with over 225 shippers and over 4000 lanes to identify and target specific shippers who are a good fit for your company. After using CBDS, the results speak for themselves. See how carriers are benefiting year-to-date:

- Improved market competitiveness and data-driven insights for informed decision-making
  - Carriers advanced from no certification status on their Procurement Scorecard to **Silver status** by learning to leverage the TMS as a strategic tool.
- The P3-2024 reverse RFP round:
  - Featured 10 transportation providers
  - The lane subset was very high-volume, consisting of over 4,400 lanes in North America
  - E2open presented 143 shippers with potential savings **ranging from \$100K to \$20M**
  - Out of 143 shippers, 65 participated by receiving the data and introducing the provider(s)
  - A total of 9 shippers ultimately invited carriers to their direct RFP event
  - Carriers were awarded **\$2,714,000 of contracted freight** from these events as a new carrier to their network
- The P1-2025 reverse RFP round:
  - Featured 13 transportation providers
  - The lane subset was very low volume (2-5 loads per week), consisting of over 4,800 lanes in North America
  - E2open has presented 154 shippers with potential savings **ranging from \$50K to \$3.7M**

## Key benefits

From more time savings to an expanding network of impactful relationships and new opportunities, carriers using e2open CBDS experience a wide range of benefits.

- **Increased Exposure:** Get matched with a high volume of shippers looking for carriers like you
- **Targeted Opportunities:** Receive matches based on your specific equipment, capacity, services, and preferences
- **Time Saving:** Reduce the time spent searching for and qualifying shippers, cold calling, and blasting emails
- **Improved Efficiency:** Streamline your operations with a platform designed to simplify the matching process

## About e2open

E2open is the connected supply chain software platform that enables the world's largest companies to transform the way they make, move, and sell goods and services. With the broadest cloud-native global platform purpose-built for modern supply chains, e2open connects more than 500,000 manufacturing, logistics, channel, and distribution partners as one multi-enterprise network tracking over 18 billion transactions annually. Our SaaS platform anticipates disruptions and opportunities to help companies improve efficiency, reduce waste, and operate sustainably. Moving as one.™ Learn More: [www.e2open.com](http://www.e2open.com).

## Ready to grow your business?

Connect with our CBDS team for an in-depth look at the process. Get started today by emailing [carriermarketplace@e2open.com](mailto:carriermarketplace@e2open.com).

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