



Stephan Sieber

SUCCESSSTORY
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Transporeon GmbH

“I like creating an environment for growth, on a human as well as an entrepreneurial level. To support the people around me in realising their full potential, to develop themselves professionally as well as personally, and thus also contributing to the growth of our company. And to bring transportation more in sync with our world. These two goals complement each other perfectly,” says Stephan Sieber, CEO of Transporeon, summing up his motivation.

In the transportation market, many things do not run as smoothly as they could: idle capacity, empty runs, lack of flexibility, unnecessary waiting times and silo thinking of individual companies. These situations not only cause significant economic damage, but



Behind innovative inventions, their implementation and the companies that create them, there are always people with a passion for progress and development, who make these things their life-goals. They have the urge to turn ideas into reality, to improve on existing conditions, in the world in general and in their own lives.

also have an unnecessary negative impact on our environment. The reasons for this lie in the insufficient digitization of business processes across individual companies. This is because transport problems do not arise within a company, but usually manifest themselves between companies. And that is precisely where they need to be tackled. In almost all areas of life, we can rely on tools to help us solve problems (e.g. smartphones with apps). They give us opportunities to work with business partners we have never met before. They allow us to transparently compare offers and services based on data and offer real-time insights into the progress of transactions. Whether you are processing a customer order or buying yourself a bike, digital support is available everywhere. But not in the transportation industry, where processes involve an excess of manual tasks. Decisions are made based "on instinct" rather than on data. Communication is fragmented, if at all, and often carries an elevated risk of misunderstanding.

"The good news is that we can reverse this trend. Digital solutions are available to all market participants today. All you have to do is seize them," says Sieber.

Transporeon powers the largest global freight network of 1,400 shippers (including over 100 major retailers) and more than 145,000 carriers and logistic service providers. The leading Transportation Management Platform connects all participants within the supply chain. It facilitates collaboration between the companies involved, helps automate processes, and delivers valuable insights in real time. The modular tools solve specific logistics challenges and range from freight sourcing to transport execution, dock and yard management to freight audit and payment. The platform is available globally and works across all transportation modes.

"As a result, Transporeon increases the economic efficiency of the entire transport market and contributes to greater sustainability in supply chains," says Sieber.

www.transporeon.com.

These people put their knowledge, passion, money and time into projects which then, ideally, meet with success. Concrete examples of success such as these are the best motivation!

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