



## **DAT to preview new AI-powered DAT iQ platform at Manifest Vegas 2024**

LAS VEGAS, Feb. 5, 2024—DAT Freight & Analytics has combined its Benchmark Analytics and RateView Analytics datasets into a single platform, DAT iQ, giving users the ability to analyze, forecast and benchmark freight rates based on the most comprehensive and reliable pricing information in the industry.

DAT will preview the new DAT iQ platform starting today at Manifest in Las Vegas.

Integrating Benchmark Analytics and Rateview into DAT iQ gives users access to advanced AI-powered rate models for spot and contract pricing on virtually every trucking lane in North America. Using machine learning, its pricing models are trained on \$150 billion in annual market transactions submitted to DAT directly and exclusively by more than 1,300 freight shippers and brokers.

The models consume new data daily to produce the most current market rates for truckload, less-than-truckload, intermodal and ocean transportation. Other benefits:

- AI-powered modeling techniques continuously learn how to improve and generate more accurate results every day.
- The ability to compare your company's performance to all contributors over time and across numerous factors, including average distance, count of loads, fuel cost per mile, total cost over time and the percent of spot loads.
- Pricing models for uncommon and specialized freight types, including hazardous materials, intermodal, expedited freight, flatbed freight and loads in Canada.
- The ability to use AI to infer rates for queries where no data exists or the data is sparse.
- An increasingly diverse pool of data sources mitigates the risk of any single provider or type of freight significantly influencing the results.
- A new UX makes DAT iQ easier to use and delivers more insights.

"Integrating Benchmark Analytics and RateView affirms DAT iQ's position as the industry's most comprehensive transportation pricing and analytics platform," said Ken Adamo, DAT Chief of Analytics. "Manifest is a great place to show decision-makers how we can help them focus on getting service and value from transportation providers instead of haggling over market rates."

"The DAT iQ platform has helped us with the way we approach our day-to-day and spot quoting. Having new features, like the hybrid graph in RateView, has helped our people evaluate the market more effectively. The added metrics, graphs and tables provide actionable insights that

enhance our conversations with our customers and partners, as well as add a level of perspective for the day-to-day users,” said Hatem Madkour, VP of Pricing & Market Intelligence, Bay & Bay Transportation. “In short, DAT iQ has better equipped us to make more informed decisions, more confidently, whenever there’s uncertainty in a lane or market.”

### **Featured speaker: Dr. Chris Caplice**

Rate benchmarking is vital given the increasing use of spot or dynamic rates as part of a balanced truckload procurement portfolio. On Feb. 6, DAT Chief Scientist Dr. Chris Caplice will be presenting at two separate sessions on the benefits of analytics:

- At 11 a.m., Dr. Caplice will take to the Innovation Stage at the Expo Hall and present “Empowering Freight Analytics and Logistics Performance.”
- At 2 p.m., Dr. Caplice will join a panel of shippers on the topic of “Transportation Procurement & Capacity: Prioritizing What Works Best for You.” Location: Room 228-229.

### **See DAT iQ at Booth 1315**

Experience the enhanced DAT iQ platform at Booth 1315. See how reliable market-rate benchmarking delivers insights you need for better planning, performance evaluations, risk mitigation, network optimization and cost management.

### **About DAT Freight & Analytics**

DAT Freight & Analytics operates the largest truckload freight marketplace in North America. Shippers, transportation brokers, carriers, news organizations and industry analysts rely on DAT for market trends and data insights based on more than 400 million freight matches and a database of \$150 billion in annual market transactions.

Founded in 1978, DAT is a business unit of Roper Technologies (Nasdaq: ROP), a constituent of the Nasdaq 100, S&P 500, and Fortune 1000.

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