

# Thinking outside boxes

---

Using data to increase asset utilization  
and reduce inefficiencies in the supply chain

[container-xchange.com](https://container-xchange.com)



**The issue:** Containerization has massively decreased freight costs—but the industry still suffers from inefficiencies! (I/II)



Source: xChange Note: Average transaction size 20-50 containers



**The issue:** Containerization has massively decreased freight costs—but the industry still suffers from inefficiencies! (II/II)

At the same time, Marc worries about his surplus stock at the **same location** that is costing him storage cost and leads to low asset utilization.



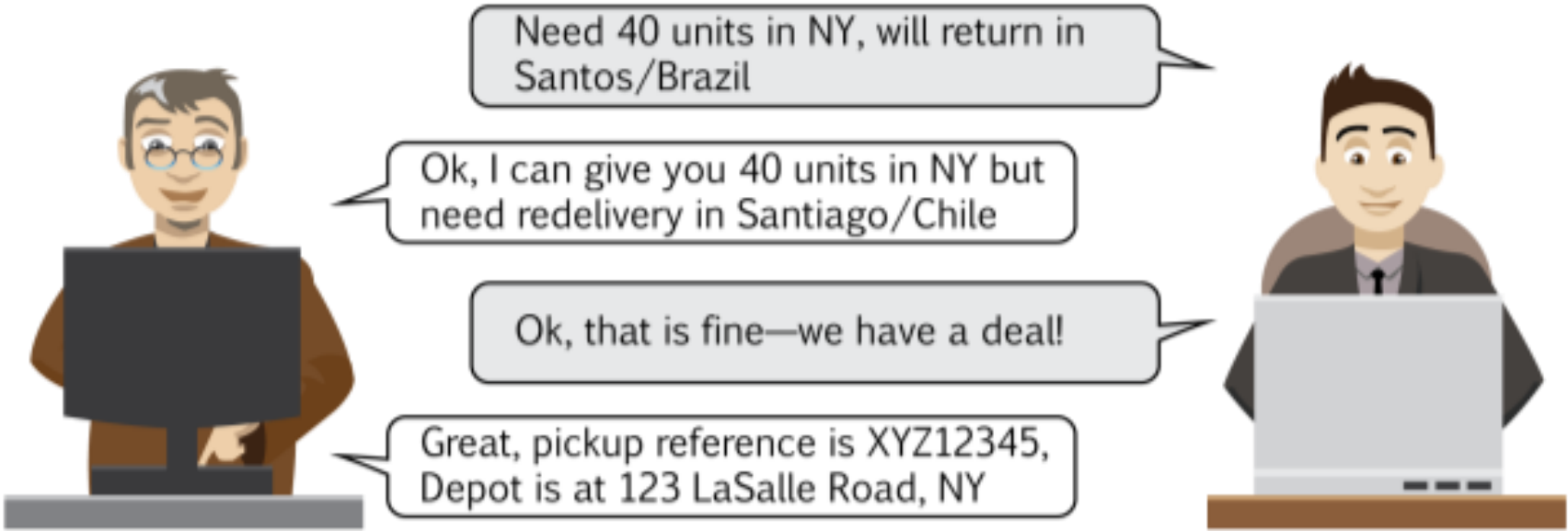
Source: xChange Note: Average transaction size 20-50 containers



## The solution:

Asset sharing is a real alternative to moving boxes empty

*Agreeing on a transaction is straightforward and fully supported by an integrated workflow support —we are taking all the hassle out of interchanges!*



The illustration shows two people at their workstations. On the left, a man with glasses sits at a computer. On the right, a man in a suit sits at a laptop. They are engaged in a conversation about container units, with their dialogue shown in speech bubbles.

**xChange**

Need 40 units in NY, will return in Santos/Brazil

Ok, I can give you 40 units in NY but need redelivery in Santiago/Chile

Ok, that is fine—we have a deal!

Great, pickup reference is XYZ12345, Depot is at 123 LaSalle Road, NY

Source: xChange Note: Average transaction size 20-50 containers





# The issue: Asset sharing & optimization requires more data sharing

## Data sharing between asset owners and users becomes more and more normal

- Argument of “confidentiality” has proven wrong
- Both sides benefit from increased utilization

## Further optimization only possible through event-based tracking

- Real-time GPS sensors still too expensive
- To check and optimize asset location, we need to interface with >100 systems already
- Ports & Terminals signify massive untapped data potential

## Most container-related data available in PCS has no direct competitive/commercial value

- Opening data pools through public APIs would allow major increase in 3<sup>rd</sup> party innovation (e.g., truck scheduling, supply chain optimization, asset optimization, etc.)
- Innovative solutions in port/terminal vicinity improve competitiveness of port!



# Appendix

---



# Everyone can say that in theory... how do members use us?

**KUEHNE+NAGEL**



*"I am having all my one-ways run through xChange including total loss insurance – no matter if organized through xChange or outside."*

**Benny Huygens, Trade Manager**

>20 regular partners

All units automatically insured

Pickup credits in real time

Live-support in issue resolution

Good partners are rated

Customizable tracking alerts



# Everyone can say that in theory... how do members use us?



*“During the few months that we have used xChange, we have saved more than 40,000 USD vs membership fees of less than 2,000 USD!”*

**Katia Paes, Container specialist**

>5 regular partners

Fast deals by “smart contracts”

All billings through xChange

Live-support in issue resolution

“Niche” problems solved

Great team support







# xChange

- The only neutral online platform for container logistics
- Network of >300 world leading logistics companies
  - ~10-20 new companies per month
  - 20% growth in liquidity month-on-month
- Global visibility and end-to-end process support
- Real-time container tracking & world-class 24/7 support
- Joining and onboarding in < 24 hours

