NEXTRADE GROUP, LLC
World trade is changing. Are you?

SIZING TOTAL PORT, TERMINAL AND LOGISTICS SPEND FOR SMES' CONTAINER-BASED TRADE IN LATAM, MENA & INDIA

NEXTRADE WORKS WITH A FORTUNE 500 TECHNOLOGY COMPANY

THE PROBLEM

A Fortune 500 technology company wanted to understand the total spend in container-based trade logistics by cargo owners to port authorities, terminal operators, customs, shipping liners, and hinterland logistics providers.

A Fortune 500 global technology company needed to size the total market opportunity among small and medium-sized enterprise (SME) exporters and importers for its technology solution in numerous global trade corridors. The market opportunity consisted of SME traders' spend on port authorities, terminal operators, freight forwarders, customs, shipping liners, and hinterland logistics.

OUR SOLUTION

Nextrade harnessed data on each leg of a container's journey end-to-end, in emerging market trade corridors in the Middle East, India, and the Americas.

Nextrade Group leveraged public and proprietary data sources to develop a holistic per-container end-to-end trade cost measure, broken down by segment and activity for several markets in the Middle East, India, and the Americas; assessing SME share of the total; and aggregating data to arrive at total SME end-to-end logistics spend by trade corridor. The data enabled client to identify high-revenue corridors for its solution to integrate and streamline SMEs' end-to-end logistics and payments in maritime trade.

IMPACT AND RESULTS

*Client was able to **target its business development to the most lucrative SME trade corridors**.*

*Client cemented **new strategic partnerships with global terminal operator to enable it to deploy its technologies at scale.***

*Client could **sell the new solution internally by using Nextrade's data analytics on the addressable SME export and import market with ports, terminals, freight forwarders, shipping liners, customs, and road and rail freight providers**.*

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