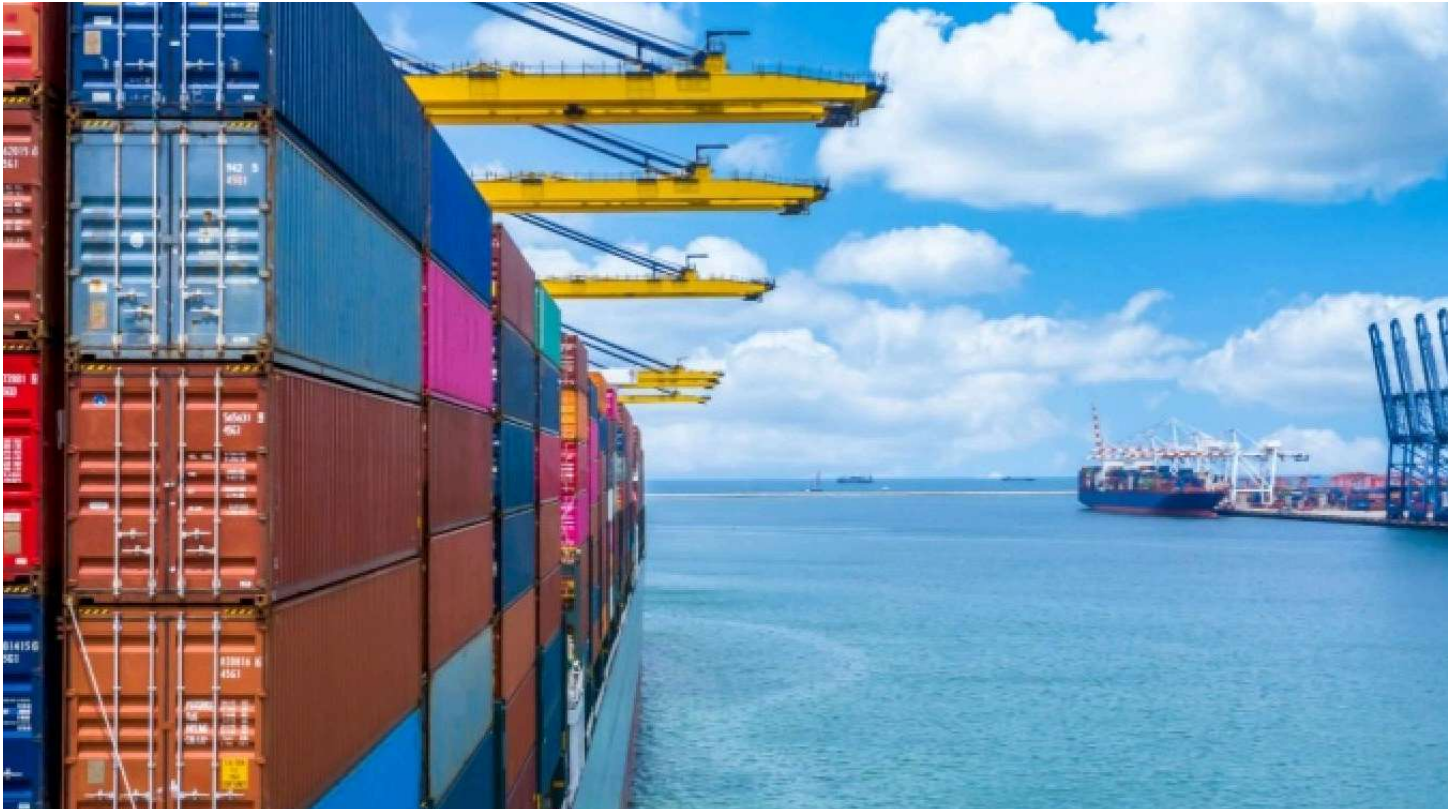


FourKites, BuyCo partner as freight industry evolves to 'app-based' future



FourKites' ocean freight capability has gone through a number of permutations since its former data partner Ocean Insights was acquired in 2021 by rival project44. Photo credit: Avigator Fortuner / Shutterstock.com.

Eric Johnson, Senior Technology Editor | Apr 3, 2024, 1:16 PM EDT

Visibility provider FourKites and global transportation management system (TMS) provider BuyCo on Wednesday launched a partnership that continues the long-running trend of logistics technology vendors integrating to augment their footprint with customers.

The partnership at its core allows FourKites to tap into BuyCo's prowess in ocean freight planning, booking and management milestones while giving BuyCo customers access to better data on inland legs of international shipments.

"This is the way the world is moving," BuyCo CEO Carl Lauron told the *Journal of Commerce* Wednesday. "What we're building is more like apps on an iPhone, with the

data flowing between them using the same datasets between apps. There is an appetite in the market to get true door-to-door planning, execution and tracking.”

Both companies have been active in recent years in cementing a range of partnerships that expand the edges of their products. FourKites already partners with a number of TMS vendors including Blue Yonder, Infor Nexus, Manhattan Associates and 3GTMS.

BuyCo in November established a partnership with Shippeo, a Europe-based visibility rival of FourKites, adding to existing agreements it has with international visibility providers Portcast and GateHouse Maritime and order management specialist Gravity. BuyCo has also tied up partnerships with a number of freight procurement platforms such as TenderEasy and Shipsta, as well as freight rate benchmarking platform Xeneta and carbon footprint tracking vendor SeaRoutes.

Customers of BuyCo, which caters exclusively to shippers, include TotalEnergies, Renault, FujiFilm, Hershey and Honda.

Lauron said the decision to partner with FourKites was based on its proficiency in full truckload tracking, giving BuyCo customers access to better estimated times of arrival than it could provide alone.

Playing in ocean freight market

For FourKites, the partnership with BuyCo represents another chapter in its saga to tap into the ocean freight market. The company has long had capability in that space, but that capability has gone through a number of permutations since its former ocean visibility partner, Ocean Insights, was acquired by rival project44 in 2021.

FourKites then acquired TMS vendor Haven in 2021 as a foundation for its ocean visibility product before focusing on partnering with global TMS vendors to fill in data gaps that its enterprise customers identified.

FourKites and BuyCo specifically mentioned that the partnership was designed to target Fortune 500 shippers.

“Ocean shipping is extremely complex, with numerous stakeholders and cumbersome documentation workflows that can account for upwards of 70% of detention and demurrage,” FourKites CEO Mathew Elenjickal said in a statement. “We are filling a significant gap in the industry, enabling shippers to efficiently manage all container shipping operations and gain real-time, end-to-end visibility in one integrated solution.”

FourKites shipper customers include Bayer, Kimberly-Clark, Land O' Lakes and Cardinal Health.

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