

# Freight Governance Only Works When It Is Anchored to Evidence





## What is the governance anchored to?

The questions must be asked.

1. Is it anchored to a retail freight rate?
2. Is it anchored to internal reporting?
3. Is it anchored to a service relationship? Or,
4. Or is it anchored to a verified and reviewed wholesale evidential baseline?

That is where FreightFixed creates separation.

## The difference is the baseline

FreightFixed does not treat governance as a service layer placed over a shipment after the price has already been accepted.



## Good service does not always mean good cost control

A shipper can receive good service and still be paying too much.

A freight provider may communicate well, track shipments properly and respond quickly when problems occur, while still operating within a pricing model where the margin is not clearly visible to the customer. That does not mean every freight forwarder is doing the wrong thing. Freight forwarders are entitled to earn a profit. Every business needs a commercial model. The issue is transparency. Can the shipper clearly see the difference between the actual freight cost, the margin being applied, the accessorial charges being added and the savings being claimed?

**That is the gap FreightFixed was built to address.**

### FreightFixed wholesale benchmark

Charge type	Incumbent invoice	FreightFixed wholesale baseline	Variance
Ocean freight	\$5,800	\$3,950	\$1,850
Origin charges	\$1,150	\$850	\$300
Destination charges	\$1,450	\$1,050	\$400
Melbourne delivery	\$850	\$720	\$130
Documentation / handling	\$390	\$150	\$240
Other / miscellaneous fees	\$310	\$0 / not supported	\$310
<b>Total</b>	<b>\$9,950</b>	<b>\$6,720</b>	<b>\$3,230</b>

## What FreightFixed has in common with freight forwarders

FreightFixed still values the practical disciplines of freight execution.

**Freight still has to move properly.**

Containers still need to be booked. Cargo still needs to be received, cleared, unpacked and delivered. Documents still need to be handled correctly. Delays still need to be managed. Exceptions still need to be escalated.

**Importers and exporters need more than a cheap rate.** They need service, structure, visibility and accountability. That is common ground. The difference is that FreightFixed places freight execution inside a cost-control framework. We are not simply asking the shipper to trust that the rate is competitive. We are creating a baseline first, then governing the movement against that baseline.

## What makes FreightFixed different

Many traditional freight forwarding models earn from margin built into the freight rate.



FreightFixed is totally different.

We do not quote freight in the traditional retail-forwarding sense. We do not add hidden margin to wholesale freight charges. We do not rely on broad savings claims. We do not ask the shipper to accept a number without evidence. Instead, we compare actual incumbent freight forwarder invoices against verified wholesale baselines for the same shipment profile.

The result is:

- If there is a saving, it is evidenced.
- If an exception occurs, it is reviewed.
- If an invoice changes, it is checked.
- If a charge appears, it needs to be explained.

That is baseline-led freight governance.

## Our baseline-led freight governance

Baseline-led freight governance is simple in principle.



The current retail freight cost is reviewed. A wholesale baseline is established. The shipment is governed against that baseline. Exceptions are controlled before they become unexplained charges. Invoices are verified against the agreed cost structure and savings are measured, not assumed.

**This separates FreightFixed from the traditional freight forwarding model.**

The goal is not just to move freight. The goal is to move freight with pricing discipline, service control and evidence behind the outcome.

## Why alignment matters

The commercial model matters because it shapes behaviour. If margin is hidden inside the freight rate, the shipper may not know where the cost ends and the margin began. FreightFixed separates that conversation.

Our model is connected to verified savings, not inflated freight rates. That alignment matters because the shipper's outcome becomes the focus. If the saving is not there, it cannot be claimed. If the charge is not supported, it should be questioned. If the invoice moves away from the agreed baseline, it needs to be reviewed.

**That is the standard shippers should expect.**

## **The real question for shippers**

The next time a freight provider talks about governance, the question should not be:

“Do you provide reporting?” Most do. The better question is: “What is your governance anchored to?” Because governance without a baseline can still leave the shipper exposed to cost drift, unexplained charges and unclear margins.

**FreightFixed believes freight governance should be anchored to evidence.**

Not assumption. Not broad market claims. Not a retail rate with hidden margin. Just plain English - Evidence.



## **Our position**

FreightFixed is not trying to be another traditional freight forwarder. We are a freight cost-control and governance model built for shippers who want greater transparency, stronger commercial control and evidence behind the numbers.

Freight governance should do more than manage the shipment. It should protect the shipper from unnecessary cost, unexplained margin and invoice drift.

That is why our model is simple:

1. Benchmark first.
2. Govern against the baseline.
3. Verify the invoice.
4. Share the proven saving.

That is the FreightFixed difference. And in a market where everyone is talking about governance, evidence is what makes it real.

## Total verifiable freight governance must be the standard.



### Start A Proof Review

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