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Digital freight platform Saloodo! now available for customers in the Middle East

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Following the successful launch of Saloodo! in Europe two years ago, the logistics startup is taking another important step by expanding its digital freight platform to United Arab Emirates. From there, Saloodo! - a subsidiary of Deutsche Post DHL Group - plans to serve customers throughout the Middle East.

Saloodo!'s digital freight platform - available thus far to shippers, dispatchers and carriers in Europe - will now be available to users in the Gulf region for domestic transport and international freight.

Thomas Grunau, CEO of Saloodo! in Europe, believes the time is right for expansion: "Saloodo!'s success on the German and European market has demonstrated the benefits of a digital solution. It allows shippers and transport providers to find each other more easily, and makes road freight processes more transparent and efficient. Especially given the strong growth of the logistics market in the Middle East, we feel this is just the right place to begin offering our solution beyond the EU and develop it further."

Saloodo! is a forerunner in digitalizing the transport and logistics industry. Customers benefit from end-to-end digital handling of their items without lengthy price negotiations on the telephone or contracts back and forth via fax. And it's attracting an increasing number of users. In Europe, more than 18,000 shippers and over 7,000 carriers with more than 250,000 available trucks are already working with Saloodo! - numbers that will continue to grow as the company expands into the Middle East.

Digital platform increases efficiency and transparency

Saloodo! simplifies road freight processes by matching shippers to transport providers. For companies in need of transport, the digital freight platform offers all the freedom of a neutral marketplace. And regardless of which transport provider they choose, shippers and carriers always have just one, central contact person to deal with: Saloodo!. This also means that - from initial booking through to final payment - all documents and information flow through a single platform and are available in real time, anytime. In short, Saloodo! provides an optimal end-to-end

solution for the entire dispatch and transportation process.

Saloodo! also provides transport companies with innovative functions designed to make their daily business easier and more efficient. With Saloodo!, the entire administrative process can be tracked and managed digitally, including freight documents, invoices and payments. Since Saloodo! acts as both the contractual partner and single point of contact, transport providers benefit from invoices paid within just fourteen days. Through the innovative Saloodo! driver app, drivers are informed immediately of which order they will be handling, and all necessary information regarding upcoming tours is sent directly to their smartphone. Drivers can also use the app to document delivery, invoices, and any damages incurred to an item.

The digital road to success

For Tobias Maier, CEO of Saloodo! MEA, the company's systematic digitalization strategy is key to the success of the platform in the Middle East: "Even though the UAE is one of the largest logistics markets in the Gulf Cooperation Council (GCC), there remain untapped opportunities given the economic diversification and several road infrastructure investments underway. Equally, DHL's deep expertise in the region and wide portfolio of service offerings will support the successful deployment of Saloodo! in the UAE, and ultimately in the Gulf region."

Source: Deutsche Post DHL

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