IFOY Test Report: LOADY, Loady
Category: Start-up of the Year

Loady is a Software as a Service (SaaS) solution and industry-wide reference source (single source of truth) for loading and unloading requirements that all logistics partners in the supply chain can refer to. For the first time, shippers and consignees can enter all the information and requirements that need to be considered for loading and unloading a truck at their location and for specific products into a standardized data structure.

The software includes a modular data model that can be used for complex, large sites and hazardous goods, as well as smaller and simpler goods deliveries. By assigning transport lanes, data can be shared with business and logistics partners for the respective operational processes. Data changes are tracked in the software, and there is a data history. This means that it is always possible to see which data status was valid at which point in time. Authorized business and logistics partners can be informed directly in the event of changes to relevant data fields. The data is used in the company applications via API, and there is also a mobile, multilingual interface for drivers.

There is no predecessor, just a long-standing breaking point that can be overcome with the software. Loady is the first solution on the market to manage loading and unloading requirements in a structured data model and be a reliable source for all logistics partners. The software is also the first centralized pre-product database.

Loady thus offers a meaningful alternative to free-text fields, in which companies currently try to track their requirements for loading, but also for unloading at their customers, in continuous text format, laboriously and sometimes incorrectly. In SAP, this mainly concerns the fields G12 and G14 in the forwarding orders. The software can also be used to replace manually compiled Excel files for logistics tenders, cleaning requirements and preliminary products.

Loady is relevant for all supply chain companies and their logistics service providers, Europe-wide and globally. This means a market volume of over 60,000 medium to large industrial companies and more than 20,000 logistics service providers worldwide.

IFOY test verdict: Industrial companies and logistics service providers benefit from Loady by providing reliable master data that is used along the processes. Responsibilities for relevant information are clearly defined. This is ensured by established data management roles with clear data governance rules. As a result, the risk of trucks being rejected at the loading or unloading point is also a thing of the past. In this way, the software helps to avoid extra or empty kilometers (reduction of carbon dioxide emissions). The effort required for problem solving, root cause clarification, data maintenance and mutual verification of information is reduced. Relevant changes are automatically communicated to business and logistics partners. This is associated with increased responsiveness, which leads to better understanding among all parties involved. Overcoming language barriers through a multilingual interface with direct translation for data managers, drivers and freight forwarders also contributes to this.