



FREJA PRESENTS

# MyFREJA

---

Enhance your supply chain analysis with FREJA's  
Business Intelligence platform





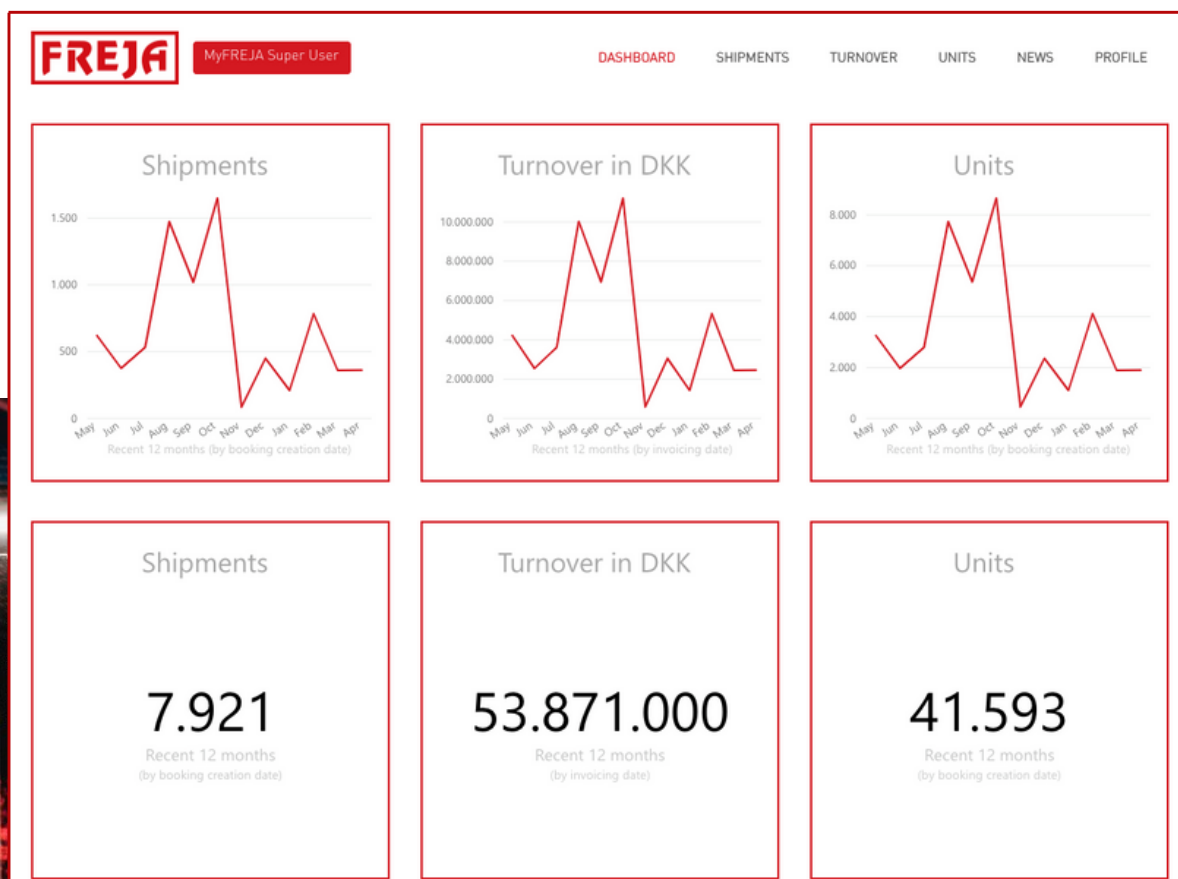
MyFREJA is FREJA's new business intelligence platform, providing you with an easy overview of your FREJA activities. MyFREJA is designed to give you the overview on all levels of your operations with FREJA, from the grand totals to the single trade lane. MyFREJA aims at making your decision-making faster and more precise through greater transparency and a greater knowledge base.

When you log onto your MyFREJA account, you are given a dashboard, which shows you the totals and the trend for your FREJA activities during the last year in the three dimensions; shipments, turnover, and units.

The dashboard aims at giving you a fast overview

enabling you to control that the level and trend of your FREJA activities correspond to your expectation given from your company knowledge. From here you are able to dive into each of the three dimensions, from where you can get an overview of your activities all the way down to a unit level.

An overview of your main activities is provided visually as a heat map, together with a list enabling you to quickly identify your key trade lanes. From here you are able to choose the data of your interest. This could for example be to examine your activities of import to your main warehouse or how the demand has been from a specific production unit.



MyFREJA frontpage



MyFREJA Super User

DASHBOARD   SHIPMENTS   TURNOVER   UNITS   NEWS   PROFILE

# Shipments

Pickup

Delivery

Country

Zip Code

Pickup Country

Alle

Pickup Name

Alle

Pickup Zip Code

Alle

Germany

Denmark

France

Netherl...

Unit...

Portugal

Italy

Austria

Spain

(Tom)

Hu...

Finland

Belgium

Pol...

Norway

From	To	Recent	Previous
DE	FR	362	89
DE	IT	258	107
DK	FR	235	40
DE	D	218	32
DK	IT	207	50
NL	FR	196	26
FR	D	175	26
DK	D	171	28
FR	FR	165	81
DE	SE	150	37
GB	FR	150	10
PT	IT	131	23
NL	D	124	19
FI	IT	123	6
PT	FR	122	18
FR	IT	115	26
GB	IT	114	46
ES	D	104	28
DK	SE	97	39
ES	FR	95	23
AT	D	93	15
NL	IT	92	32
DE	ES	87	38
FI	SE	87	10
DK	ES	78	13
DE	DE	72	7
IT	IT	70	12
IT	IT	67	
AT	FR	65	38
DE	PL	65	11
FR	PL	65	5
FR	SE	65	10
DE	NL	63	16
Total		7.921	1.920

MyFREJA shipment dimension







## **"MyFREJA provides intelligence about how to categorize and optimize our supply chain activities"**

- Kent Filt, Head of Logistics at  
Multiline A/S

By utilizing the data available in the three dimensions; shipments, turnover, and units, on the level of detail which suits your purpose, you have easy access to find cost-to-serve from both an overall level and to the single product. This is a good stepping stone for further analysis, as for example; how an increase in demand will affect your transport costs or an analysis of the underlying costs in a change of supplier. FREJA's 4PL Services team is ready to help you with these analyses. With your inputs and the data already available on MyFREJA, we can help you identify potential optimizations in your supply chain.

**For further information about MyFREJA,  
please reach out to your FREJA contact.**