

Modifications to the TransportMarket and its Regulations

At 1 February 2010

Reasons for changes on the TransportMarket.

The factors that determined us to make essential changes to the TransportMarket application, without losing from sight the purpose of this application, were:

1. The increase in the number of goods and trucks posted here. As this number increased, it became more difficult to follow the interesting entries. We needed a new mechanism to correlate the results obtained with the search parameters that the users were formulating.
2. The lack of possibilities of expressing characteristics of posted goods/trucks and the need to refine the search results in the list.
3. An increase in the level of security offered by the TransportMarket, which as any other internet application of the sort, implies the risks of distance communication.
4. The distinct responsibility of companies and users within companies and collecting the accounts history per company, not per users. This mechanism sets the ground for creating a TransportMarket user profile that we believe is necessary when objectively evaluating the potential partner identified via the Market.
5. The possibility to introduce step by step paid services that are additional to the Market, as well as making some activities of the Market Administration more profitable by transforming them into paid services – such as the examination of tens and even hundreds of payment incidents that are declared on a daily basis and which takes 90% of the working time of the entire personnel in the Market Administration.
6. Introducing a flexible subscription in favour of the small companies that are now impacted by the 2008-2009 crisis.
7. There was a need to change the regulations as the number of users increased and some of them understood differently than the Administration the purpose of the application's pages.

Given these circumstances, we will publish a new version of the application at the same internet address, on 01.02.2010, one that is in perfect continuation of the current version. The essential modifications consist of:

Posting goods and trucks. Refining results.

The mechanism that operates the Market when it comes to publishing and searching goods, implemented 9 years ago, is based on mathematical graphs and critical paths between knots. The knots are various geographical areas and the distances between knots are road distances, both at national and European level.

Under the condition of an increase in the number of results that are returned after an inquiry of the type « goods search », this mechanism becomes strongly imprecise. Also, it makes it possible for non-realistic solutions to appear.

The new mechanism for registering goods (and trucks) available (I have goods to transport !) is based on the geographic coordinate system (latitude and longitude, similar to the GPS applications) associated with the leaving and arriving points and they offer the Market increased precision when formulating the results of inquiries.

The inquiry « looking for goods to transport on a certain route » thus becomes the main search instrument of the Market. The increased precision when expressing the ends of the route offers superior refining of the results and diminishes the effort to consult the list returned by the inquiry.

Moreover, the « automatic refresh » mechanism applied to results functions based on current requests. If the user wants a certain route or the traffic from one country to another, he only has to activate refresh and wait until he sees his list filtered with the new postings, appeared after he had formulated his inquiry.

Additions to the description of goods and trucks

Without becoming obligatory, the specifications of goods to transport that may be expressed and then valorized when looking for goods to transport have become wider:

1. raw tonnage, raw volume as formal sections (numeric, exploitable when processing requests/inquiries)
2. addition of the necessary floor length attribute
3. the attributes (if wanted) for ADR or FRIGO goods
4. the attribute that defines the goods as being groupage or needing a dedicated truck
5. a formal price section (numeric, exploitable when processing requests/inquiries)

The continuity of the new TransportMarket application presented above is visible, in this case, by that the compulsory sections for goods description remain minimal, as in the version prior to 01.02.2010.

However, we stimulate the distinct definition of groupage goods as compared with full truck goods and thus the expression of prices differently for groupage and for full truck; we believe this situation brings, nowadays, dissatisfaction among transporting consultants.

In the same spirit in which minimal information for publishing an available truck remains the same, the transporter may add to the published information even if he is fully available or partly loaded already, which is extremely important in the rapid evaluation by professional dispatchers in freight forwarding.

Structuring Market members by companies and users

In the current version, multiple Market accounts continue to function on the same juridical entity (using the same fiscal identification code). Actually, all these accounts have a shared unique responsibility within contractual bonds with the transport partners. Coming from a time when things were much easier and more stable, the current account system creates insecurity and confusion mainly among transporters.

On 1st February, the new application will define in a structured manner the following levels among the user companies:

1. **The Company** – is a **Market member**, as a juridical person with its own responsibility before other Market members, regardless of how many employees/dispatchers etc. are using the application. The company **registers** to the TransportMarket, does not obtain an account for using the Market. The accounts are only for users within the company.
2. **Functioning locations of the TransportMarket member company**: the list of all the offices where the application is accessed from, by different users. Among the attributes that can be associated with each location we must find:
 3. **The list of contact persons in the location**. If the Market is being used from the respective location, the company must declare at least one contact person in that location. Among the contact persons in the location we may define:
 4. **Market users (accounts)**. These actual persons have distinct accounts, each account being associated to one person, who uses it for operating

the Market. The accounts will no longer allow multiple and simultaneous logins, except for one month, until 01.03.2010, when we will only flag multiple sessions.

Example of structure on SC Dacoda SRL, one of the first members of the TransportMarket (fictional account and company id numbers):

Market member-company:	ABC Srl (company_id: 2)	
	CIF RO4979577	
	NRC J40/26453/1993	
	Social office:...	
	Administrator:....	
Buc. work station	Address....	
	Office phones....	
	Description of Bucharest fleet	
Contact persons:	Daniela Popescu, payment office	not a user
	Florin Vasile, dispatcher	id_cont 51243
	Roxana Dumitru, groupage	id_cont 51443
	
TM. work station	Address....	
	Office phones....	
Contact persons:	Aurica lordache, dispatcher	id_cont 52856
	
CJ. work station	Address....	
	Office phones....	
Contact persons:	Rodica Becea, dispatcher	id_cont 64552
	Mariana Gavrila, dispatcher	id_cont 73224
Warehouse Voluntari, IF.	Address....	
	Description of warehouse services	
Contact persons:	George Marcu, administrator	not a user

In the above example, we have tried to show how a company with one social office and 4 different locations is registered, each location with its own list of contact persons, and also from the contact persons, the list of TransportMarket users.

Reasoning behind the new structure: company different from user

1. The need for increased security on the TransportMarket. By internal software development, we can follow the activity of each account and, to a certain extent, correlate the location where it is using the Market from with the information declared by the user. Considering that we have seen fraud attempts recently and that the history of each particular user is kept, we will have the possibility to provide more precise data about the accounts' activity to the police, if required.
2. The distinct responsibility of the member company and of the users. The company is the juridical person with a certain responsibility, while the user is the actual physical person with another responsibility, although he/she operates the Market for the benefit and in the interest of the employing company. On the other hand, no user can operate the Market without implying the responsibility of the employing company (which is a Market member), as physical persons do not have direct access to the Market.

The new subscriptions and TransportMarket credits- CRB

Companies will no longer pay subscriptions directly; they will buy CRB (TransportMarket credits) and use these to activate the desired subscriptions by themselves and to buy Market services.

There are 3 types of standard subscriptions that can be activated starting with 1 February:

- 12M (12 months)
- 6M (6 months)
- flexible (pay as you go); this type of subscription consumes one credit (CRB) for each day of activity. It can be interrupted by the user and reactivated on the date when he/she returns to the TransportMarket services.

For the year 2010, considering the change of the subscription activation system, we have opened a promotion according to which:

- for each 12M subscription that is activated, the Market offers another 4 12M free subs.
- for each 6M subscription that is activated, the Market offers another 2 6M free subs.

The paid services that can be bought using CRB credits are (at 01.02.2010):

- declaring payment incidents (those with refused BO/CEC are free)
- juridical consultancy with confidential answer
- using notification SMS
- publishing ads

The credit system offers the possibility to compensate (bonus) for that information of the TransportMarket users that leads to eliminating or limiting frauds. Thus, we offer bonuses for:

- declaring BO/CEC refused by the bank
- documenting situations of fraudulent intermediation

The complete tariff list starting with 01.02.2010:

1 12M sub	144 CRB
1 6M sub	90 CRB
1 flexible sub	1 CRB/day

Declaring a payment incident without refused BO/CEC	14,00 CRB
SMS notification	0,15 CRB
Publishing an ad	3,00 CRB
Confidential juridical advice	14,00 CRB

Value of CRB credit

Romania	2,00 RON + VAT
Hungary	142,00 HUF
Republic of Moldova	8,30 MDL
Bulgaria	1,10 BGN
Other countries	0,60 EUR

The new TransportMarket Regulations

The modifications are essentially the following:

1. clarifications about the new notions and terms
2. detailed description of the application pages, in order to prevent their misuse
3. splitting the chapter "Measures that the Market Administration can take" separately for companies and for users.

You can read the new Regulations [here](#)

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