



Hoval

CASE STUDY

How Hoval stopped asking its freight forwarders one by one by email

The logistics team at Hoval manages land transport to Vaduz and sea freight to and from China. Today, Hoval uses Oyaso exclusively for larger FTL shipments (Full Truckload) that require a tender process; most transport runs as groupage and does not need tendering processes. What used to mean emailing each freight forwarder individually in Outlook, manually consolidating quotes, and lacking reliable analytics is now fully digital - clear, efficient, and with complete transparency over every freight forwarder and every shipment.

THE PARTNER

Hoval – Responsibility for Energy and the Environment

Hoval is an internationally active manufacturer of heating, ventilation, and air conditioning systems headquartered in Vaduz, Liechtenstein. The company develops and produces technologically leading solutions for residential, commercial, and industrial buildings – including heat pumps (the Belaria series for air/water and brine/water), gas and oil heating systems, biomass systems, comfort ventilation, as well as hall climate systems such as RoofVent and TopVent for industrial halls with high ceiling heights.

Hoval stands for energy efficiency, renewable energy, and durable product quality – with the aim of measurably reducing both customers' CO₂ footprint and resource consumption. The products are sold worldwide and used in numerous reference projects in residential construction, hospitality, industry, and commerce.

Hoval's logistics team is responsible for European land transport imports and exports to and from Vaduz, as well as sea freight (full containers) imported and exported to and from China. Oyaso is used exclusively for larger FTL shipments (Full Truckload) that require a tender; the majority of transports run as general cargo and are not tendered through the platform.



Vaduz

Headquarters in
Liechtenstein

EU

Land transport import &
export

China

Sea freight import & export

6

Active users on Oyaso



THE CHALLENGE

Manual, fragmented, and without a data foundation - what transport procurement at Hoval looked like before Oyaso

Before Oyaso, transport procurement at Hoval for larger FTL shipments (Full Truckload / full loads) was manual work. For these tenders: open a template, adapt it, send it individually to each carrier, wait for responses, gather offers from different inboxes, compare them manually, award the order. And then start all over again. However, the majority of transports ran as general cargo and were not tendered. KPI evaluations? Nonexistent. The process worked - but it consumed time the team did not have.

One email per carrier - for every single FTL shipment

Even with templates, each tender for larger full loads was a manual act. Offers came back scattered, had to be consolidated and compared. What sounds like routine was in practice a daily time sink without structure.

No numbers - and therefore no basis for negotiation

Who responds how often? Which carrier is most reliable on which lane? What does an FTL shipment cost compared with the market? There were no data-based answers to any of these questions.

No overview of who is currently running

Without a central platform, it was hard to tell which service provider was active, which FTL orders were in progress, and what they cost. The company's carrier network existed - but it was not controllable.

Use your own partners - but how, without chaos?

The team wanted to work with its trusted carriers for larger tenders, not with an open freight exchange. What was missing was a solution that made exactly that possible: structured, controlled, without risk.

Why Hoval chose Oyaso after an internal cost-benefit analysis and what has changed since then

Hoval uses Oyaso exclusively for larger FTL shipments (Full Truckload / full loads) that need to be tendered. The majority of shipments still move as groupage and are not handled through the platform. For the FTL tendering process, Hoval decided in favor of Oyaso after an internal cost-benefit analysis - and because the system delivers exactly what the team needs: simple, clear, efficient. And because from the start, Oyaso acted like a partner, not a software provider.

01

One request – all service providers at once

For larger FTL shipments, instead of separate Outlook emails, a structured request goes out to all relevant carriers at the same time. Offers come back in a comparable format - no manual consolidation, no searching through email threads, no time lost.

03

KPI data that simply did not exist before

Response rates, cost per lane, award rates per carrier - everything handled via Oyaso for FTL tenderings is automatically captured and available at any time. The team now has a data basis for real decision-making.

02

Compare and award – in one step

For tendered FTL orders, all offers appear in a structured view. The order is awarded with one click and automatically transferred to the service provider. What once took several steps and involved multiple handoffs is now a single process.

04

Targeted use of their own carriers

For these larger FTL tenders, Hoval works exclusively with its trusted service providers. Oyaso makes this network manageable: who receives which orders, on which lanes, at which conditions - transparent, traceable, collaborative.

PLATFORM HIGHLIGHTS

Two things the team no longer wants to work without

The carrier report: the control tool that was previously missing

For each carrier, the report shows at the click of a button: How often do they respond? How many jobs do they receive? What do they cost on which lane? How do they perform in comparison? These are not nice-to-have extras — they are the foundation on which Hoval now conducts negotiations, evaluates partners, and makes decisions. Data that simply did not exist before.

From shipping orders to supplier management — Oyaso grows with it

What started with transport inquiries is evolving further: Hoval is currently evaluating whether to also use Oyaso for supplier pickups. Existing and new suppliers are set to be tendered and managed through the platform in the future. Not because there is a new feature — but because the team has learned what is possible when a system really works.

CUSTOMER TESTIMONIAL

"The platform helps us enormously in our day-to-day work because we always know exactly which carrier is currently handling which transports. At the same time, we can deploy our own carriers in a targeted way and assign jobs very precisely to our logistics partners, without having to worry about blocked or excluded partners as with other solutions. We also particularly value receiving prices back, which gives us a very transparent basis for our decisions. Overall, we work very well with it and would like to continue shaping the collaboration in an increasingly partnership-based way."

René Kohn

Head of Transport

HoVal Group

Maximilian Martin

Material Manager / Order Center

HoVal Group



What one year of Oyaso means at Hoval in numbers

With a small, well-coordinated logistics team, Hoval handles overland transports to Vaduz and sea freight to and from China – and, after an internal cost-benefit analysis, chose Oyaso. The figures shown here for bookings, requests, savings, and response rate refer exclusively to FTL shipments (Full Truckload) processed via Oyaso. The majority of Hoval transports are handled as general cargo and are not tendered through the platform. The numbers from the first year show what digital transport procurement means in practice.



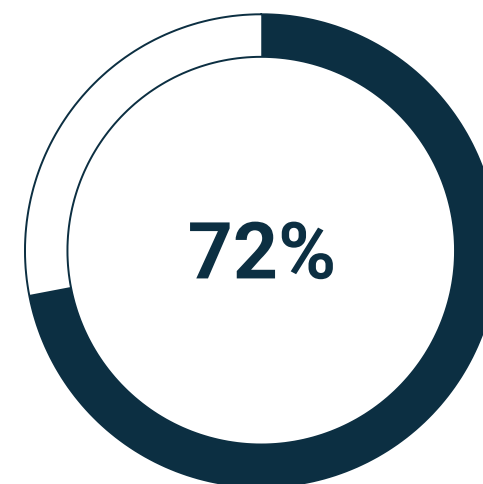
Spot cost savings

Spot cost savings in the last year



Bookings awarded

In the last year



Response Rate

Optimal partner selection and management

●●●●● 1,054

Requests sent

2.89 per day in the last year

●●●●● 569

Offers received

1.56 per day – checked for plausibility and clearly presented

●●●●● 1,083

Price points standardized

Different freight forwarder pricing structures are automatically made comparable.

The moment when transport procurement stops being tedious

Before

Hoval's logistics team worked the way many do: for the larger FTL shipments, carriers were requested individually by email, the offers landed in different inboxes, and were manually consolidated and compared. There were no KPI evaluations. Who responds how often, what a lane really costs, which partner is reliable — all of that remained in the dark. However, the majority of Hoval's transports run as groupage and are not tendered through the platform.

Today & what comes next

For the larger FTL shipments handled via Oyaso, the team now manages all transports in a structured, transparent, and data-driven way. Five-figure spot costs saved, 72% response rate, full carrier evaluations at the click of a button. The majority of Hoval's transports continue to run as groupage and are not tendered through the platform. And Hoval is already thinking ahead: a project is currently underway to tender and manage supplier pickups via Oyaso as well.



The decision

After an internal cost-benefit calculation, Hoval decided in favor of Oyaso. The decisive factor was not only the functionality, but also the way of working together: uncomplicated, solution-oriented, and partnership-based. The system was quickly embedded in day-to-day operations — because it adapted to the team, not the other way around.

What began as a solution for a tedious everyday process is now a strategic control instrument — and tomorrow the foundation for a fully digital transport chain.

Simple. Clear. Efficient. Those are the team's words, not ours.

When you ask the people responsible why Hoval chose Oyaso, the answer comes without hesitation. Oyaso is used exclusively for larger FTL shipments that need to be tendered. Not because of a feature set. Not because of a presentation. But because the system works in daily use — and because the collaboration was partnership-driven from day one. The majority of Hoval's transports still run as groupage cargo and are not handled through the platform.

It gets the job done — without overhead

For the larger FTL shipments that Hoval tenders, the team doesn't need a system that impresses. It needs one that works: request out, bids in, order placed. Oyaso delivers exactly that — without a learning curve, without unnecessary complexity, without friction in day-to-day operations. The vast majority of transports remain untouched by it and run as groupage cargo outside the platform.

KPI data that simply didn't exist before

Response rates, costs per route, order rates per carrier — before Oyaso, none of this was measurable for the tendered FTL shipments. Today, this data is available at any time and forms the basis for strategic decisions in transport management. Groupage cargo continues to be handled separately and is not managed through the platform.

A partner that thinks along — not just a tool

What Hoval values most about Oyaso is not something you'll find on a data sheet: the close, solution-oriented collaboration. Oyaso thinks along, responds quickly, and grows with the company's requirements — even as they evolve, such as the planned supplier pickups. The scope of use remains clear: Oyaso for the larger, tender-based FTL shipments, while groupage cargo remains outside the platform.

GET STARTED

What Hoval achieved, you can achieve too.

Oyaso is the transport management platform for companies that want to stop contacting freight forwarders one by one by email. We digitize road freight, sea freight, and supplier pickups – structured, measurable, and partnership-driven.

Five-figure spot costs saved. 263 bookings. 72% response rate. And a team that now says: simple, clear, efficient. That's not a promise – those are the numbers of a real customer after one year.

Start for free

- **Multimodal Transport Platform**
- **Rate Calculation for Road & Sea Freight**
- **Real-Time Reporting & Carrier Analytics**
- **Specialized for Manufacturing Industries**