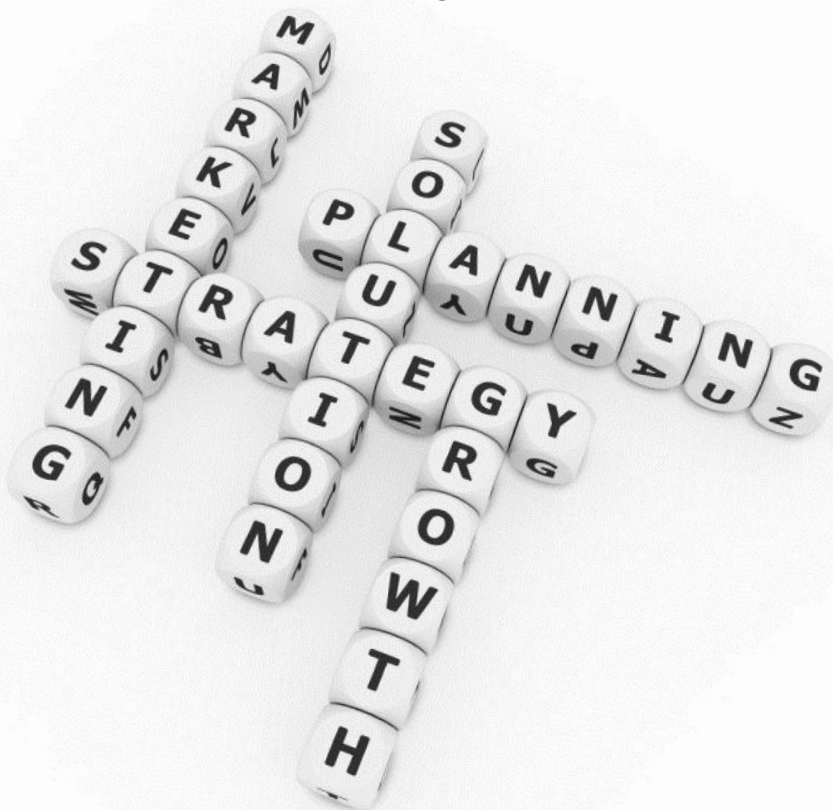


## Viewpoint: Targeted Sales & Operational Planning is Key to Forwarding Success

In today's business environment, thriving companies are focusing on integrating business process planning and benchmarking with their Sales and Operational Planning (S&OP) efforts to meet business objectives and obtain the greatest benefits and efficiencies with existing resources.

In the current economic environment, with business models and technologies changing rapidly, it is more critical than ever that companies carefully target and plan their sales, demand and supply efforts to reflect their long-term success and profitability strategies. It is crucial to business success that logistics companies' sales and marketing efforts are strategically focused, carefully planned to achieve objectives, and the results accurately measured in order to meet management's strategic goals.





## Carefully Focused S&OP Drives Logistics Strategies

The ability to report accurately and in a detailed manner is critical in planning for future operations needs.

**Marc Borczon**  
Business Development Manager

### Successful freight forwarders and LSPs are increasingly focusing on two key areas:

- **New Product Planning - Targeting Niche Markets:** As the forwarding industry changes, companies are carefully evaluating what market niches they plan to target.
- **Sales Opportunity Planning - Customized Campaigns:** Successful LSPs are creating targeted sales and marketing campaigns by using integrated CRM applications as a tool for communicating service offerings and promotions that are customized to specific markets.

Demand planning for operational requirements is not an exact science. Rarely do economic conditions or shipment volumes remain constant from month-to-month or year-to-year. While past performance can be a good guide, it is no guarantee of future business achievements. Companies must constantly analyze how the markets and their business are trending. If business typically spikes during a given month or at a particular time of the month, this can provide important data that can be critical to future operational planning and should be accounted for in strategic planning to manage risk.

Once an accurate forecast for the weeks and months ahead is generated, the question then becomes what to do with the data accumulated. If a rise in business is projected, companies must then assess how to handle the increased workload, and with what resources and cost factors involved.

### More forwarders and LSPs today are relying on technology instead of manpower to handle increasing workloads.

Whether it be an EDI transaction or booking details keyed in on a website, the use of today's technology provides a faster, more seamless and error-free process. Either scenario reduces time consuming work for operational staff and shifts the responsibility to the customer. Statistics from forwarders suggest that more than 50 percent of today's logistical data is now arriving via electronic means, greatly expediting the logistics process.

Delivery of sales and operations information to customers is another area where automation has replaced many of the manual methods of the past. Automation can greatly decrease the time a company's staff spends on routine transactions and thus increase resources available for personal interaction with the customer on more critical issues and exception transactions.

No one likes to cut staff; but reallocation of resources is something we see frequently when going through tough times. This begs the question: how can a company use its extra manpower to generate new business? Does existing staff have sufficient skills to help sell new products and services? Consider allocating your best customer-facing employees into more of a business development role. The key for companies is to always be alert to changing market trends so they can target their sales efforts to meet clearly focused business objectives that are the most likely to obtain maximum ROI in a hi-tech world through greater S&OP efficiencies with existing resources.

#### ABOUT CARGOWISE®

CargoWise is a globally renowned technology provider that delivers an innovative, single platform solution to improve customers' visibility, efficiency, quality of service and profitability. It provides dynamic and efficient solutions for logistics service providers focused on effortless supply chain execution capability in an integrated globally capable enterprise system.

Every day, 2,000 logistics service providers, consisting of 50,000 users in 50 countries, move goods through the global supply chain using CargoWise's ediEnterprise system, a powerful and feature rich software solution developed to meet the ever-changing needs of the logistics industry. CargoWise offers the only single platform supply chain logistics management system that provides integration across all departments with functionality for domestic, regional and global customers. The company operates from offices worldwide with headquarters in the USA, Australia and in the UK. More information on CargoWise can be found at [www.cargowise.com](http://www.cargowise.com)