

## **Viewpoint:** Transforming Supply Chain Management Through Agility and Innovation

One of the greatest challenges I see facing the logistics industry today is the need to develop business environments that are capable of addressing the dynamic economic climate with modern supply chain management solutions that are both innovative and agile. Sweeping new technological advances and changing governmental compliance regulations have made many of the past approaches to extended supply chain management obsolete, signaling the need for renewed strategic business planning approaches by large, global logistics service providers (LSPs).

For large LSPs to remain competitive, this kind of intelligent new business paradigm requires a renewed corporate culture that is focused on a change management philosophy geared toward achieving high-tech, flexible end-to-end supply chain excellence in a dynamic global economy. This can best be achieved with comprehensive, agile, innovative and fully integrated logistics management solutions that address the changing business environment and offer enhanced operational processes, while reducing risk and waste, and minimizing expenses.

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Stephen Corbet, Vice President – Business Development EMEA



## LSPs increasingly employing new strategy to provide operational agility through innovation

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**Stephen Corbet**  
Vice President – Business Development EMEA

### Global LSP operations realize numerous benefits from new and innovative management strategies

Enlightened executives of today's global LSPs advise me that they are increasingly employing this type of business management strategy to provide operational agility through innovation. Dynamic and highly scalable single platform systems, with integrated technology solutions, are a key component of this new operating approach. A highly automated enterprise system provides trading partners with accurate, real-time reporting data and includes built-in, uniform Key Performance Indicators (KPIs) that measure critical performance and financial metrics at a corporate level for total process control.

Logistics companies are finding that this new management strategy provides numerous benefits for internal and external operations, as well as corporate governance and compliance requirements. It greatly enhances the logistics measurement and reporting process through centralized control of the end-to-end logistics process. IT-based integrated business management solutions, with modern data transfers, enable the sending, receiving and sharing of critical shipment information between business functions and trading partners throughout the supply chain. This improves network/allocation utilization. Because operations have a better overview of what files need to be transmitted, communications with carriers can be substantially optimized.

A fully integrated logistics management solution also helps logistics service providers to gain and retain business through improved customer service. It is estimated that as much as 10 percent of existing and potential business is lost due to lack of quality service (including Pro-active Exception Management) offered by LSPs. With a single integrated business solution the percentage of lost business can be reduced with improved commercial follow-up, including reactive quotation support and response.

A robust, multi-dimensional logistics management solution increases reporting value with superior data quality and a unified, accurate dataset helps drive an increase in the number of shipments handled. Furthermore, the establishment of a centralized procurement system provides the ability to negotiate better rates, fine-tune workflow and reduce overall costs and capacity via modern data transfer that provides the sending, receiving and sharing of critical pick-up and delivery information to create tighter import cycles.

In today's post-recession environment, those LSPs that reassess and revitalize their corporate strategies to meet today's changing market needs through agile and innovative technology across their corporate environment will reap the benefits of enjoying an enhanced competitive advantage—and do so while reducing total cost of ownership.

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#### 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)