

## Viewpoint: Technology is an Enabler but Look Before You Leap

Technology has revolutionized the way the world operates and this includes logistic companies. With the emergence of hosted platforms and advanced software upgrades, the sector is evolving at a rapid pace. Bill Todd, Business Development Manager for CargoWise®, a globally recognized technology supplier for logistics service providers, takes a look at the role technology can play in enabling greater ROI and gives best practice advice for businesses looking to invest.

Like any business, the key to profitability is efficiency and for the logistics industry this is even more apparent because of end user demands. The internet has enabled consumers to freely shop from global sources and as a result billions of items are moved around the world every single day. What was once a very territorial and fragmented industry is now a global ecosystem and businesses are no longer dictated by their location in the world. Logistics firms are not only dealing with established markets but also emerging markets too and they need to be just as nimble wherever they are doing business.





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**Bill Todd**  
Business Development Manager

Technology plays a major part in this process, helping improve efficiencies throughout the operations of a modern logistics firm. From the tracking of goods and warehouse management through to administration and financial records, technology can ensure that the right people have access to the right information at the click of a button from any location.

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As the industry and individual businesses continue to grow, logistics companies should be looking for technologically enhanced enterprise systems that meet the complex and demanding requirements of an extended global marketplace. To ensure maximum ROI, businesses must look at what their current and future needs are and use this to determine the right solution for them. Failure to implement the correct solution could have a negative impact, ultimately reducing efficiency and damaging the bottom line. Before implementing a new enterprise software solution, businesses should consider the following:

**IT is a boardroom decision.** Increasingly senior management are realizing the impact that good and bad IT decisions can have on the bottom line. Ensure that the entire business and

not just the IT department is involved in the purchasing decision.

- **It's a small, small world.** Whether you're currently a global business or you're growing into new territories, by introducing a software platform that can be easily rolled out across multiple territories, you're preparing for business growth and preventing the need to start over again.
- **There is no "one size fits all".** Every business is unique, so there's no point paying for things that your business doesn't use. Look for a solution that is flexible and can be scaled up and down to alignment with your organization.
- **Be ahead of the curve.** Look at emerging trends in both IT and business in general and ensure that your solution is able to cater for what's to come.
- **Maximize potential.** Software is only as good as the people using it. Ensure that your employees receive a comprehensive training program to maximize the benefits and full functionality of the product. Ask your software supplier if they provide training and ongoing support and if so take full advantage of it.

There's no doubt that when the right software is selected, technology can play a critical role in improving the efficiency and profitability of logistics firms. In a period of economic uncertainty and a need to demonstrate true ROI for every procurement decision, it's essential that extra care is taken to look before you leap and avoid any nasty pitfalls.

### 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)

# CargoWise

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