

Crane Worldwide Leverages Best-in-Class Technology to Deliver More Customized Services

Global Logistics That Challenges the Norm

Crane Worldwide is a full-service air, ocean, trucking, customs brokerage and logistics company with a global footprint. The organization is built on the belief of challenging the norm through five value propositions:

Our People, Our Service Execution, Our Technology, Our Compliance & Quality Programs, and Our Account Management.

Headquartered in Houston, Texas, the logistics services company needed to create a single, scalable platform for freight forwarding that was transparent and flexible, one that could be easily integrated with multiple third-party applications and partner networks.

The Quest for Greater Visibility and Agile Responses

Crane established a list of challenges that needed to be addressed for a more efficient transportation management system:

- Multiple logistics and supply chain legacy systems were cumbersome and disjointed
- Freight forwarding and logistics information was siloed and error-prone
- Processes were inconsistent, inefficient, time-consuming and costly
- Lack of visibility existed across global partners
- Lack of agility and inability to respond quickly to changing business dynamics

Crane sought to streamline operations, improve visibility across global operations and connect disjointed legacy systems.

Why e2open®?

E2open's transportation management for forwarders solution provided a single platform to handle all of Crane Worldwide's critical capabilities, including:

- Global shipments
- Real-time visibility on goods and items in transit
- Comprehensive reporting and revenue snapshots
- Connectivity to carriers and government regulatory agencies
- One platform and one view worldwide but configurable to local needs by region or customer

Lower Costs and Better Customer Service—With One Platform

By selecting e2open, Crane achieved its objective of deploying a single, scalable freight forwarding system supporting all of its global customers. A phased rollout allowed Crane to achieve results quickly. U.S. operations deployed in less than four months, Latin America and Asia deployed within the first year, and the solution is now live in 25 countries.

“BluJay’s [now e2open’s] technology and global presence have been critical in supporting our growth. We work with their teams in the U.S., Asia, and Europe, where BluJay’s [e2open’s] local domain expertise has been a significant and valuable addition to the technology.”

CEO

Crane Worldwide

Crane’s global freight forwarding is all handled through a single database allowing visibility, shared information and agile decision-making across Crane’s extensive global operations. The e2open platform automates carrier connectivity to industry partners including INTTRA, GT Nexus, Traxon and OAG and delivers critical regulatory compliance integrations including direct integration with U.S. Customs for Automated Export System (AES) filings and screening for denied parties, embargoed countries and other essential compliance checks.

E2open’s platform delivered fast ROI and provides Crane with a single, scalable freight forwarding system supporting all global operations. This single platform enabled Crane to transform and standardize global business processes, resulting in greater efficiency, fewer errors, better regulatory compliance and lower costs.

Crane now has an agile global logistics operating platform that supports the company in achieving its growth objectives worldwide.

About e2open

At e2open, we’re creating a more connected, intelligent supply chain. It starts with sensing and responding to real-time demand, supply and delivery constraints. Bringing together data from customers, distribution channels, suppliers, contract manufacturers and logistics partners, our collaborative and agile supply chain platform enables companies to use data in real time, with artificial intelligence and machine learning to drive smarter decisions. All this complex information is delivered in a single view that encompasses your demand, supply and logistics ecosystems. E2open is changing everything.

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