

CASE STUDY

GEODIS Improves Parcel Shipping Visibility for Global E-Commerce Customers

Top-Ranked Global Logistics Provider

A trusted, top-ranked operator in Europe and worldwide, GEODIS is a transportation, logistics and supply chain organization with more than 40,000 employees in over 120 countries. As a logistics company, GEODIS provides its customers with proven expertise across distinct areas of operation that include contract logistics, distribution, freight forwarding, road transport and supply chain optimization. GEODIS' services span a wide range of industries, from high tech and fashion to aerospace and defense.

E-commerce has grown significantly in recent years, creating both challenges and opportunities for the company, which was very successful in creating partnerships with leaders in many of the world's largest global e-commerce marketplaces. Collectively, the logistics provider's customers generate around 5 million cross-border and cross-continental small parcel shipments annually utilizing the provider's e-commerce shipping solution.

The Challenge of Meeting New Service-Level Expectations

The GEODIS Control Tower team supports contract logistics and warehousing services for the company's customers, particularly its bigger partners. Global parcels are usually transported by air on international passenger flights, requiring a very dynamic booking and tracking system to meet the service-level agreements for the giant consumer marketplaces the provider serves.

The Control Tower team had been using a technology solution from a third-party vendor, but information technology (IT) support issues were rampant when it came to global small parcel tracking — and this led to service degradation. The solution lacked agility and struggled to meet the complexities involved in tracking small parcels globally. Moreover, the database required frequent manual updates and changes to data inputs. The system was highly customized for the transportation and logistics provider, which resulted in an unstable, non-scalable product that required unending process changes and IT intervention. GEODIS began looking for a more robust, faster solution that would provide highly reactive tracking tools and enable the dynamic orchestration of workflows such as redirecting parcels over multiple trade lanes when required.



Urgent Need for a Better Tracking System

Management was seeking a technology replacement but also saw an opportunity to improve the company's organizational processes to reduce the complexity of global parcel management. The leaders wanted to onboard new customers and enable new trade lanes without IT involvement, handle poor data and message integrity issues, and minimize manual activities and redundant data entry for operations.

There was no time to lose. The switch-over to a new tracking system was a business imperative that would enable GEODIS to gain much-needed tracking visibility into its major customers' transactions and provide the same level of visibility to their customers as well. The oncoming November and December peak shipping season emphasized the fact that improved high-volume global parcel tracking was top priority. This season was typically followed by a peak-season freeze — a brief decrease in shipping quantities — before the volume would pick up again.

Why e2open?

Most track-and-trace solutions can only provide visibility at the container level, which is not sufficient for high volumes of e-commerce business in today's consumer environment. As an existing provider for another group within GEODIS, e2open was already delivering proven expertise and capabilities for the transportation and logistics provider in a different capacity. E2open demonstrated the ability to trace shipments from container to pallet down to the small package level, a degree of precision that is critical for international e-commerce and compulsory for compliance with e-tailer terms and conditions. The e2open system could also handle tracking across multiple modes and complex shipment flows.

E2open Application

GEODIS chose to implement e2open Logistics Visibility from the e2open Logistics suite.

Rapid, Successful Implementation

The project kick-off and go-live timelines were highly constrained. The team decided to go live after the peak season and conduct thorough performance and user-acceptance testing during the post-holiday freeze window. To make the transition successful, the launch had to take place in early January and stay on time. E2open's implementation services team conducted a thorough review of the provider's existing processes, helped streamline them and efficiently completed the project. The application's maturity and configurable workflow orchestration features made the changeover simple and effective.

E2open's advanced logistics capabilities enabled GEODIS to deliver on the promise the company had made to some of its largest, most important customers. The competitive advantages the organization gained are essential for its continued growth as well.

A System That Fits — With Performance to Prove It

The transportation and logistics provider is highly satisfied with the implementation and its results. E2open's advanced logistics capabilities enabled GEODIS to deliver on the promise the company had made to some of its largest, most important customers. The competitive advantages the organization gained are essential for its continued growth as well. The stability and scalability of e2open's platform provide tremendous value, and all stakeholders are pleased with the results — the business teams, internal IT and the company's customers.



Logistics Visibility has brought GEODIS significant measurable and quantitative benefits:

- Immediately improved the company's ability to move and track approximately 2.5 million existing international parcel shipments per year
- Handled up to 600,000 parcels in a peak month following initial launch
- Doubled the company's customary processing volume within 10 months, reaching 5 million parcels annually
- Reduced trade lane enablement time from one month to one day, enabling the company to offer more than 40 trade lanes
- Freed IT resources from the carrier onboarding process
- Eliminated data and process adjustments, improving end-user satisfaction
- Provided a 35% reduction in the time required to process consolidated shipments

GEODIS can now leverage Logistics Visibility to orchestrate, drive and track all parcel shipments from warehouse pickup to the last-mile carrier — and even final delivery to the consumer. Having recognized the application's critical role, the company continues to look for other value-added services to offer customers by partnering with e2open.

About e2open

E2open is the connected supply chain software platform that enables the world's largest companies to transform the way they make, move, and sell goods and services. With the broadest cloud-native global platform purpose-built for modern supply chains, e2open connects more than 400,000 manufacturing, logistics, channel, and distribution partners as one multi-enterprise network tracking over 12 billion transactions annually. Our SaaS platform anticipates disruptions and opportunities to help companies improve efficiency, reduce waste, and operate sustainably. Moving as one.™ Learn More:

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