

Unilever Improves Ocean Supply Chain Operations Through Digitalization With e2open®



The Challenge

Unilever® is a global leader in consumer products, delivering goods used by two billion people in more than 190 markets around the world. In 2009, the company established UltraLogistik, based in Katowice, Poland, to coordinate and streamline its transport operations across Europe, with an Ocean Logistics team focused on ocean shipments to multiple destinations — an increasingly complex task. According to Unilever operations, “Our goal was to streamline ocean logistics processes, realize greater efficiency and improve visibility.”

The Solution

Unilever’s relationship with e2open derived from a unique set of challenges associated with their ocean operations in Poland. “E2open had the experience and connectivity to manage our key shipping lanes. With our carriers already on the portal, all we needed to do was link our transport management system with e2open,” said Unilever.

That process was handled smoothly. “During the transition phase,” Unilever noted, “E2open’s Service Delivery team worked closely with us, conducting numerous tests in different environments, working out resolutions for a seamless integration. Once implementation had been completed, we continued to receive strong post go-live support and assistance for continuous service with our ocean carriers.

Our experience using e2open solutions and services for submitting booking, shipping instructions and eVGM [electronic verified gross mass] submissions has been extremely positive from every perspective.”

Access to over 800 carriers, simple, expedited submission of accurate, compliant shipping instructions and real-time information on shipments in progress are just some of the reasons why customers like Unilever use E2open’s transaction platform.

The Benefits

Secure, Streamlined Booking

Online booking with over 800 carriers “has enabled us to reduce time and resources devoted to this process, eliminating unnecessary manual work flow,” noted Unilever.

Faster and More Accurate Shipping Instructions

“Using e2open to submit shipping instructions is twice as fast as using standard submission methods and far more efficient, because the system catches erroneous or non-compliant submissions before they are transmitted,” stated Unilever. Shipping instructions also provide the basis for bills of lading, another example of saving customers time and money.

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Unilever

SOLAS VGM Compliance

Recognizing the impact of new International Convention for the Safety of Life at Sea (SOLAS) verified gross mass (VGM) regulations, e2open developed its eVGM solution to enable Unilever and other shippers to easily and quickly transmit VGM-compliant information to carriers. “The e2open team of technology industry expertise offered Unilever all the support we needed to meet the new requirements.”

Tracking and Monitoring Shipments

Unilever also uses e2open’s shipment visibility dashboards with automatic electronic data interchange (EDI) notifications to monitor containerized freight in transit and identify delays at the earliest possible moment. “The information we receive on our shipping activity has led to better decision-making and reliability, as well as lower costs and better partner relationships,” noted Unilever operations.

Unilever noted that “using e2open’s shipment lifecycle management technology to transact and manage its ocean shipping activities in Europe has enabled us to optimize the entire process.” Unilever further anticipates benefits for the company as e2open continues to add new, innovative tools and services.

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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