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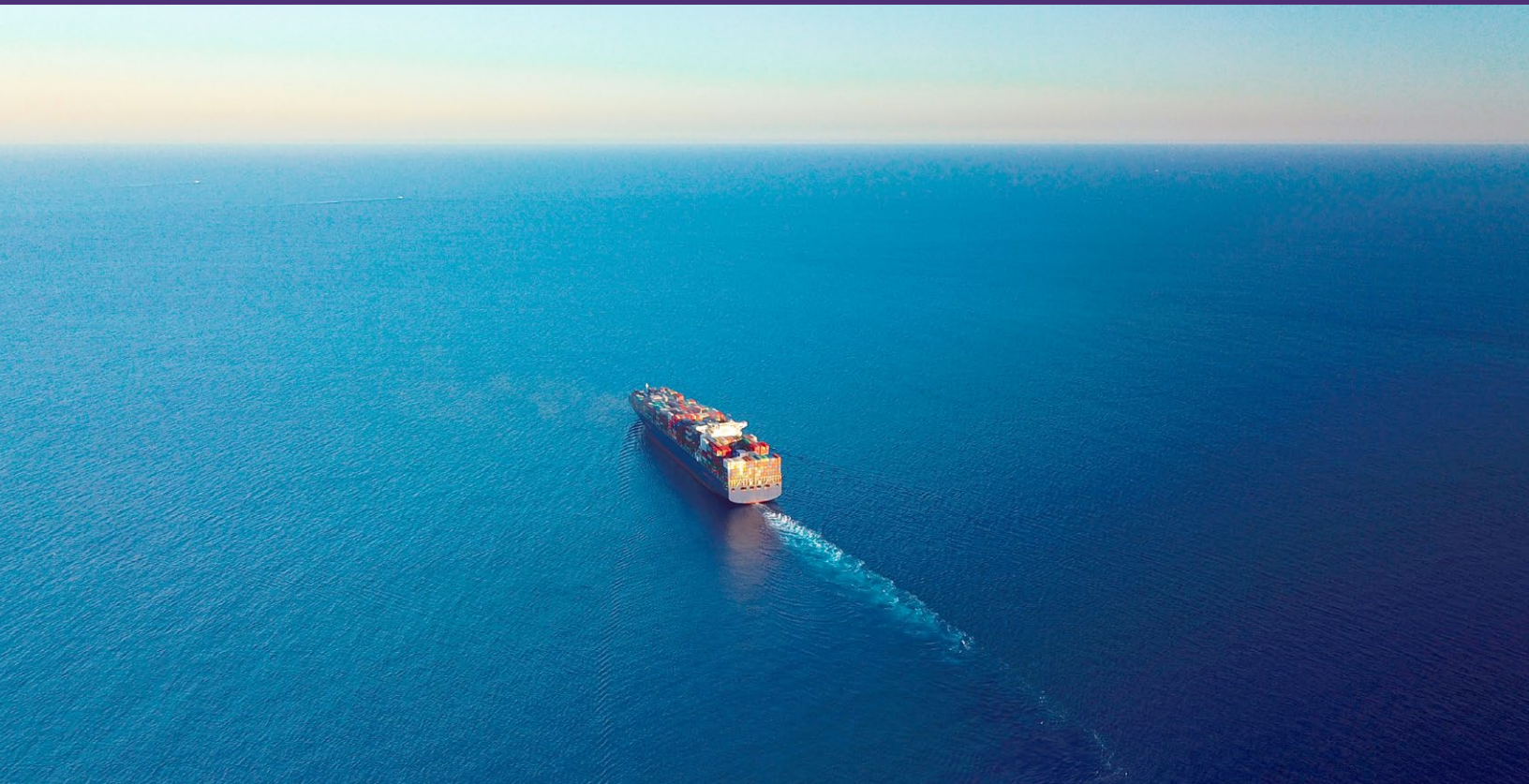
Empowering the Chief Supply Chain Officer

How Connected Logistics Moves Products Across the World with Greater Efficiency

With deeper connections to supply chain partners powered by innovative technology, companies can break down silos, reduce costs, enhance customer satisfaction, and gain a competitive advantage.

Managing global logistics takes a lot of effort to get right. The evolution of global sourcing, manufacturing, and distribution — and the customer expectation of fast, efficient delivery without paying for shipping costs — has led to increasing complexity. But before items even get to the store shelf or the doorstep, much has gone into the process — from procuring and moving raw materials to transporting the finished product to the distribution center where orders are filled and shipped across town or around the globe.

Consider the typical journey of a single finished product. Raw materials and components must be ordered before suppliers can plan fulfillment and transportation to the manufacturing plant. Once there, the item is made or assembled into a finished good, stored in an on-site distribution center, or transported to another regionally located distribution center. Customers then order finished goods from the distribution center, and transportation is coordinated — either directly to consumers or stores. It requires multiple vendors and layers of communication and orchestration. Add crossing borders, trade regulations, multiple currencies, and time zones, and the logistical complexity exponentially increases.

However, sophisticated supply chain and logistics technology can streamline the processes for companies to sell, make, and ship products with greater efficiency, lower costs, and improved performance. This document uses three business use cases to illustrate how deep collaboration with global network partners can drive more organizational value.

Three case studies: ensuring reliable planning and logistics execution by connecting supply chain partners and functionality
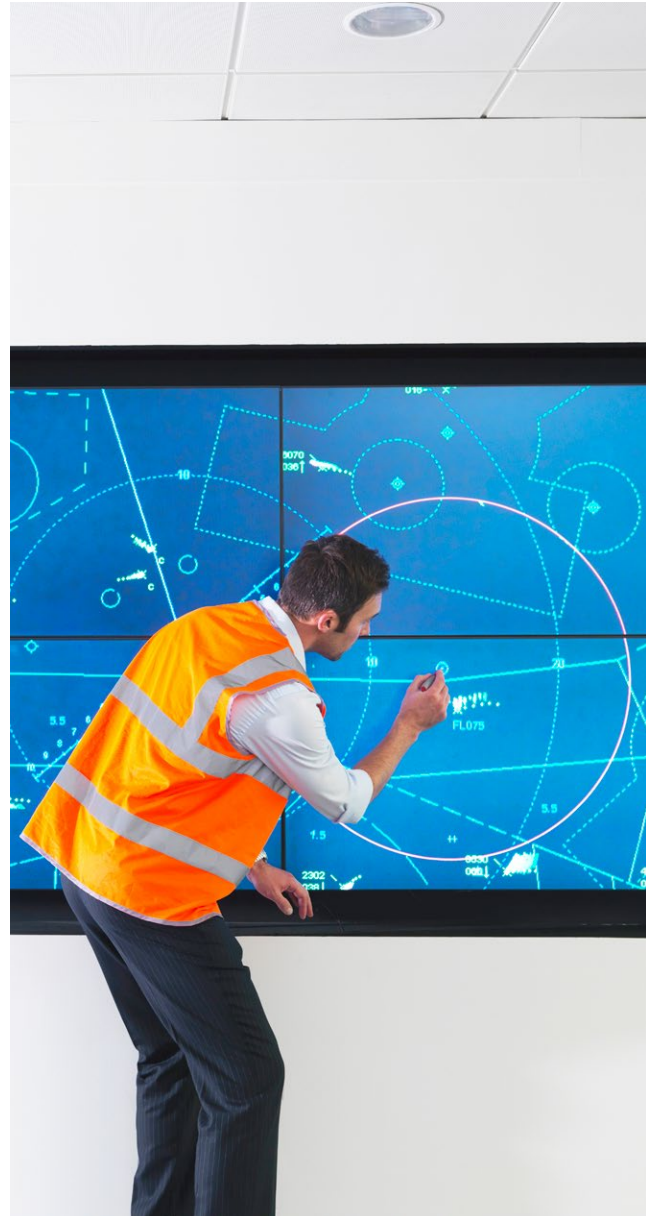
Case Study
Using technology to help a freight forwarder navigate global logistics complexity

Freight forwarders help companies run smoothly from the origin of the shipment journey to the destination by using technology to meet customer requirements and protect margins for each job. This global freight forwarder provides full-service air, ocean, trucking, customs brokerage, and logistics management for customers across a wide range of industries. The company, with locations around the world, wanted to standardize its global business processes to increase efficiency, reduce errors, meet regulatory compliance requirements, and lower costs to support its customers worldwide. To accomplish this, they implemented a single, scalable, transparent, flexible freight forwarding platform that easily integrates with multiple third-party systems and partner networks.

With a reliable transportation management system, the forwarder uses the extensive carrier network to optimize each shipment for cost, service, and other important factors. By connecting transportation management with customs filing capabilities, the agents can directly file declarations on behalf of their customers, streamlining cross-border operations and reducing the risk of delays. By adding due diligence screening, they minimize risk and save time and money by quickly screening customers, suppliers, and other partners against sanctions, denied party lists, and dual-use restrictions. The company now has deep visibility into transit shipments and is alerted to potential disruptions. This detailed visibility lets the company keep its customers updated and increases the quality of its customer service. With a comprehensive, timely, and complete data picture of their supply chain, they can make informed decisions, ensure inventory availability, and reduce risk.

Case Study

Focusing on sustainability while shipping domestically and internationally

Shippers look for a TMS to streamline their transportation processes, reduce costs, enhance efficiency, and provide a high level of service to their customers. This shipper, our client based in Colorado, manufactures cheese and other dairy-based products with a deep commitment to sustainability. The company uses our TMS to plan, execute, track, and settle transportation shipments across their supply chain. They are taking advantage of the GHG emissions reporting to understand and report their carbon impact.

With an increased need to flexibly ship both domestically and internationally, the company decided to add new capabilities to streamline the booking process for the ocean leg of their international shipments. Using a single system to execute requests with multi-mode transportation providers saves them time, eliminates redundant data entry, and simplifies operations by accessing one portal for all their ocean shipments. For shippers that must ensure they deliver their loads on time and in full, visibility into shipments in transit is vital. Our client uses logistics visibility capabilities to gain real-time visibility and status updates for every shipment. When a load is at risk for late delivery, they receive a notification and can adjust the plan to ensure the order arrives on time to meet customer expectations.

Case Study
Reducing risk in the automotive industry with logistics orchestration

This globally recognized automotive leader found themselves susceptible to frequent disruptions and costly missed commitments due to poor visibility into their supply risk. So, they embarked on a path of innovation and collaboration by transitioning to a more connected and simultaneous operating model. The transformation involved a multi-tier network of over 1,000 global suppliers, connected supply planning, and execution. It also incorporated enhanced logistics visibility in pursuit of greater supplier schedule stability. The solution gave the company a holistic view of their supply chain by seamlessly sharing strategic operational and planning information across the network. This helped them sense supply and demand shifts and proactively mitigate and manage disruption risks before they impacted supply availability. Additionally, they implemented a system of daily, weekly, and monthly confirmations against a telescopic part-level forecast in collaboration with their suppliers. This real-time visibility empowered them to manage potential disruptions and increase supply assurance. Additionally, the company incorporated supplier constraints and utilized advanced techniques like part-level pegging and predefined priority rules to overcome confusion stemming from unrealistic build plans. This helped them create more achievable build plans. Now they can better anticipate and mitigate these supply chain risks by adding inbound supply shipment visibility and improving predictive time of arrival, early warning alerts, and disruption impact assessments.

The automotive industry is constantly pressing the accelerator on its transformation from limited supply visibility, siloed planning, and slow response to a state of simultaneous and connected planning, logistics, and execution. This connected and synchronized operating model is a departure from the traditional, sequentially tiered supply chain approach. The result is an agile supply chain that can respond swiftly to change while optimizing inventory by balancing service, cost, and flexibility.
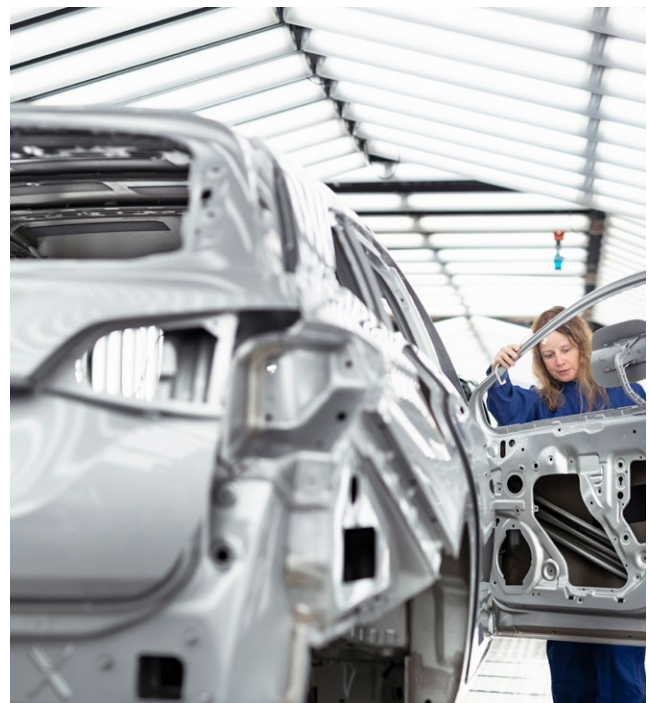
What's ahead for logistics?

According to the *Gartner® Market Guide for Multi-enterprise Collaboration Networks*, "Connecting, coordinating, collaborating and executing on business processes that extend across multiple enterprises for joint value generation will allow supply chain organizations to drive resilience in times of disruptions and address the following top priorities:

- **Transparency:** Having end-to-end visibility and allowing close to real-time collaboration to avoid and respond to disruptions
- **Productivity:** Increasing productivity and efficiency to drive financial outcome
- **Resilience:** Taking the right actions to meet customer needs while protecting the brand
- **Sustainability:** Supporting environmental, social and governance (ESG) initiatives, including emissions and carbon footprint"

This is compounded by the fact that "organizations experience greater disruptions than ever before, so collaborating effectively with one's trading partners is a must-have capability."[1]

The pandemic magnified risk when finished goods were difficult to obtain because the components that flowed easily to the manufacturing plant were unavailable, sending ripples down the supply chain. Looking at today's landscape of ongoing geopolitical tensions, new and changing trade regulations, and sustainability mandates, collaboration between stakeholders in the supply chain, including shippers, carriers, suppliers, and technology providers, is not a luxury but a necessity.

Companies with access to a network that connects them with their supply chain partners can communicate important shipment information effectively, automate data exchange, and improve overall efficiency. Timely and reliable data shared through the network allows companies to have real-time end-to-end visibility, allowing companies to track shipments and anticipate potential disruptions. Access to rich network data also helps them leverage data analytics to gain insights into their operations, optimize processes, predict demand, and improve customer service. Organizations taking advantage of these capabilities will be better positioned for success in the evolving logistics landscape.

Connect Your Supply Chain

E2open is the connected supply chain software platform that enables the world's largest companies to transform how they make, move, and sell goods and services. With the broadest cloud-native global platform purpose-built for modern supply chains, e2open connects over 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: **www.e2open.com**.

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1. Gartner, Market Guide for Multienterprise Collaboration Networks. Christian Titze, Brock Johns, April 18, 2023. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

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