

CUSTOMER CASE

FREIGHT PROCUREMENT IN A PANDEMIC

A COVID-19 SPECIAL

“Cargobase is a game-changer in these unprecedented and extraordinary times.

Never before has a solution been implemented as swiftly, whilst meeting all our immediate requirements.”

VP Global Supply Chain
Electronics Manufacturer

CARGOBASE 
TECHNOLOGY · PLATFORM · LOGISTICS





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“COVID-19 has forced us to change the way we manage our supply chains forevermore.

The demands are more critical, dynamic, and complex than ever, and we need to be at the top of our game - in capacity and rates - because customers still expect on-time deliveries.

Cargobase has been instrumental in helping us navigate this crisis and in transforming the way our supply chain operates and performs.”



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Our customer is a US manufacturer of consumer electronics. The company has more than 35,000 employees worldwide. As a global manufacturer, they are responsible for the entire flow of goods from assembly line to regional distribution points.

Their supply chain is managed through teams in three regions; APAC, EMEA and Americas. Prior to Covid-19, their supply chain ran like clockwork with a small group of Top 25 Freight Forwarders. Lanes and rates were assigned and agreed upon for a contractual period of time.

Any spot-buy shipment was managed manually - due to their sporadic nature - such as new product launches, changes in demand or unexpected delays.



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The developing COVID-19 situation led to increased demands and freight-rate volatility worldwide, which has thrown schedules, lane assignments and pre-agreed rates out the window.

This has created a snowball effect across global supply chains, as traditional and legacy systems put in place to manage the bulk of supply chains are not equipped to deal with this volatility.

Many organizations - like our customer - are hitherto used to referencing manually-updated large spreadsheets with current rates from providers on all possible lanes; a spreadsheet that is shared across personnel that order logistics services. This neither guarantees rates, nor space, and is a tedious, time-consuming, and manual process for all stakeholders.

Furthermore, this leads to administratively-taxing freight invoice audit flows, as auditors must access most updated rates and therefore, are often not able to properly audit invoices.

Our customer saw the urgent need to innovate and automate, realising that their previous process was no longer sustainable, and reached out to us at Cargobase.



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The prime objective of this shipper was to get access to real-time, up-to-date freight rates and space, from a pre-selected group of freight forwarders. (To increase their exposure, they did expand the group to more than just the pre-contracted freight forwarders.)

On top of using Cargobase to secure procurement, the customer was able to benefit from our other key features. For instance, they required confirmed quotation information to be sent automatically, as a notification and point of reference to the FAP for matching with incoming invoices. This information must include a full breakdown of shipment details, freight forwarder data and approved cost.

Keys Features Deployed by this Customer:

- ✓ Spot-Buy Quoting
- ✓ Track & Trace
- ✓ Analytics

The shipper requested for an urgent global roll out, and we were able to achieve the following milestones in **less than two weeks**:

- 1 CALL**
We set up a virtual conference-call with shippers team to determine process flow, customizations and go-live date.
- 2 EMAIL**
Shippers select the group of freight forwarders they wish to onboard, and an invitation to complete a free sign up on Cargobase is sent to all stakeholders.
- 3 ONBOARDING / TRAINING**
Cargobase undertakes the setup of freight forwarders and training of all users.
- 4 ALL SYSTEMS GO**
With provision of 24/7/365 online training material and support.



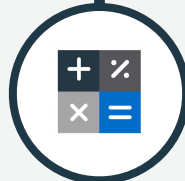
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CHALLENGE

SOLUTION

✗ Manually updating rates in spreadsheets, which is tedious and time-consuming.



Fully automated RFQ workflow, with smart functions like auto-filling of previously submitted information. Single-screen solution comparison. Full data insights on providers' quoting performance. ✓

✗ Limited exposure to freight forwarders due to resource constraints, leading to more expensive solutions.



Centrally controlled pool of logistics service providers, that includes incumbent as well as freight forwarders that were included in previous tenders, to broaden the outreach. ✓

✗ High margin of error as logistics operations and planners have to manually check, calculate, fill in forms, and request for bookings.



Intelligent, automated RFQ process that meet immediate requirements, and full visibility on accurate cost and delivery schedules. ✓

✗ No visibility on freight bookings, freight data, freight forwarder performance data or invoicing data.

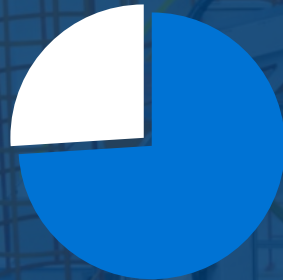


Enriched quoting, freight and KPI data with internal references, validation cost centers and enhanced reason code insights. ✓



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KEY RESULTS



26%
COST
AVOIDANCE



4.5
AVERAGE QUOTES
per request



75
MINUTES SAVED
per shipment



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COVID-19 and the great reset: Parting Notes

The COVID-19 crisis has presented the greatest challenge in the lifetime of the logistics industry and has changed the way companies manage their day-to-day supply chains, and interact with their logistics partners. It has exposed the gaps in legacy processes and shone the spotlight on the lack of back up solutions for when disruptions happen.

Cargobase has proven with this customer that we are leading the way in helping companies navigate and transform the way supply chains operate and perform in a hyper-evolving logistics landscape. We offer logistics that is resilient, intelligent, robust, and scalable, by putting in place a solid process for all stakeholders that creates much needed control, transparency and automation.



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Contact Cargobase today

Hear how we are helping companies like this consumer electronics manufacturer successfully navigate the COVID-19 crisis, so their purchasing, logistics operations planners, and staff are able to focus on what matters most for the business, while being fully in control of their supply chain.

Talk to our Customer Success Team to learn more about cost, implementation and customizations.

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THANK YOU