

Supply Chain Visibility and Response – Enabling midmarket 3PLs to Reposition their Value Proposition

Cargo Partners Network (CPN) – Collaborate Network

CPN is a network of professional logistics companies providing transfer of goods service from supplier to market. Their members span six continents, with more than 4,000 employees’ world-wide, and a presence in over 60 countries. Their annual billings are more than 5.5 Billion US Dollars, and they handle over 1 Million Containers (TEUs) and over 68 Million Kilograms of Airfreight per year worldwide.

In a response to changes in the global market, and in order to enable their members to be more efficient and agile, CPN realized that there was a need to build a new operating infrastructure, one that will enable their members to respond to the needs of the new global marketplace.

Client Needs

George Kuhn, Senior Executive Officer, states the needs by saying:

“Today, international trade is valued at more than \$10 trillion annually and still growing. Goods are processed by a complex matrix of service providers, government entities, and other intermediaries. The transactions between these trading partners and regulatory authorities require a plethora of trade documents that are exchanged multiple times and include hundreds of data elements. Hence, the ability to collaborate effectively is an increasingly important issue. IT has paved the way towards meeting these complex needs, but IT technical platforms and abilities vary greatly as business practices differ from the highly sophisticated to the mundane. In addition, time-consuming manual processes, inferior data quality, and lack of

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adaptability to unanticipated events has only too often handicapped productivity, or much more importantly, made the offering uncompetitive! Last but not least, border security around the world is setting tighter and there are higher demands on cargo visibility and transparency to allow for an uninterrupted flow of goods. It is fair to conclude then, that the Freight Forwarder without an integrated and international IT solution will face larger and larger competitive hurdles to overcome in the years ahead. As of today, multi-nationals have rapidly embraced this evolution and not only taken advantage of the logistics outsourcing trends of the late 90', but are now fully integrating supply chain management functions on behalf of their customers."

CPN had recognized the issues facing it as an organization; it needed to reposition its service offering to include value added services, while streamlining its traditional service. However, the requirements in capital and resources that each individual member could contribute to the creation of such a service were far beyond their capabilities. CPN partnered with TradeMerit to build a solution that provided all the requirements established by CPN and without any capital expense or financial commitment from any of CPNs members.

TradeMerit Solution

TradeMerit is a Supply Chain Visibility and Response service provider. CPN partnered with TradeMerit in order to leverage TradeMerit's unique methodology and On-Demand technology to create a tailored solution that is able to create the infrastructure and services that CPN required including:

- ***Standard procedures and methodology*** that improve communications between the members and reduce duplicate processes.
- ***Standard technology platforms*** that integrate with every member's backend system and provide seamless interface to all documents and information. This ensures that data exchange is not just accurate but also complete, and efficient even when trading partners don't utilize electronic data exchange.

- ❑ ***Links to all trade activity*** from the purchase contract through to the order, ASN, Customs, Consolidation and all other points until the receipt of goods.
- ❑ ***End-to-End supply chain visibility*** that will allow your clients to track the flow of goods and provide a clear status of where goods are anywhere in their global supply chain.
- ❑ ***Response Management*** with task creation and escalating alerts that will lead to an early enough response so that supply chain problems can be averted or managed.
- ❑ **Web based** interface in addition to a ***full EDI and XML integration*** that is easily accessible for all of your clients and provides the tools necessary to measure the effectiveness of their supply chain.
- ❑ ***Shipping and forwarding plans*** that can be created using a simple graphical interface and can be re-used as needed.
- ❑ ***Continuous improvement*** tools that will allow new processes to be tested before implementation.

For further Information Please Contact,

Wael Aggan
aggan@trademerit.com
Tel: +1 (866) 322-2816 Ext 118
www.TradeMerit.com