DESCARTES™ MacroPoint

Generate and Communicate Actionable Visibility Data

for Shippers & Receivers

Today's shippers and receivers are being challenged to navigate increasingly complex supply chains more efficiently. To succeed, they need the ability to view, analyze, predict and communicate the status of shipments in real time. As a result, supply chain visibility functionality has emerged as an industry requirement.

Click here to get started ▶

Introduction

The business impact of transportation management now extends beyond the fundamentals of buying and managing capacity, and physically moving products. Asset utilization, inventory management, transportation costs, customer service and speed to market can all be improved when visibility is acknowledged as a cornerstone of meaningful network collaboration.

Shippers and carriers working together more efficiently and effectively can drive collaborative transportation management to produce continuous planning, forecasting and replenishment process improvements. Collaborative visibility creates the trust required to make it happen.

An increasing number of shippers are embracing the capabilities and benefits of visibility solutions. However, the data and business intelligence provided by visibility functionality is not useful when presented in a vacuum. What shippers do with the resulting data is where the proverbial rubber meets the road. Many best-in-class companies are using robust data collected from visibility tools to gain a competitive advantage.

In this eBook, we'll cover:

1 How to make more proactive, collaborative decisions with inbound visibility solutions

2 How to leverage outbound visibility to evaluate and improve business processes

3 Why visibility solutions are a must for competitive shippers

4 How Descartes MacroPoint can help

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Make More Proactive, Collaborative Decisions with Inbound Visibility Solutions
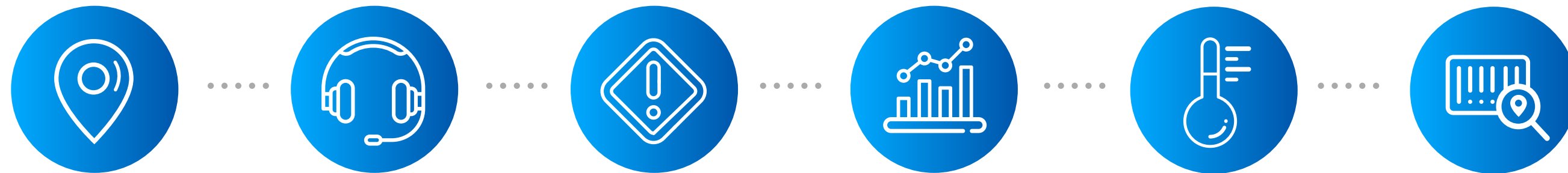
"By tracking our loads with the Descartes MacroPoint, multiple BASF functions (Supply Chain, Customer Care, Sales, Logistics), as well as many customers, are able to proactively determine which shipments are at risk for late delivery, and take appropriate actions to maintain smooth shipping and receiving operations. Our customers had emphatically requested proactive notification and increased visibility for their deliveries, and BASF is now able to provide both."

Bill Wehrle, Director of Supply Chain, BASF

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Benefits of Inbound Visibility
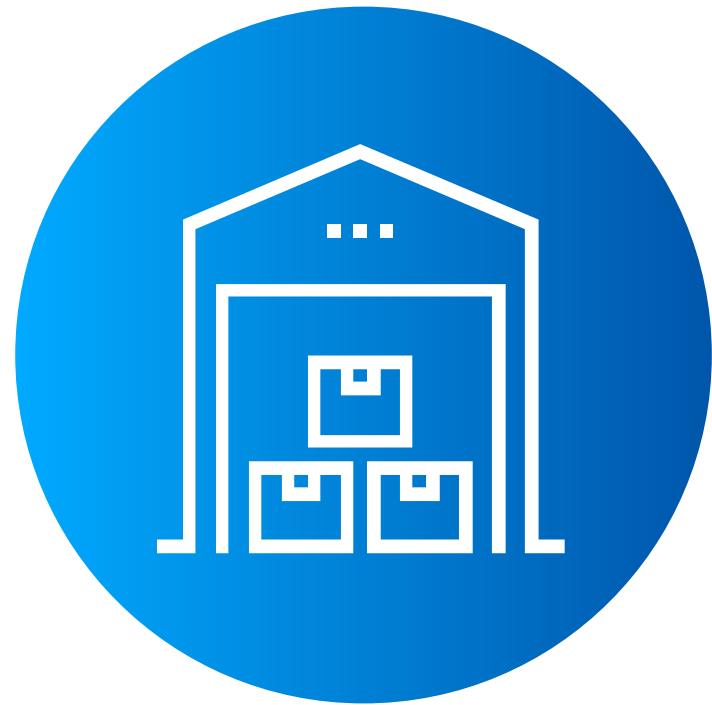
Functionality

- **Provides location and ETA of every shipment simultaneously**
- **Identifies and navigates potential bottlenecks impacting production**
- **Enables virtual inventory management**
- **Captures dwell data to manage carrier performance**
- **Enables more proactive collaborative decisions across the network**

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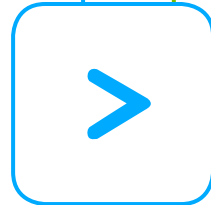
Results

- **Reduced labor for tracking inbound loads/inventory**
- **Less manufacturing downtime, fewer disruptions**
- **Increased revenue through extended virtual inventory**
- **Reduced detention at supplier pick-up and delivery locations**
- **Improved supplier and carrier relationships**

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Improve Inventory Management with Estimated Time of Arrival (ETA)

Create virtual inventory for greater speed to market

Implementing multimodal, real time visibility into in-transit inventory from manufacturers is a game changer. It allows shippers to view the location and updated ETA of every shipment simultaneously in real-time. Anticipating the arrival time of products and navigating potential bottlenecks more effectively can positively influence production planning, and ultimately the bottom line.

With ETA, one ecommerce giant is able to systematically trigger its inventory management system to show that product is available to sell on their website the moment a load is shipped from the supplier. Using ETA as a determining metric instead of the statistical averages previously relied on has reduced lost sales resulting from stockouts.

So while ETA can clearly help dock operations become more efficient, shippers should think in terms of how Supply Chain Visibility (SCV) creates a "virtual inventory management platform." ETA data is now being used to inform higher profile business processes by supporting simulations, contingency planning and/or scenario analysis.

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Manage Carrier Performance with Real-Time Data
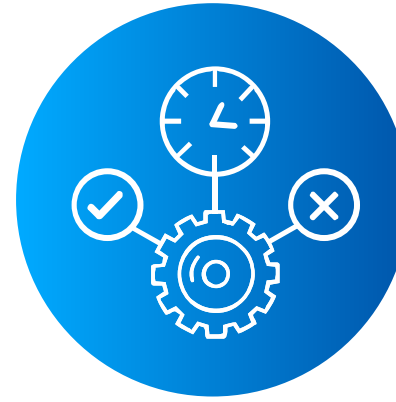
Continuous fine-tuning of carrier performance and reaction time can be a high-impact strategy for logistics management. Many shippers analyze historical detention and dwell times across their network to identify problem areas. But best-in-class companies go a step further using real-time dwell data to alert and proactively manage carrier detention.

Creating a supply chain that can dynamically react to real-time market forces while still meeting the lead times required to sustain network performance requires real-time network visibility. There's no other way to acquire the necessary data. The more information that can be shared the greater the benefits. Having the ability to make quick, informed decisions can save a shipper up to 40% on logistics costs.
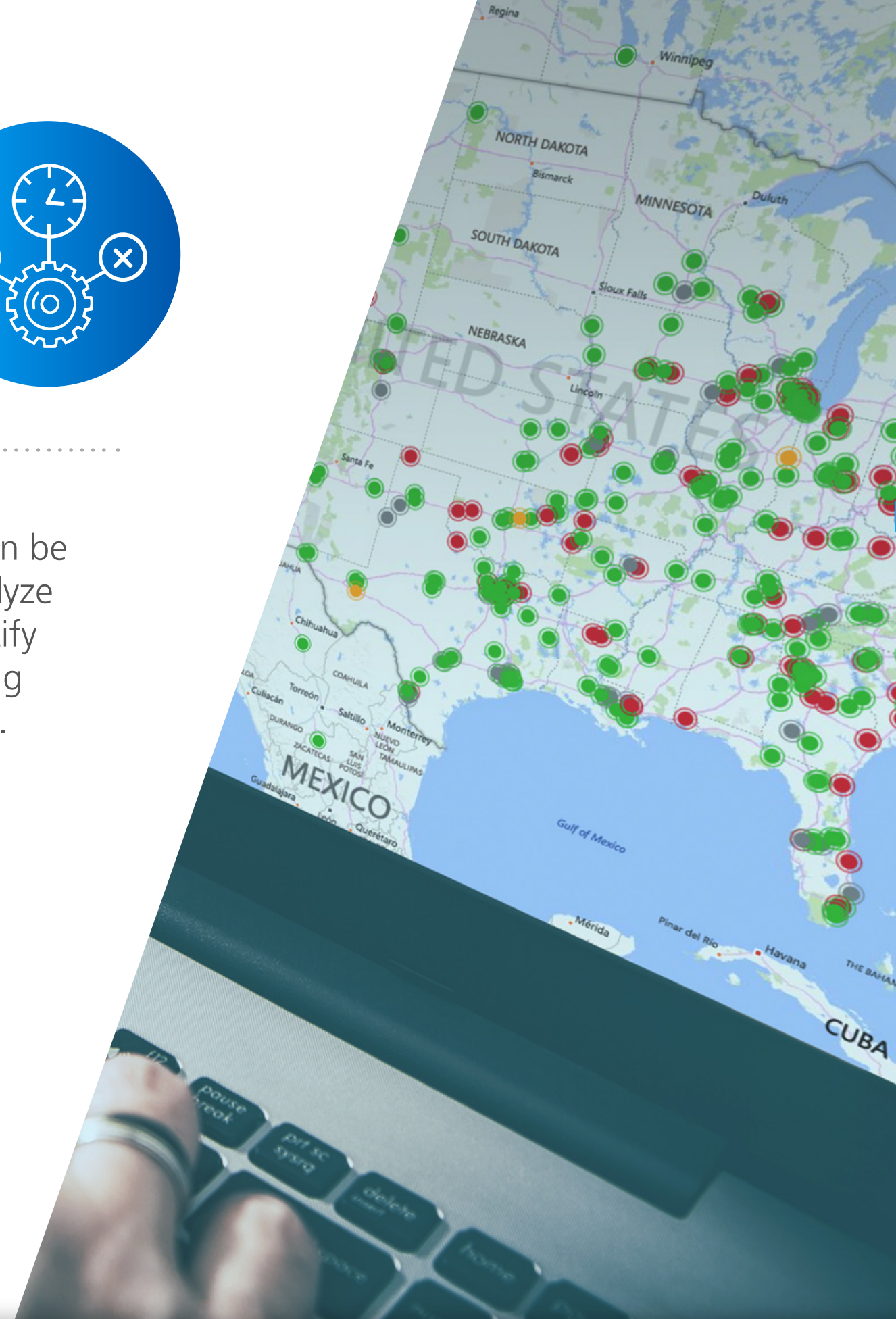
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Share Accurate Data to Foster Trust and Optimize Operations
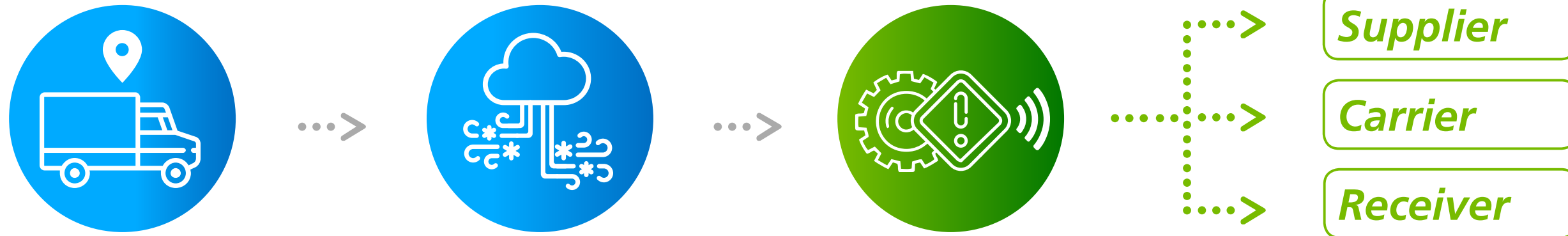
If the network can't rely on the accuracy of information that's being shared, even modest levels of collaboration can't happen. It's imperative that shippers, suppliers and carriers are all on the same page to optimize supply chain performance. Collaborating and sharing data are even more critical when an unexpected disruption occurs that could impact production.

For example, if a major winter storm brings transportation to a standstill, shippers need to work closely with suppliers and carriers to determine the extent and consequences of possible inbound delays, develop appropriate contingency plans and communicate regular updates to customers. With robust visibility platforms, constant review of road conditions, weather data and carrier status changes will happen automatically behind the scenes so that shippers can be notified of any at-risk loads.

The ability to analyze the data and quickly/accurately report on unexpected variations improves operating performance and builds mutual trust between all supply chain partners and with end customers. If carriers are doing everything they can to work around a weather issue, and the shipper is receiving regular updates to modify and communicate its plans accordingly, customers are more likely to be understanding of later deliveries due to production delays.

Knowing that a shipment is going to be delayed is one issue, but having accurate inbound data to modify plans and keep customers informed is the hallmark of best-in-class shippers. Collaboration and real-time visibility solutions make this possible.

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Leverage Outbound Visibility to Evaluate and Improve Customer Service

64% of study respondents view improved customer service as the top business driver for the expansion of Transportation Mangement Solutions[1]

Outbound logistics has been an easy target when companies are seeking cost reductions and improved delivery times. However, the Amazon "effect", which has changed consumer expectations regarding order fulfillment delivery times, has created urgencies that have actually increased many organizations' costs. That doesn't have to be the case.

Shippers that implement strategies to optimize inventory management and enable integrated planning and execution technologies, will be positioned to more accurately gauge and meet consumer expectations in the new competitive landscape.

It's important to remember that shippers don't simply track shipments for progress data, but to make sure the delivery is made on time and the customer is satisfied. Real-time access to delivery information allows call center staff to begin doing customer surveys almost immediately after a delivery is completed to gauge the customer's experience and react accordingly.

While the fifty-thousand foot view of last-mile delivery suggests a massive visibility challenge, the truth is that the most sophisticated players in outbound logistics are networked and better "visibility equipped" than most other legs in the delivery chain. Integrating data in meaningful ways informs the entire network, including upstream systems that can result in cost savings and improved delivery performance. Customers win by default.

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Benefits of Outbound Visibility

Functionality

- **Enables proactive customer notification of shipment progress and potential delays**
- **Proactively manages in-transit disruptions by automatically resetting appointment windows**
- **Quickly matches the right carrier to the right lanes to optimize performance management**
- **Generates data to evaluate and improve business processes**

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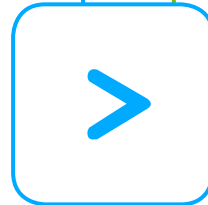
Results

- **Improved customer service**
- **Reduced customer service, sales and transportation costs**
- **Increased speed-to-market**
- **Lower chargebacks and penalties**
- **Fewer detention charges**

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Manage Exceptions Through an Integrated Solution

1. Notify
2. Mitigate
3. Resolve

Dealing with the unpredictable is difficult. Segmentation strategies and event categorization are recognized as practical approaches to exception management. However, a centralized, cross-functional team-based approach empowered to identify root causes, analyze them and coordinate appropriate responses can be a better way to address exceptions more consistently and effectively.

Because resolving complex exception challenges can require thinking beyond visibility, shippers should consider implementing a solution that easily integrates with the required, related functionality on transportation management platforms.

For example, if bad weather results in a driver missing the appointment window, perhaps compounded by that same driver exceeding hours-of-service rules, an integrated solution can proactively alert shippers to help reset all the impacted appointment windows. Improving the ability to proactively change planned appointment windows accounts for dock cut off times, working hours, etc. Automating the required schedule changes and notifications helps operations run more smoothly when managing through in-transit disruptions.

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# Transform Performance Management into a Risk-Awareness Practice

Leading-edge shippers are evaluating carrier performance using reporting constructs far more dependable and nuanced than traditional methods. Instead of relying on retrospective, periodic reviews that may not reflect the whole truth, they are identifying problems and opportunities when they happen and are reported in context.

Carriers are often rated on a composite performance score. Therefore, high-performing carriers may be inappropriately penalized. Perhaps they aren't good in specific lanes or under certain requirements. For example, an otherwise trusted carrier may not be well-suited to manage a live loading requirement or there might be certain stops that create dwell time and on-time performance issues regardless of which carrier hauls the load. The shipper needs a way to understand load-level data so that it cannot only solve the problem, but solve it effectively.

If shippers are dealing with a month's worth of exceptions and don't have a way to drill down into the details of a recurring problem—which may actually be their own fault-- the solution may turn out to be more costly than the problem. In this case, visibility solutions that allow nuances to be understood quickly and more thoroughly so they can match the right carriers to the right lanes would make a significant difference to the business. Ideally, shippers should consider implementing a solution that serves as a natural "host" for all the KPIs that matter, transforming a scoring exercise into a risk-awareness practice.

Click here to schedule a demo on how carrier reporting can benefit your business.
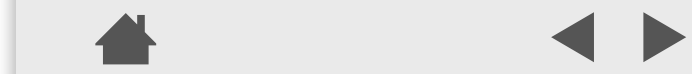
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Visibility Solutions are a Must for Competitive Shippers

As supply networks become increasingly lean and demand-driven scenarios become increasingly real, supply chains are becoming increasingly brittle. Carriers are implementing collaborative technologies to help improve their capacity management and shippers are collaborating more closely with carriers to help manage demand surges and sourcing shifts. Successful shippers understand that ship-to-cash visibility is not a goal, but a real world, competitive requirement.

Yet, some companies have been slow to adopt visibility technologies that communicate the business intelligence required to create value, mitigate risk and stay competitive. In some cases, they may be using enterprise resource planning (ERP) solutions to address supply chain visibility. But as top performers realize, this approach offers enterprise-level visibility at best and can only provide part of an end-to-end visibility solution. Actionable, real-time data across the entire network enables shippers to make accurate business decisions that will differentiate them from competitors.

For example, BASF integrated an automated freight tracking into its TMS tendering process platform, which provides monitoring 24 hours a day, 7 days a week. The solution was precedent-setting in the chemical industry when implemented, and the level of shipment transparency it provided gave BASF a competitive advantage. With continued revisions and enhancements, BASF can remain ahead of the curve and maintain its status as an innovative industry leader.

While logistics management remains a subset of supply chain management, experts believe that the two camps will ultimately converge, not unlike procurement and supply chain management practices have. Leading-edge companies are seeking multimodal network solutions that combine real-time visibility with upstream integration to sourcing, procurement and sophisticated optimization capabilities that drive a rich complement of supply chain management best practices.

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Visibility Solutions are a Must for Competitive Shippers

62% of shipper study respondents view visibility as the top capability to efficiently manage transportation[1]

"Since its inception, Descartes MacroPoint has been dramatically scaled in terms of its scope and will be used by nearly 100 percent of the BASF business units in North America by the end of the third quarter this year. Carriers from the United States, Canada and Mexico have been on-boarded. The participation of the trucking companies in the MacroPoint process is a win-win scenario. BASF manages the process optimization with its carriers through spirit of collaboration in the form of an annual bulk trucking symposium. This spirit of collaboration, along with a robust, continuous improvement process with its transportation suppliers will ensure BASF remains customer-focused using the best technology tools available." **David Bazzetta – Business Advisor, Process Optimization (RGP/BASF)**

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How Descartes MacroPoint Can Help

Descartes MacroPoint is the industry-leading supply chain visibility platform providing real-time visibility data of their in-transit freight and predictive truck capacity data content to shippers, brokers and 3PLs.

Its network connects more than 2 million trucking assets and drivers through integrations to on-board electronic logging devices (ELDs), transportation management systems, GPS-enabled smart phone applications and mobile phone triangulation.

The Descartes MacroPoint real-time freight visibility solution goes deep into the critical functional areas that matter, holding data integrity above all else. As a result, implementations go quickly, regardless of how sophisticated the requirements.

The company is an integral part of Descartes' Logistics Technology Platform which uniquely combines the Global Logistics Network (GLN), a wide range of modular and interoperable logistics applications, and the largest community of logistics-intensive companies in the world. As a result, Descartes MacroPoint can play a leading role in bridging the gap to a more coordinated global logistics management capability/strategy for customers.

[1]**2017 Transportation Management Benchmark Survey**

*Click **here** to ask us how Descartes MacroPoint can transform your operations with our world class solutions.*

DESCARTES™

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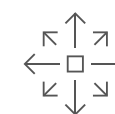
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