

# Achieving Enhanced Freight Visibility with Descartes



INTERNATIONAL  
FREIGHT FORWARDERS

IFF, Inc. is a privately-owned US-based customs broker, international freight forwarder, and Non-vessel Operating-Common Carrier (NVOCC). The company was looking to achieve a higher level of freight visibility within the Descartes OneView™ back-office platform. Integration of the Descartes Freight Visibility Platform simplified shipment tracking, which improved customer satisfaction and efficiency within IFF's day-to-day operations.

“With Descartes, our customers have real-time visibility to their shipments. It's game changing for our operations. It's easy to customize what customers view so they can see key events along their shipment journey. As a result, inbound phone calls and emails are reduced for day-to-day shipment status updates. Employees are freed to build relationships with our customer base and to focus on exceptions to speed freight to its final destination.”

**Chris Lochamy,**  
Director of Strategic Solutions IFF, Inc.

## Company Profile

IFF Inc.

## Descartes Solutions

Descartes OneView™

## About the Client

IFF, Inc., is a privately owned full service Customs Broker, International Freight Forwarder and NVOCC in the United States. IFF was established and founded in Atlanta, Georgia in 1983, and partners with businesses worldwide to provide innovative logistics solutions around the globe.

## Quick Overview

### Challenge

Gathering Data From Multiple Sources

### Solution

Consolidated Data

### Results

- Enhanced Customer Service
- Increased Connectivity
- Decreased Labor
- Enhanced Automation

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## Challenge: Gathering Data From Multiple Sources Tying Up Employee Bandwidth

“One of the core challenges facing forwarders is that others in the supply chain manage the information,” explains Chris Lochamy, Director of Strategic Solutions at IFF, Inc. “For example, if you want to know where your shipment is, forwarders would have to connect to a carrier portal. Then, once the shipment arrives at a port, they would need to switch gears and platforms to go to a terminal website. For the rail mode of transport, the scenario is similar with at least three platforms required to track a shipment. All of this takes time, effort, and employee bandwidth. There was a clear need for information to be consolidated in a useful manner.”

## Solution: Consolidated Data Within The Descartes Oneview Platform

“From within the Descartes OneView solution, all of the shipment events are consolidated in an easy-to-navigate platform. The technology provides an overview of shipments at a container level. For example, employees can view at-a-glance when a container in-gated or out-gated. This means that staff can see that free time expires on a given date. They can view this without having to navigate to a terminal’s website.”

Lochamy continues, “With Descartes, customers have real-time visibility to their shipments. It’s game changing for our operations. It’s easy to customize what customers view so they can see key events along their shipment journey. As a result, inbound phone calls and emails are reduced for day-to-day shipment status updates. Employees are freed to build relationships with our customer base and to focus on exceptions to speed freight to its final destination.”

## Results:



### Enhanced Customer Service

IFF customers can now view freight location and status on-demand in a web-based portal.



### Increased Connectivity

Data from multiple sources seamlessly populates Descartes forwarder back-office platform.



### Decreased Labor

With customers using the online portal, labor is freed from manual and labor-intensive tracking.



### Enhanced Automation

With status messages feeding directly into the Descartes OneView platform, processes are automated which increases efficiency.