



SYNCHRONIZING LOGISTICS: LET IT ROLL

*How Logistics Collaboration Creates Efficiency and
Visibility That Can Put an End to the Supply Chain Blues*



phaisarnwong2517/adobestock

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Keep Your Eyes on the Road

To stay competitive in any industry these days, you must collaborate seamlessly with trading partners, respond promptly to changing customer demands, and avoid inevitable market disruptions as you mitigate risk. Not an easy feat to juggle these priorities, considering rising costs and the sheer complexity of managing the business in a rapidly expanding global economy.

- How do you maintain efficiency across your entire freight order lifecycle?
- Are you tracking orders and shipments in real-time and avoiding gaps in your visibility where troubles can creep in?
- Do you know where your raw materials and inputs came from, and where your product went to, in case there is a quality problem that puts your customers at risk?

It's a tall order for shippers, carriers, and trading partners. But it is manageable. This eBook will discuss some of the technologies you can put into play that will help you gain visibility of your supply chain, along with some practical keys you can take to operate more efficiently, maintain compliance, and reduce your environmental footprint as you grow your business.



Arcurs/adobestock



Uncover Blind Spots

Tracking orders and shipments across your supply chain continues to be a challenge, as delivering goods on-time and in-full forms the basis of customer satisfaction, despite reports of new risks and disruptions around every corner. If you can't keep your promises, customer confidence erodes, allowing able competitors to swoop in to steal the business.

Information accuracy and timeliness are therefore central to supply chain resilience and operational efficiency, especially in volatile environments; you have to expand and trust information that provides you with key insights, and then act or react within the necessary timelines.

But with shipping information often dispersed across different systems and multiple enterprises, blind spots can occur, preventing full visibility into a shipment, order, or delivery status. And finding out about a delay after the fact is never good for you or your customer.

With looming disruption around every turn, being able to see into your supply chain has never been more important. To mitigate risk and build resilience, you need eyes on every order and delivery in transit. Your team must be able to receive information in real-time to keep customers apprised of delivery status, not to mention predict and respond proactively to evolving risks and disruptions.

59%

organizations said a lack of visibility in their supply chain makes it difficult to see necessary changes in time to react to them effectively.

Although

85%

of companies have visibility initiatives, traditional efforts have delivered marginal results, not the broad, end-to-end visibility that is required.

["Driving Best-in-Class Supply Chain Collaboration with a Business Network,"](#)
IDC InfoBrief sponsored by SAP, August 2023



Unifying a Solution

Visibility comes down to having access to the right information, at the right time, in the right operational context, in order to take a needed action. Like driving a car with a foggy windshield, if you can't see, you can't take the right action. With information dispersed across many platforms and systems, you spend more time looking for information than you do taking the needed action. Having one place to access a single, *shared* source of truth is critical for individual and team performance. This is where a unified solution can create a competitive advantage.

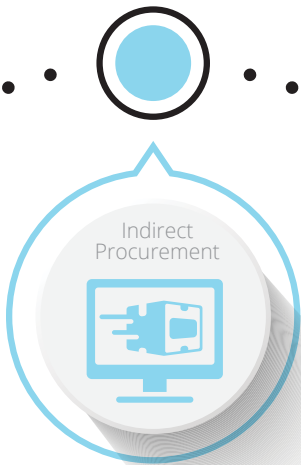
Sharing data becomes easier, thanks to the growing availability of cloud-based solutions and common application programming interfaces (APIs). As supply chain partners freely share data through modern means of connectivity, supply chain visibility becomes clearer. Collecting and analyzing data becomes easier, allowing shippers and receivers to track logistics and transport activities in real-time, in the context of their purchase, sales, or stock transfer orders.

As well, modern means of connectivity enable new possibilities for companies in a supply chain to collaborate and automate for improved efficiency throughout. Indeed, whole networks of suppliers, manufacturers, logistics service providers, and buyers can collaborate, plan, and transact together to lower risk, quickly adjust to disruptions, reduce inventory, avoid stock-outs, cut costs, and keep promises that grow loyalty and expand business for all participants.

“Supply chain visibility is the ability to track the movement of goods and specific products through the supply chain, in real-time – enabling better decision-making, increased operational efficiency and pro-active management of disruptions.”

Gregory Mekjian, SAP Global Vice President & General Manager SAP Business Network (Tiger Team)

VISIBILITY



EFFICIENCY



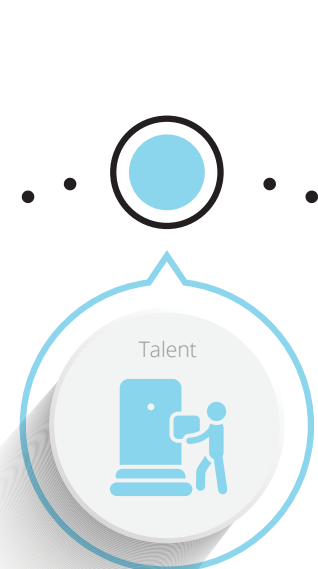
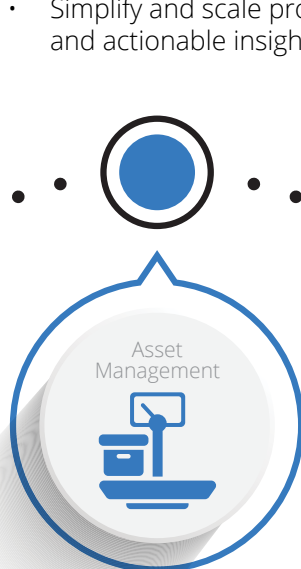
Consider a Business Network

An effective business network modernizes how systems and processes are connected across companies for better visibility, efficiency, and compliance. Using a single, connected, cloud-based network, B2B trading partners can smoothly and effectively collaborate, transact, and execute business holistically across the core functional and operational parts of a business. An effective business network will:

- Link digitalized workflows across companies.
- Enable secure, seamless data sharing.
- Improve process efficiency and visibility across enterprises.
- Offer quick identification of qualified business partners.
- Facilitate internal and external compliance across a supply chain.
- Simplify and scale processes, reporting, and actionable insights.

By connecting partners along a supply chain on one cohesive B2B network, core business functions elevate across the board. Buyers and suppliers gain efficiency and compliance across PO and invoice collaboration. Manufacturers gain more visibility and control with their contract manufacturing and co-packing partners. And for logistics and transportation, shippers gain freight order efficiency and tracking visibility from their logistics services providers. An effective business network is all about working in coordination across a supply chain and across the core process of any business.

What follows are three SAP Business Network offerings that work together to help shippers, carriers, and trading partners collaborate and navigate today's modern, networked economy.



COMPLIANCE

Up to

15%

Reduced days in inventory by lowering the required levels of inventory due to improved visibility and optimized management of goods in transit



Up to

25%

Reduced inventory carrying costs by lowering the required levels of inventory due to improved visibility and optimized management of goods in transit



Up to

20%

Reduced customer churn by enabling more reliable delivery dates, and transparent and automated communication of potential delays

Source: SAP Performance Benchmarking

SAP Business Network Global Track and Trace

SAP Business Network Global Track and Trace allows you to gain real-time visibility into your order fulfillment process and goods in transit, so that you can positively drive performance and customer satisfaction. The solution brings global positioning data to your order tracking processes, enhancing situational awareness beyond milestone reporting. With it, exceptions to transportation plans become easy to detect and alerts of unexpected delays help to avoid impact, as status of the physical movement of orders and goods stays connected to your flow of information. With Global Track and Trace, you can:

- Use geolocation tracking and rule-based, predictive alerts to avoid risk and preserve revenue.
- Reduce excess inventory and increase efficiency by planning around more reliable delivery dates.
- Improve customer satisfaction by balancing delivery experiences, cost control, and transportation-related sustainability performance.



HelenP/adobestock



Summit Art Creations/adobestock

SAP Business Network Freight Collaboration

SAP Business Network Freight Collaboration enables efficient logistics collaboration among partners. It facilitates improved cost control, risk abatement, and logistics performance for shippers, and business growth and operational efficiency for carriers. By integrating processes with carriers and service providers for the purpose of exchanging vital freight contracting and execution information, shippers can plan and execute orders more efficiently, and carriers can schedule dock appointments with ease. Shippers can tender to a network of carriers, and onboard new carriers quickly, to optimize capacity and digitalize quote-to-settlement processes, while managing disputes effectively as part of an end-to-end solution.

Up to
5%

Reduced transportation spend through real-time visibility of market prices in comparison with carrier-contracted prices

Up to
50%

Reduced order fulfillment lead-time through automated collaboration between shippers and carriers, thereby reducing lead-time for transportation processing activities

Up to
5%

Lower warehouse management costs by enabling shippers and carriers to efficiently coordinate dock appointments and better manage related check-in and checkout activities

Source: SAP Performance Benchmarking



Lens Legacy/adobestock

SAP Business Network Material Traceability

SAP Business Network Material Traceability helps you build trust through product genealogy and transparency across your value chain. The network leverages cloud deployment and modern APIs among trading partners to construct comprehensive, precise, multi-tiered product traceability information that can range from raw material producer to finished product manufacturer to customer or retailer. As a result, recalls and alerts can be streamlined both upstream and downstream, facilitating compliance tracking and reporting, and enhancing ability to reach sustainability and ESG goals.

The solution captures and analyzes material origin, use, and distribution, providing you with dynamic displays of product genealogy that help you to maintain quality and compliance, and protect your customers and brand. The added precision effectively improves product safety and sustainability at a lower cost, increasing customer trust, while safeguarding brand reputation, profitability, and growth.

10-20%

Lower risk in quality noncompliance when data-sharing across the supply chain

10-20%

Improved product traceability with multi-ingredient tracing at batch level

5-30%

Improved environmental compliance by reducing supply chain waste

Source: SAP Performance Benchmarking



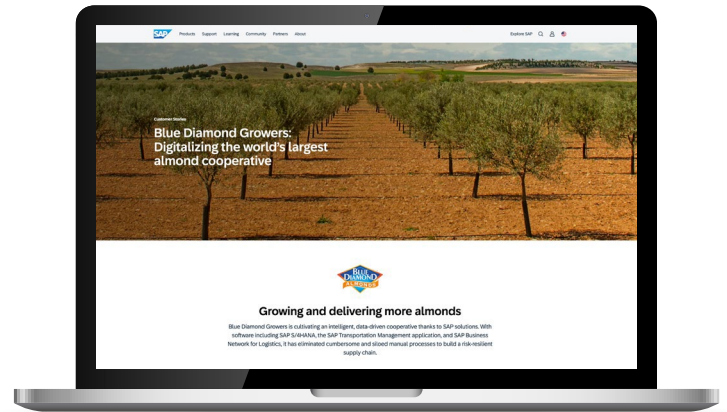
Customers Can Attest

Businesses that have joined SAP Business Network are able to share how collaborating with supply chain partners has transformed their business.

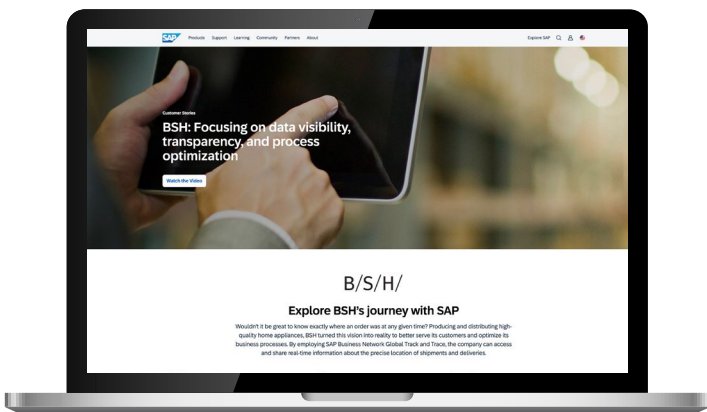


“Using the ecosystem based around SAP S/4HANA, along with SAP Transportation Management and SAP Business Network for Logistics, we have created the ideal foundation for an intelligent, data-driven cooperative that provides the best value for our growers and customers.”

– Vice President IT and Services,
global packaged goods producer



[Read more about Blue Diamond Growers](#)



“In addition to our main priority, the focus on customer centricity, we are concentrating on process optimization in our supply chain. We believe the way forward is to take a deep dive into more digital transformation because we see the many benefits of cloud solutions.”

– Head of Systems and Applications,
leading home appliance manufacturer

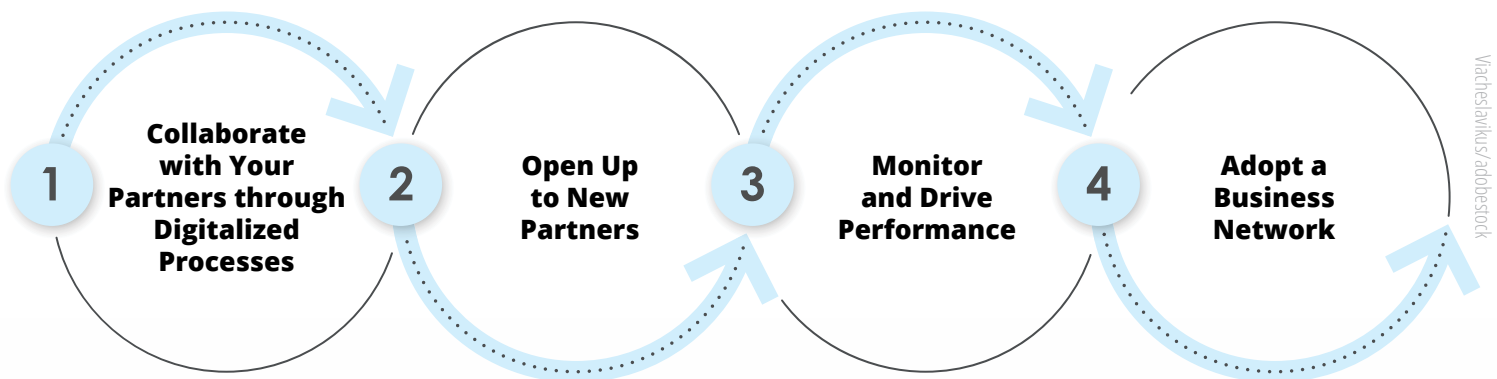
[Read more about B/S/H](#)



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Next Steps to Success

Improved collaboration is an essential factor in modernizing your supply chain and logistics operations. With fully digitized operations that allow trading partners to collaborate cross-company on a modern B2B business network, you can begin to anticipate and confidently respond to disruptions, drive sustainability, and enhance product quality and customer satisfaction. With end-to-end visibility enabled, you can leverage new efficiencies across your supply chain, along with improved customer satisfaction and scalable growth. Here are four keys to ensure success:



Viacheslavkuz/adobestock

Gain efficiency and resilience in your supply chain by linking processes across companies on a common platform.

Go to where you can find new partners who use the same platform and processes for quick, new options to gain capacity and manage supply.

Leverage all of the data that can be available to you, and make the best decisions when the time is needed for fast action.

Collaborate end-to-end for visibility and efficiency across an expanding and multi-tiered, global supply chain.

Why wait for your competitors to get the upper hand? Keep your eyes on the road and your hands on the wheel with a collaborative, digitized business network for process efficiency and supply chain resilience.

Take the first steps and position yourself as a leader now.



START TODAY

Contact SAP to learn more about how SAP Business Network can enhance visibility, efficiency, and compliance, improve supply chain performance, and reduce risk.