LOGISTICS SERVICE PROVIDERS GROWTH GUIDE

How to improve customer service with streamlined, integrated, and data-driven transportation management

BLU JAY
SOLUTIONS

Key to Growth: Technology That Helps LSPs Give Customers What They Want

Thanks to "the Amazon effect," customers have different expectations today than they did in the past, and the effect has rippled from consumers to businesses. Shippers that rely on logistics service providers (LSPs) want the same service levels that they receive from consumer brands — super-short delivery windows and plans that comply with their terms.

But tired technology designed for yesterday's customer expectations can limit growth potential. Older applications, with their siloed nature and lack of visibility, do not provide the capabilities and tools that LSPs need to efficiently serve customers in a world of connected and data-driven communication and commerce.
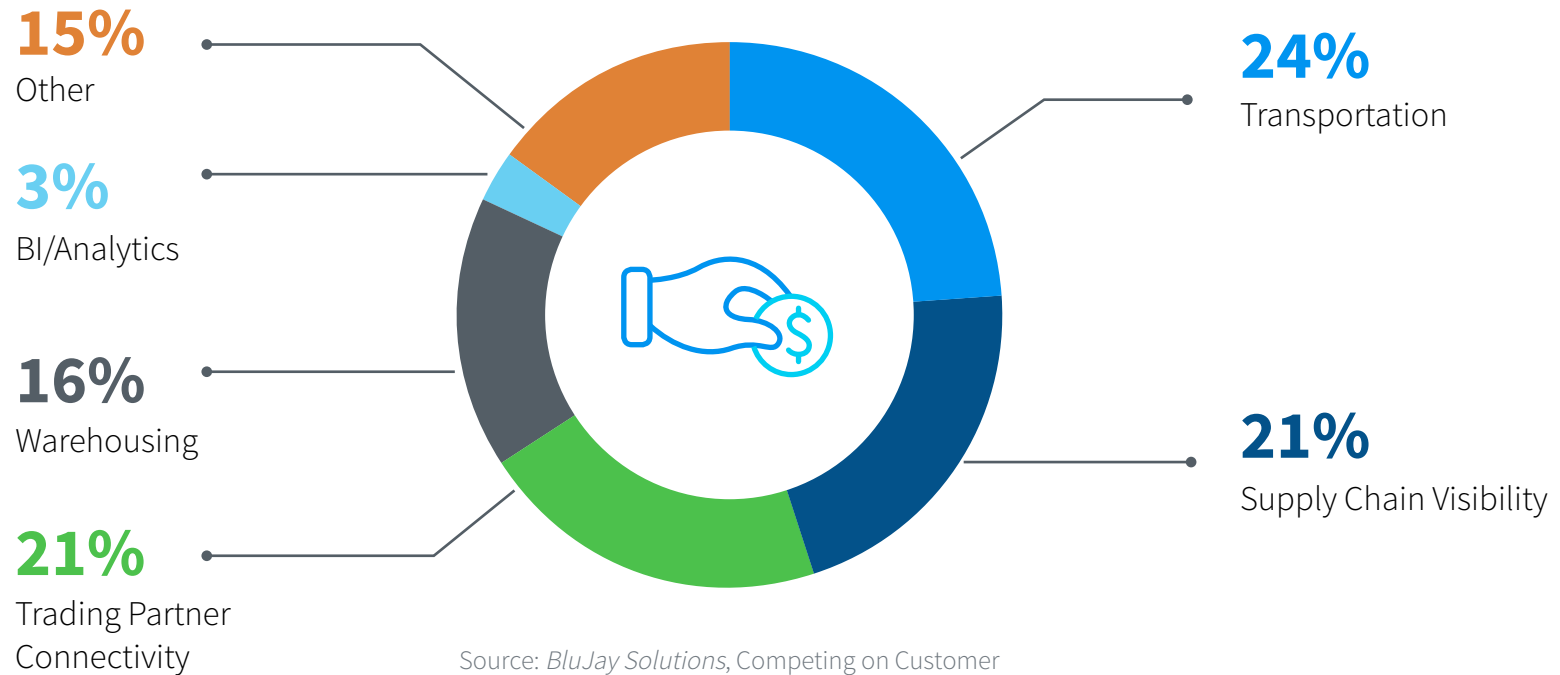
Yesterday's LSPs	Today's LSPs
Full truckloads = efficiency	Agility = efficiency
Reactive and planning-focused	Proactive and action-focused
Stand-alone, rigid applications	Integrated and flexible applications
Limited data and visibility	Data-driven and transparent
Single-point software solutions	Unified platform of shared applications
Single-mode planning	Multimodal planning
No visibility into customer operations	Visibility into customer operations
Emails and reports	Mobility, on-demand insight, real-time data
Cost-driven KPIs	Customer-centric KPIs

Top Investment Priorities

15%
Other

3%
BI/Analytics

16%
Warehousing

21%
Trading Partner
Connectivity

24%
Transportation

21%
Supply Chain Visibility

Source: *BluJay Solutions*, Competing on Customer
Experience, 2018 Supply Chain Market Research

LSPs know they need to modernize technology to improve customer service.
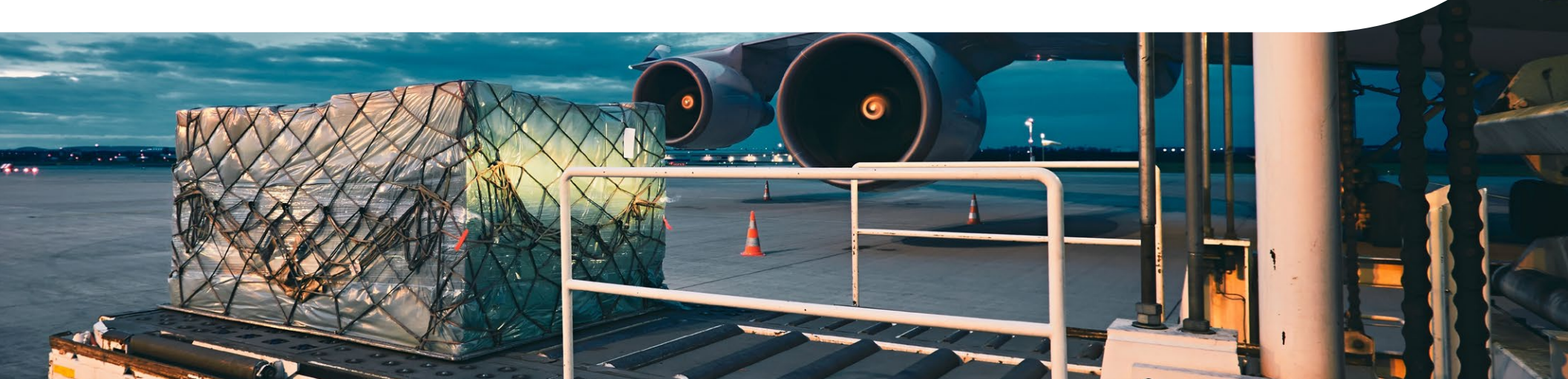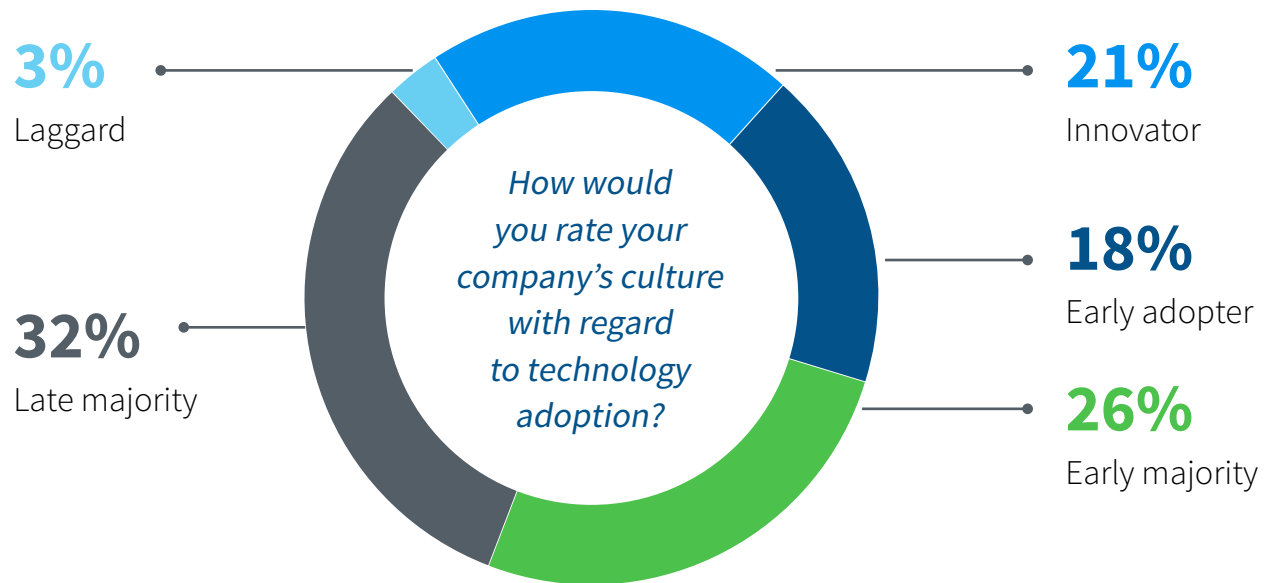
Challenges to Improving Customer Service

Most LSPs — about 68% — have a defined goal for improving customer experience, according to the recent *Competing on Customer Experience* survey. That's great news, but the flipside is that LSPs face many execution challenges in order to achieve their goals.

## Only 1 in 5
LSPs Identify as Innovators

3% Laggard

21% Innovator

18% Early adopter

32% Late majority

26% Early majority

How would you rate your company's culture with regard to technology adoption?

Most notably, LSPs are not as innovative as they could be in solving customer problems, and a big reason why is a lack of support for using innovative technology. This makes it difficult to break into the top tier of performance.

Difficulty Achieving Top-Level Performance

How would you rate your company's overall supply chain performance relative to peers?
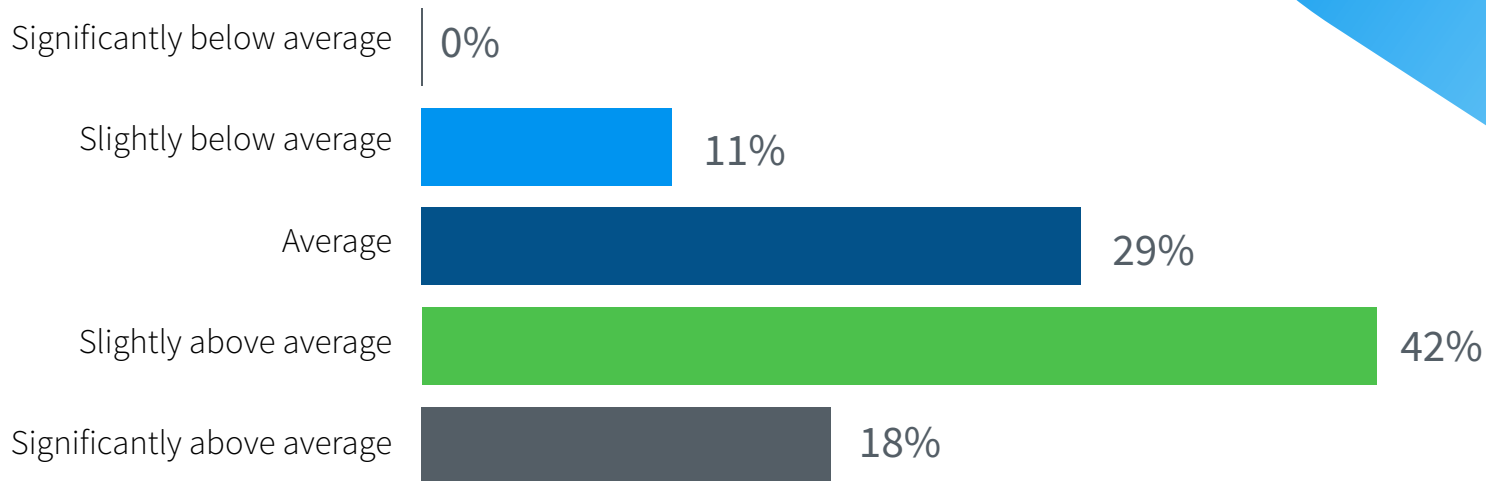
Top 5 Barriers to Innovation

1. Change-management hurdles
2. Lack of flexibility/innovation of supply chain partners
3. Lack of support from IT and other functional groups
4. Existing IT systems are outdated
5. Siloed systems and/or processes

Significantly below average	0%
Slightly below average	11%
Average	29%
Slightly above average	42%
Significantly above average	18%

The Solution: A Modern, Integrated Platform

Accelerate the speed, accuracy, and transparency of logistics and transportation processes
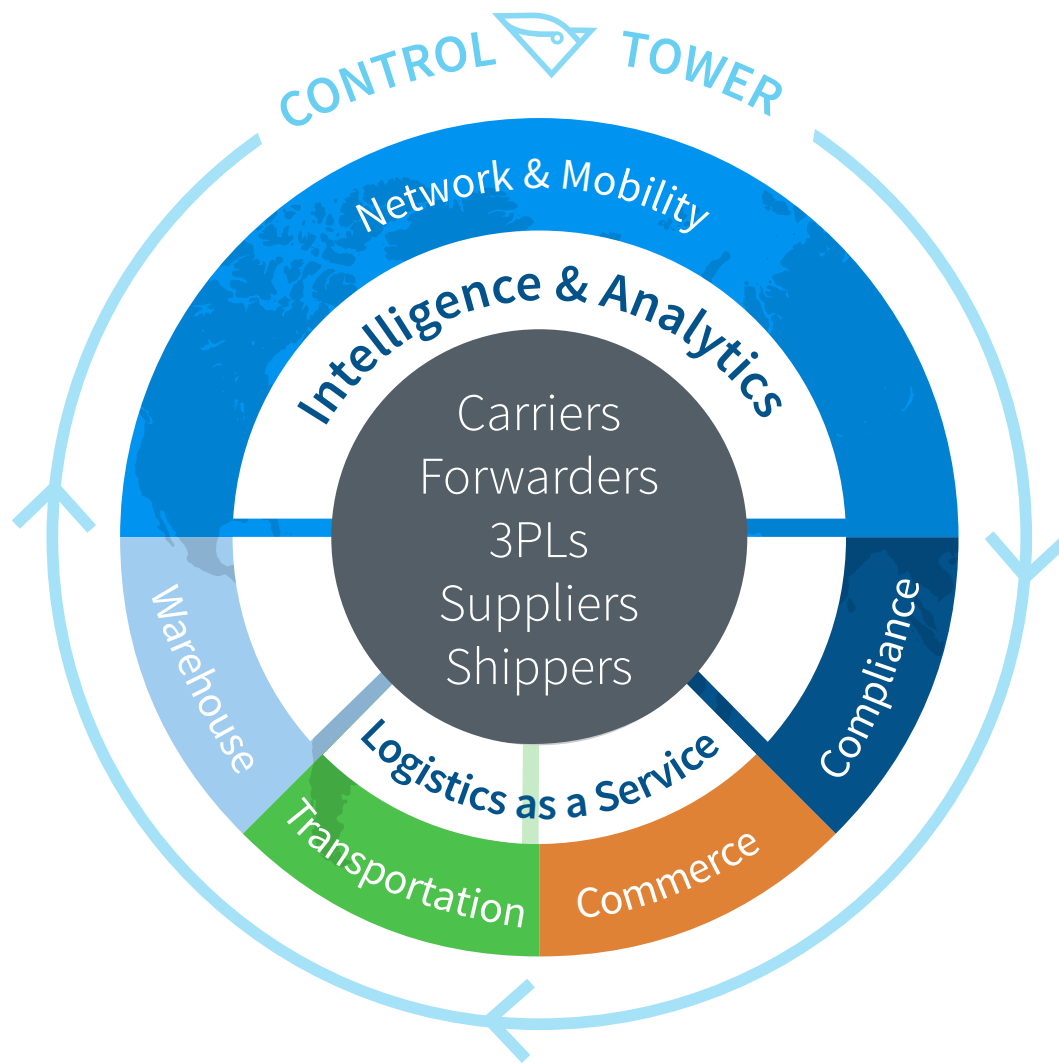
With innovative technology, it's possible to achieve higher velocity and agility at a global scale, which is key to managing costs while improving customer experience. BluJay unlocks the power of universally connected partners to align planning and operations with the heightened expectations of customers. With multiple supply chain execution applications from a single platform, BluJay offers the ability to automate workflows and processes from end-to-end.

BluJay Global Trade Network

1. Optimizes business processes and provides more data for deeper visibility

2. 40,000+ universally connected partners

3. Enables greater trade velocity though future-impacting insight

Global Trade Network

CONTROL TOWER

Network & Mobility

Intelligence & Analytics

Carriers
Forwarders
3PLs
Suppliers
Shippers

Warehouse

Compliance

Logistics as a Service

Transportation

Commerce

"BluJay Solutions was the right partner for Abreu Carga, offering a cloud-based platform that enables us to grow by offering more personalised services to customers in an increasingly complex market, with a lower cost-to-serve."

Nuno Fonseca
Managing Director for Portugal-based
LSP Abreu Carga

Case Study: Raben Group

A single-point, flexible transportation solution positions LSP for global growth

The Raben Group has been operating as an LSP in Europe for more than eight decades. Raben needed to do things differently to support its growing international business. The company needed a modern transportation management system (TMS) to fulfill customer expectations for faster, more customized response.

What Raben Needed from a TMS

- Scalability

- Multimodal support

- Easy to rollout to new divisions and acquisitions

- Ability to facilitate integration among business units

- Integration with other systems

- Equipped for international business (different languages, currencies, and time zones)

- Increased flexibility for complex planning processes

[↗] **Read the full case study.**

The Solution: BluJay's Transportation Management

- Easy integration with customers, suppliers, and third-party systems

- Supports single-side to complex multi-depot/multi-country requiring multiple networks

- Order management supports different operating models and business rules

- Automatic planning scenarios for more efficient planning

- IT resources focused on value creation, not tasks

BluJay Solutions

A powerful platform of integrated solutions for end-to-end visibility and coordination

Transportation Management: Industry-leading transportation management for shippers, forwarders, and logistics service providers. Transportation Management handles every mode and harnesses the power of the Global Trade Network (GTN) with macro-optimization.

Yard Management: Visibility into vehicle movements and standardized processes through automation. SaaS or on-premise solution can be integrated with WMS, TMS or a stand-alone offering to 3PLs.

Warehouse Management: Advanced warehouse functionality to improve throughput and accuracy with simple workflow integration to the Transportation GTN.

Parcel: Industry-leading, high-volume parcel management platform with the flexibility and configurability to be deployed seamlessly with your desired workflow.

Customs Management: One point of interface for customs regimes around the world. Reduce errors, lower your costs, and make your borders friction-free.

Control Tower: Sitting over it all, Control Tower provides real-time visibility tracking from origin to destination, and all points in between.

**BluJay customers include
32 of the top 40 LSPs.**

Learn more about how technology gives you the flexibility and agility to stay ahead of customer demands.

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BluJay Solutions delivers supply chain software and services to the world's most progressive retailers, distributors, freight forwarders, manufacturers, and logistics service providers. Transforming supply chain logistics with the BluJay Global Trade Network, we enable customers to unlock the power of more than 40,000 universally connected partners. With BluJay, companies can achieve greater trade velocity, transform their supply chain economics for disruptive advantage, and see beyond the horizon to optimize their future in the global economy.

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