

Driving Logistics Services with Desktops

- The Power of Integrated PC Computing Facilitates Logistics Efficiencies -

Milton Keynes, UK, April 19, 2010 — Simon Clark, Business Development Manager – EMEA for CargoWise®, a globally recognized technology supplier for logistics service providers, says that while today's advanced technologies offer a wide spectrum of options for freight and logistics operators, logistics service providers (LSPs) need to step back and refocus on how these Web-based technologies are being used to obtain the operational results required for efficient global supply chain management.

"Today's technology provides extensive data, including document capture and imaging, barcodes and RFID – all available in a variety of applications, from a variety of sources – from desktops, to laptops, to smart phones," says Clark. "In today's complex global business environment, however, many supply chain managers are overwhelmed with multiple oversight duties that can overlook the most efficient and effective method of maximizing data processing and business management – a single, integrated desktop application."

Clark says that while too often ignored, the act of simply avoiding using multiple time-consuming systems and servers, and using the power of a single integrated desktop solution can provide a clearer, more unified view into all supply chain activities and better drive an efficient logistics process. Having immediate visibility provides more proficient supply chain management by avoiding several time-consuming applications and offering logistics providers with more effective real-time operational results for their clients.

"In today's competitive and highly process driven world, the key to maximizing the logistics management process lies in quickly and accurately accessing real-time information and placing it at the finger tips of the administrator to achieve operational benefits," Clark says. "Simply looking at the way that the administrative system uses the key components of the Microsoft desktop can be a real eye-opener. Too often operators re-key information into a second peripheral system, or worse, re-key information into an email, word document or spreadsheet. These redundant exercises can be costly to businesses – in labor, agility and accuracy – and can be avoided." He cites several advantages of using a single desktop application:

- Many software service providers have already worked closely with their clients to develop and invest heavily in new single source logistics solutions for logistics management.
- These solutions provide users with the supply chain visibility they need through desktop integration technology for freight operations, sales processes, CRM programs and workflow scheduling.
- The new high-tech systems can alert users to all necessary supporting logistics information from a desktop application, including document images, spreadsheets, photographs and calendar entries from a single source.
- These technologies can better control costs and improve ROI through less redundancy and improved workflow.

"Ultimately, driving logistics services with the power of a desktop application simplifies this entire supply chain management process and enhances customer service significantly," say Clark. "As the recession is showing signs of easing, companies are finding themselves lean on manpower. This makes it even more imperative that LSPs work closely with their clients with readily available and cost effective technologies that are utilized to their fullest potential. Avoiding multiple systems and utilizing an

integrated desktop application provides an extra level of business focus and control throughout the global supply chain process.”

ABOUT CARGOWISE®

CargoWise is a globally renowned technology provider that delivers an innovative, single platform solution to improve customers’ visibility, efficiency, quality of service and profitability. It provides dynamic and efficient solutions for logistics service providers focused on effortless supply chain execution capability in an integrated globally capable enterprise system.

Every day, 1,300 logistics service providers, consisting of 33,000 users in 45 countries, move goods through the global supply chain using CargoWise's ediEnterprise system, a powerful and feature rich software solution developed to meet the ever-changing needs of the logistics industry. CargoWise offers the only single platform supply chain logistics management system that provides integration across all departments and functionality for domestic, regional and global customers. Headquartered in the U.S., Australia and in the UK, the Company operates worldwide from offices across the U.S., Europe and Asia. More information on CargoWise can be found at www.cargowise.com

EDITORIAL CONTACTS

Jim Martin, President, JDM & Associates Marketing LLC
Phone: +1 847 570 9100
jim@jmandassociates.com

CARGOWISE CONTACTS

Melinda Elmowy, VP Global Marketing, CargoWise
Phone: +61 2 8001 2200
melinda.elmowy@cargowise.com

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