How A Global Sourcing Firm Gains Supply Chain Visibility with Direction Software LLP Web-Based Logistics Solution

The Client

For almost 50 years, the client-a one-stop shop for first class global sourcing, has been helping businesses streamline their supply chain and maximize their competitive advantages. With a network of 22 regional offices and 1,500 employees, the Hong Kong-based client is committed to delivering end-to-end global solutions to a wide customer base spread across Europe, North America and Asia. What sets the client apart is its ability to offer tailor-made sourcing solutions within stipulated timelines and at the most competitive prices.

The Major Impediment: Lack of real-time supply chain visibility

The key mantra to an efficient logistics system is the availability of real-time information about the goods in transit. Ready availability of relevant data is imperative to create increased efficiencies in the logistics systems and deliver a seamless customer experience. Facing a similar situation, the client was struggling to engage with its customer in a truly responsive manner due to lack of real-time supply chain visibility and timeliness of data. There was no centralized availability of commercial documents associated with goods being transported. The client wanted to put in place one flexible application for all operations, as opposed to multiple systems in the past. Establishing a common process flow that would help suppliers and freight forwarders get access to consolidated and real-time data also topped the client's agenda.

The Solution: How Direction Software LLP Helped the Firm Improve its Productivity and Supply Chain Visibility

The client was looking for a technology partner who would help them accomplish their strategic goals by weeding out the bottlenecks in their growth story. After an exhaustive evaluation process, the client zeroed in on DSS for its inimitable expertise and experience in the logistics arena. DSS thoroughly analyzed the requirements of the client, suppliers as well as freight forwarders and came up with an innovative, real-time, web-based logistics solution that facilitates consolidation of data and gives instant access to information. Here's an overview of what the new application provided:

- The new application effectively handled varied types of transportation related documents.
- Users could now consolidate data for goods in transit at various points of the transportation system.

Executive Summary

Client
A Hong Kong-based one-stop shop for first class global sourcing.
- No of Offices: 22
- No of Employees: 1,500

The Challenge
Lack of real-time supply chain visibility.

The Solution
A real-time, web-based logistics solution that facilitates consolidation of data and gives instant access to information.

Technology Used
- Frontend –EJB3/JPA
- Backend –PostgreSQL
- ESB (Enterprise Service Bus)

The Benefits
- Rapid and easy access to information.
- A centralized platform for all activities of the company.
- Automatic importing of order item data and ease in finding the logistics information.
- Increase in customer satisfaction levels.
- Provisions to create various invoices like (Freight, Commercial, etc.) using the existing system information saved a lot of time.
- Reduction of manual efforts and operating costs.
- Provided real-time supply chain visibility.

DIRECTION
Software LLP

- Capturing information electronically became more accurate and exchange of data between multiple systems was a breeze.
- Led to reduced maintenance and implementation costs (in comparison to the existing B2B import applications.)
- The application enabled the company to have both the micro and macro view of the business.
- The new application enabled the company to keep the customer updated on the varied shipment stages.

The Prime Benefits

DSS helped the client achieve the following benefits:

- Rapid and easy access to information.
- A centralized platform for all activities of the company.
- Automatic importing of order item data and ease in finding the logistics information.
- Increase in customer satisfaction levels.
- Provisions to create various invoices like (Freight, Commercial, etc.) using the existing system information saved a lot of time.
- Reduction of manual efforts and operating costs.
- Provided real-time supply chain visibility which helped the client take better decisions and streamline its business operations.

About Direction

Direction Software LLP is a leading IT Consulting Company offering E-Business Consulting and other Bespoke Solutions on .Net, Java & Open source platforms. A Microsoft Gold partner practicing Microsoft Dynamics NAV and CRM, DSS offers Business Intelligence and Mobility Solutions.

The company has leveraged its mark as an International mobile solutions provider for the Retail, Logistics, Banking and Payments, Entertainment, Gaming, Public Services sector, Fashion and Apparel, Telecom Research and Development companies.

Direction Software LLP builds world-class applications customized to client specifications for platforms such as iPhone, Android, iPad, BlackBerry and Windows Mobile. The team of programmers and designers are armed with six years of industry expertise and leverage the latest development tools and techniques in every aspect of the project.