

CASE STUDY / BAYER

How a Life Sciences Giant Expanded Global Visibility for Increased Efficiency and Customer Satisfaction



Bayer, a global life sciences enterprise, was looking to improve its visibility across its Crop Science division, which manufactures products for crop protection and nonagricultural pest control as well as seeds based on plant biotechnology. While Bayer Crop Science had a transportation management system (TMS) in place, it did not span across all the company's transportation modes, limiting visibility into air and ocean shipments. The industry giant faced challenges with siloed data and internal processes, manual shipment booking, and fragmented partner connectivity.

Bayer sought out a visibility solution that could integrate with their TMS and deliver secure, real-time tracking on outbound shipments to their customers. Bayer's Mexico division selected FourKites for a pilot because the visibility provider could meet the needs of scaling across global business: success with global, multimodal tracking, a large carrier network and proven integrations with all of the major TMS providers.

Soon after Bayer's Mexico Division signed with FourKites in 2019, Bayer's customer satisfaction rates increased as a result of having more accurate ETAs and the ability to proactively communicate about shipment status. FourKites also helped Bayer enhance communication with carriers, resulting in significant increases in on-time delivery. Paired with improved cost performance at the container level, Bayer's success with FourKites was clear – leading the company to implement a global rollout of the solution shortly thereafter.



FourKites' capabilities are adding value to our customers and internal stakeholders that have never been seen before.

Johnny Ivanyi
Supply Chain Sr. Director,
Global Head of Logistics COE
Bayer

As Bayer expanded its deployment of the FourKites platform across its businesses, it experienced significant improvements. Bayer now uses several FourKites capabilities across its technology network, in more than 50 countries in North America, Latin America, Europe and Asia Pacific, as well as across all modes – rail, ocean, truckload and LTL, air and last mile. Today, Bayer is able to track from the supplier to the plant, to the distribution center, to the customer – including returns, in some cases – better than ever, with streamlined, end-to-end visibility data.

With FourKites, Bayer has achieved:



50% improved shipment visibility across the globe



44% reduced delivery inquiry lead times



Real-time geolocation



Increased on-time delivery



Data-driven carrier conversations



Improved transportation & warehouse performance



Reduced disruption and detention



Increased partner connectivity



Higher job satisfaction

Bayer Wins Big in Customer Experience & End-to-End Optimization

As a result of its continued successes in operationalizing visibility, Bayer has won FourKites' Golden Kite Awards two years in a row at Visibility, the FourKites annual customer conference. Bayer was recognized in 2022 for Improved Customer Experience and in 2023 for End-to-End Optimization.

By using FourKites to obtain predictive visibility across its delivery network, especially in the area of last mile, Bayer has been able to enhance the customer experience.

Using FourKites helps Bayer's teams access data on the spot, so their first-call resolution rates are higher. Real-time geolocation and geofencing capabilities are also bringing in never-before-seen solutions for customers; for example, a farmer planting out in his field can now be alerted that the truck is about two hours away, so he can go to his warehouse to unload.

“ Today, there are more supply chain challenges and disruptions than ever before. With FourKites, we have seen firsthand how real-time transportation visibility can help to mitigate those disruptions, and even help us proactively avoid challenges across our end-to-end supply chains.

JOHNNY IVANYI
SUPPLY CHAIN SR. DIRECTOR,
GLOBAL HEAD OF LOGISTICS COE
BAYER CROP SCIENCE



Rich data has also fueled smarter customer conversations and better partner collaborations. In one example, Bayer was able to use data on a map to show a French carrier why they weren't achieving their 24-hour shipment goal. With increased partner collaboration, Bayer was able to increase their on-time delivery.

"Every day, our carriers automatically share location data with our FourKites platform on hundreds of loads throughout Europe," said Edmund Jager, Head of Distribution EMEA at Bayer. "We are able to track our products minute by minute and, in real time, pass on detailed arrival times to our customers. This means the distributors we supply always know their stock situation and end customers can depend on us to get them the seeds and crop protection they need, when they need them. We look forward to onboarding more carriers and strengthening our customer-centric approach."

Bayer has also made continued improvements in visibility across **every mode, everywhere**. Bayer leverages FourKites' Dynamic Ocean® platform to create a single pane of glass to organize bookings, transportation and planning. And real-time geolocation and the estimated time of arrival data is shared with their customers and internal teams.

Bayer has also streamlined its ocean and visibility process via data remapping to track incoming raw materials, expanding the company's ocean and rail global use.

“

Visibility allows us to make well-informed decisions when the unexpected happens. It not only gives us confidence in our own processes, but it also makes our customers happy, as they can rely on us.

Arvin Cuenco
Logistics Manager
Bayer

"You can see what is the container, what is the roadblock, what is the reason. It's real time so you can make decisions," said Johnny Ivanyi, supply-chain senior director at Bayer Crop Science, an agricultural division of Bayer.

That has helped Bayer keep tabs on shipments en route to its manufacturing plants amid shifting shipping decisions so it can better plan production, he said.



BAYER OCEAN SHIPMENTS USE FOURKITES ETAS FOR 5X GREATER PRECISION OVER CARRIER ETAS

Thanks to FourKites' AI-driven Dynamic ETAs, Bayer is able to efficiently plan its operations days in advance. "We see very strong ETA performance, especially relative to the alternative carrier predictions — for instance, when a shipment is just 3 days out from its destination, FourKites' ETAs are accurate to within half a day, whereas carrier ETAs provide us with a 2.7-day delivery window."

Johnny Ivanyi
Supply Chain Sr. Director, Global Head of logistics CoE
Bayer Crop Science

Down to the Last Mile

A primary goal for Bayer has been better control and insights into its product delivery. Without a proper last-mile solution in place to meet accelerating customer standards, Bayer could be losing customers to a competitor. This was of particular concern in countries where goods travel a long distance.

With last-mile visibility, Bayer is saving countless man-hours tracking down deliveries and making well-informed decisions when the unplanned or unexpected happens – in the process, boosting customer trust and satisfaction.

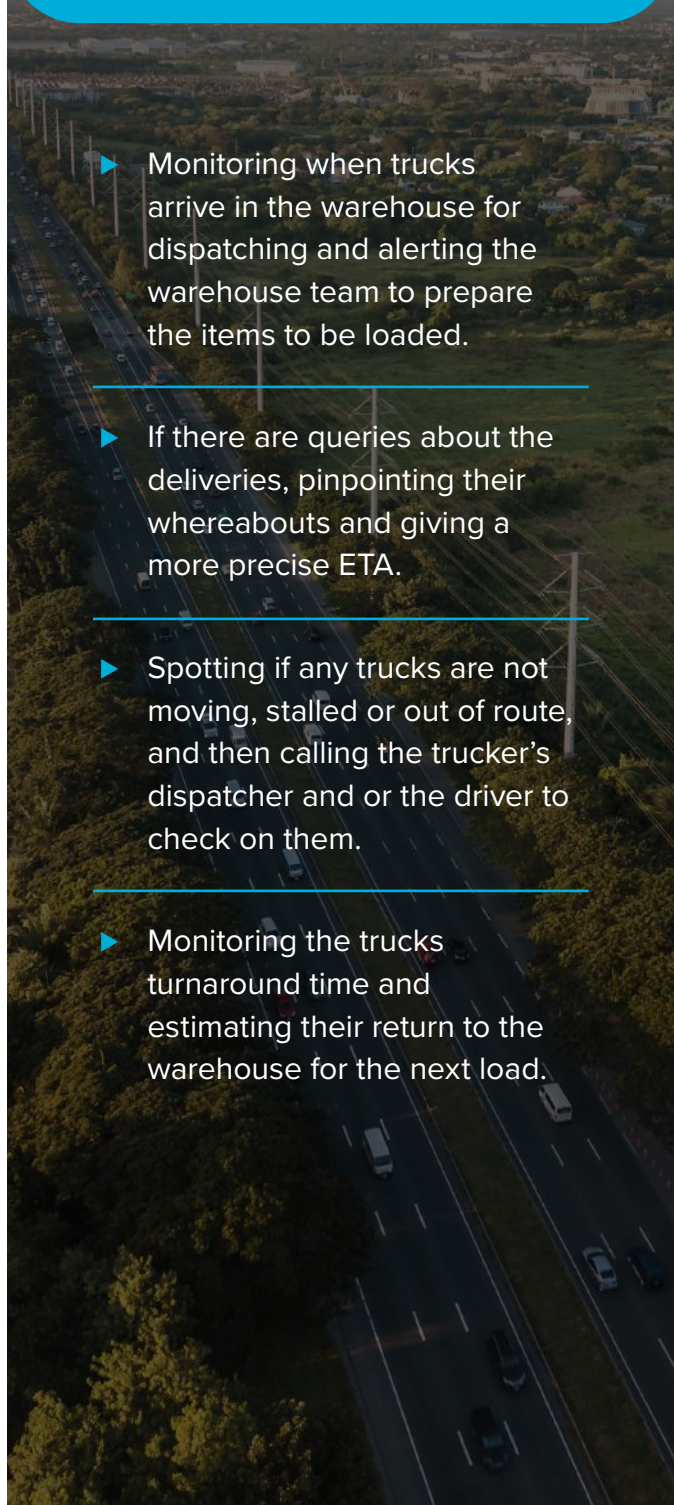
“ If we have visibility, we can be efficient and flexible. We can communicate delays to our customers so they can adjust their operations and improve their experience. We can be more effective during peak distribution periods to make sure plans are going accordingly. ”

FERENC POLGAR
INVENTORY CONTROL AND SAFETY
MANAGEMENT LEAD NORTH AMERICA
BAYER



Here's how Bayer is using FourKites's last mile solution in the Philippines, an archipelago of 7,000+ islands stretching 1,800+ kilometers:

- ▶ Monitoring when trucks arrive in the warehouse for dispatching and alerting the warehouse team to prepare the items to be loaded.
- ▶ If there are queries about the deliveries, pinpointing their whereabouts and giving a more precise ETA.
- ▶ Spotting if any trucks are not moving, stalled or out of route, and then calling the trucker's dispatcher and or the driver to check on them.
- ▶ Monitoring the trucks turnaround time and estimating their return to the warehouse for the next load.





About Bayer



Bayer is a global enterprise with core competencies in the life science fields of healthcare and nutrition. Its products and services are designed to help people and the planet thrive by supporting efforts to master the major challenges presented by a growing and aging global population. Bayer is committed to driving sustainable development and generating a positive impact with its businesses. At the same time, the Group aims to increase its earning power and create value through innovation and growth. The Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2022, the Group employed around 101,000 people and had sales of 50.7 billion euros. R&D expenses before special items amounted to 6.2 billion euros. For more information, go to www.bayer.com.

About FourKites



FourKites® is the #1 supply chain visibility platform in the world, extending visibility beyond transportation into yards, warehouses, stores and beyond. Tracking more than 3.2 billion shipments daily across road, rail, ocean, air, parcel and courier, and reaching over 200 countries and territories, FourKites combines real-time data and powerful machine learning to help companies digitise their end-to-end supply chains. More than 1,500 of the world's most recognised brands — including 9 of the top-10 CPG and 18 of the top-20 food and beverage companies — trust FourKites to transform their business and create more agile, efficient and sustainable supply chains.

1.888.466.6958 | hello@FourKites.com | www.fourkites.com