FOURKITES

Quantifying the ROI of Supply Chain Visibility

2 MILLION LOADS
tracked per day
across all modes

95K FACILITIES
tracking dwell
and detention

3.4B MILES
of tracking data
in 2020

TOP 5 WAYS FOURKITES DELIVERS PROVEN VALUE FOR RETAILERS

1 | EXCEED CUSTOMER EXPECTATIONS AND INCREASE REVENUE

Visibility tools from FourKites enable retail managers to keep products on shelves and staff on the retail floor to better serve customers.

" We want to make sure that **we're providing an opportunity for our store associates to be the trusted partner** for our pet parents and not have to think about when their delivery is going to get there."

PETSMART

DAWN GOUDIE, SENIOR MANAGER,
SUPPLY CHAIN SERVICE CENTER

2 | OPTIMIZE LABOR PLANNING THROUGH BETTER VISIBILITY

Using real-time visibility, supply chain managers can **save their staff time.**

Eliminate wasted time
at the loading dock

Automate status updates
for transportation teams

Streamline appointment management
for carriers and DC staff

" With the use of FourKites, we implemented a store ticketing system to report a late arrival. Being able to look in the platform for the ETA on that truck cuts down a lot of time waiting for carriers to update us."

Michaels
Where Creativity Happens

JANE KENNEDY, MANAGER, CARRIER RELATIONS
& SUPPLY CHAIN COMMUNICATIONS

3 | IMPROVE VENDOR RELATIONSHIPS AND REDUCE SAFETY STOCK

FourKites' Network Visibility enables shippers to collaborate with suppliers to track inbound and pre-paid loads in real time with SKU-level detail.

Coca-Cola CONSOLIDATED

99%

Coke Consolidated used FourKites to improve its in-stock position to over 99% while also reducing costs.

4 | MINIMIZE STORE DWELL TIMES AND SLASH DETENTION COSTS

With machine learning ETAs and automated appointment scheduling, retailers can **increase throughput** of their facilities and **eliminate costly detention charges** from carriers.

in 2020, FourKites identified that **64% OF ALL TRACKED RETAIL SHIPMENTS WERE LATE ARRIVING TO FACILITIES** allowing teams to plan ahead to prevent detention charges.

" With FourKites, our Retail Managers are able to maintain delivery windows for planning, and are able to provide greater certainty of ETAs the day of and prior to delivery."

Cracker Barrel
Old Country Store

JIM BURNETT, RETAIL LOGISTICS MANAGER

5 | UNLOCK SUPPLY CHAIN AGILITY AND INNOVATION

Better visibility data is critical for retail supply chains to develop or strengthen capabilities such as omnichannel fulfillment or customizable products.

RETAIL INDUSTRY INSIGHT
Click & collect sales increased an estimated 400% in 2020.
IHL Group, "Disrupted Retail," 2020

" We're getting so much different data—live, dynamic data—that we didn't have before, and that **visibility is mission-critical for us.** So we're super excited about the new tech around it and what else we can do as we evolve with our FourKites friends."

Walmart Canada

FRANCIS LALONDE, VP TRANSPORTATION

TO LEARN MORE, CONTACT US OR VISIT FOURKITES.COM