

THE SUPPLY CHAIN LEADER'S PLAYBOOK: MITIGATING RISK IN OCEAN FREIGHT

WITH END-TO-END VISIBILITY



While ocean freight has been known to be an economical mode of transport for supply chains, shippers have been plagued with extreme **container prices**, disruptive **port congestion** and accumulating demurrage and detention **fees**.

These unprecedented disruptions and cost increases have added **new risks to ocean freight**, a traditionally reliable mode of transport. In this environment, **how can end-to-end visibility technology help** global shippers mitigate risks with their ocean freight?

What is End-to-End Visibility?

Visibility platforms provide live tracking and status updates on the location of goods in transit, most often collected through integrations with the dedicated GPS and telematics devices on the truck or shipping container.

End-to-end visibility provides a complete view of a shipment from pick up to destination with satellite precision. This allows your organization to seamlessly track each of the truckload, rail, ocean and multimodal legs in one unified platform, giving you the most accurate ETAs within a single pane of glass for all of your loads. For ocean and international shipping, end-to-end visibility provides port, dray and terminal coverage as well as comprehensive ocean carrier integration.

Advanced visibility technology gives shippers the ability to automate manual processes and provide actionable information needed to make proactive decisions about their freight operations, improving efficiency, lower transportation costs and delighting their customers.

What Results Can You Expect With Ocean Freight Visibility?

Leverage the tips in this playbook to unlock savings like these FourKites customers:



94%

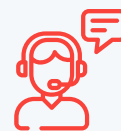
On-time delivery rate improved to 94%

Smithfield.
Good food. Responsibly®



75%

Reduction in ocean freight booking time, from 2 hours to 30 min.



95%

accuracy and completion of international documents, up from 45%, experienced by a top CPG brand



166 HOURS

Average time saved each month per customer leveraging FourKites for track and trace

How to use this playbook

Step 1: Pick your play by identifying areas of challenges

Step 2: Determine current state performance for your chosen challenge

Step 3: Leverage playbook tips to minimize the unnecessary risks to your supply chain

Step 4: Measure success



STEP 1: IDENTIFY YOUR CHALLENGE

1 | IDENTIFY YOUR CHALLENGE

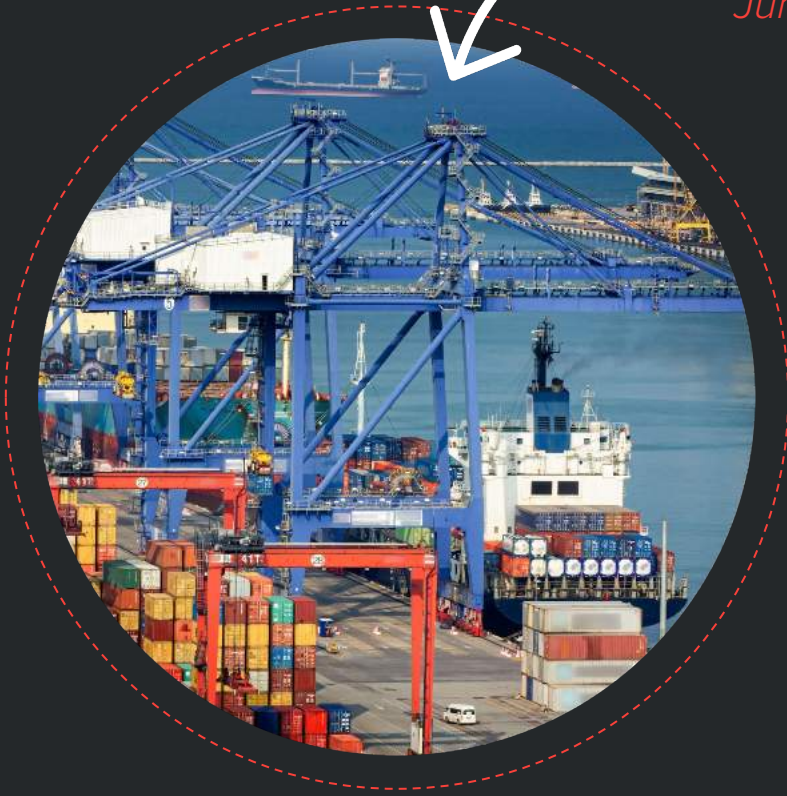
The first step to mitigate risk in your international shipments is to identify the issues disrupting your supply chain. By optimizing your improvement strategies, your organization can reduce high-risk exposure to these challenges and improve your bottom line.



1 | IDENTIFY YOUR CHALLENGE

Increased Delays Due
to Port Congestion

Jump to slide 14



1 | IDENTIFY YOUR CHALLENGE

**Skyrocketing
Container Prices**
Jump to slide 18



1 | IDENTIFY YOUR CHALLENGE

Accumulating
Demurrage &
Detention Fees

Jump to slide 23





THE CHALLENGES:

Increased Delays Due to Port Congestion.....	14
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INCREASED DELAYS DUE TO PORT CONGESTION

2 | CURRENT STATE: PORT CONGESTION

When managing your ocean shipments, does your organization currently face the following challenges?

- ❑ Stuck containers due to port congestion impacting your capacity to fulfill orders
- ❑ Accumulating fines & fees due to delays
- ❑ Increasing or unpredictable dwell times
- ❑ Missed consignment ports due to inaccurate ETAs or delays
- ❑ Inaccurate carrier ETAs



3 | IMPROVEMENT STRATEGIES: PORT CONGESTION



Optimize your supply chain by identifying loads that are affected by port congestion faster with predictive ETAs



Eliminate surprises by proactively managing delays through exception-based notifications and alerts



Minimize the impact of delays to your bottom line with simple rebooking to less congested ports or lanes

4 | MEASURING SUCCESS: PORT CONGESTION

How do you know if your investment in visibility is mitigating risks around port congestion?

Review these metrics to see if you're on the right track:





SKYROCKETING CONTAINER PRICES & REDUCED AVAILABILITY

2 | CURRENT STATE: CONTAINER PRICES

When managing your ocean shipments, does your organization currently face the following challenges?

- ☐ Consistently increasing container prices
- ☐ Lack of containers available for shipments
- ☐ Disparate systems to gather rates and book ocean vessels
- ☐ No streamlined process for gathering rates
- ☐ Difficulty analyzing rate details from each carrier
- ☐ Cumbersome booking process with quotes taking too long



3 | IMPROVEMENT STRATEGIES: CONTAINER PRICES



Save time & headache
gathering rates by
FourKites pulling them
all in one view



Optimize your operations
by finding the most optimal
rate & sailing schedules for
your shipment



Save in freight costs
by easily analyzing digital
rate cards and negotiating
rates with more carriers

4 | MEASURING SUCCESS : CONTAINER PRICES & AVAILABILITY

How do you know if your investment in visibility is mitigating risks around container prices?

While shippers may not be able to influence container prices, **review these metrics to analyze performance and see if you're on the right track:**





SUCCESS STORY

IFP Leverages FourKites Dynamic Ocean for Container Bookings & Exception Management



The FourKites ocean solution has reduced our [container] booking time from *2 hours to 30 minutes*, through which we have been able to become very competitive and aggressive with our offerings. We have also seen tangible savings dues to this.”

*Charlie Cunnion, Vice President, Global Transportation,
International Forest Products (IFP)*

Using FourKites for ocean and international shipping, IFP is able to digitize and proactively expand their supply chain across new trade lanes, commodities and customers, even when container prices or shortages occur.



ACCUMULATING DEMURRAGE & DETENTION FEES

2 | CURRENT STATE: DEMURRAGE & DETENTION

When managing ocean shipments, does your organization face any of the following challenges?

- ❑ Demurrage and detention fees consuming your budget and impacting your bottom line
- ❑ No alerts or notifications when your containers are approaching the Last Free Day
- ❑ Lack of ability to change lanes when exceptions occur
- ❑ Late, incomplete or incorrect documents for international shipments causing bottlenecks and extra charges



3 | IMPROVEMENT STRATEGIES: DEMURRAGE & DETENTION



**Pinpoint exactly when
your container will arrive
or start accumulating fees**
with predictive ETAs



**Plan and optimize
your operations at port**
with demurrage & detention
calculators and dashboards

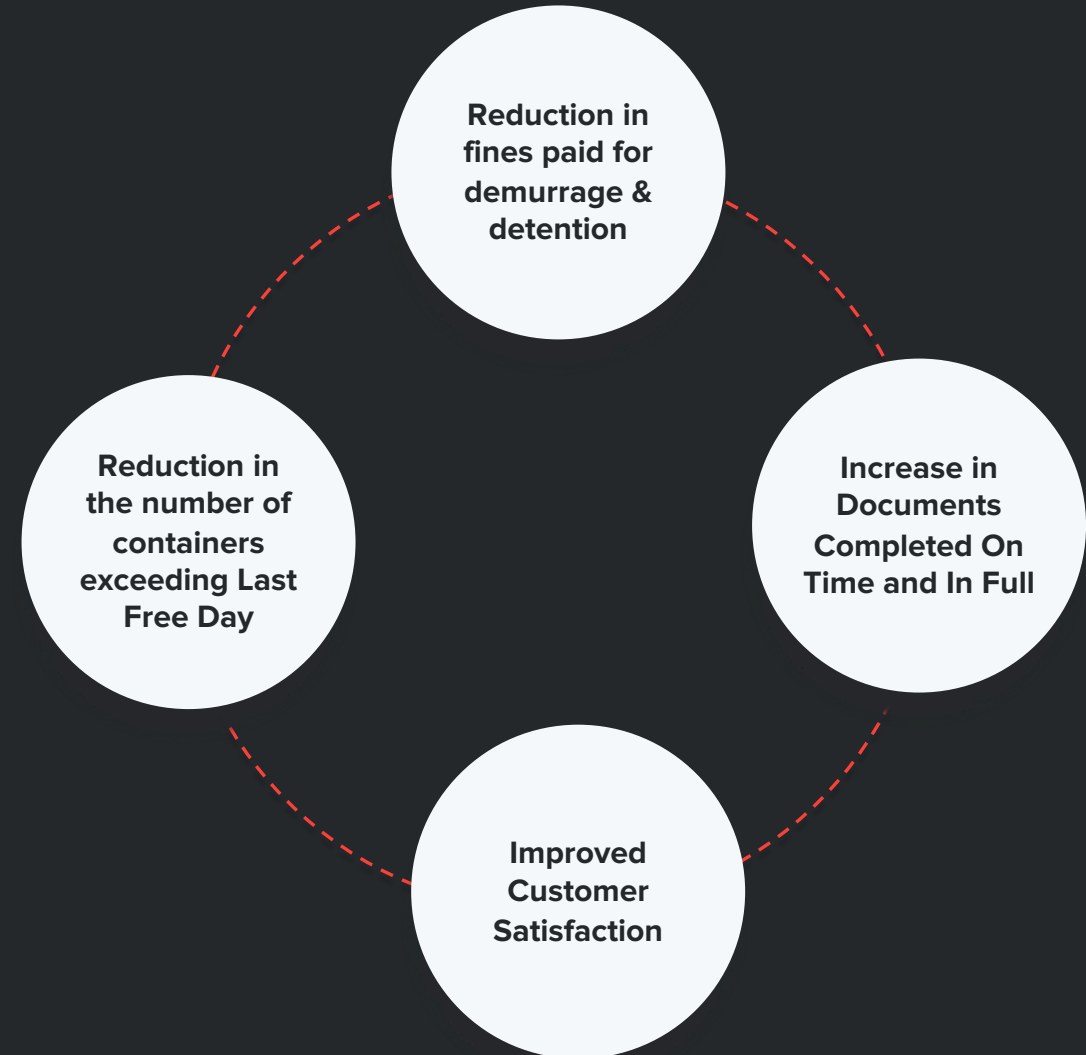


**Recognize operational
efficiencies** by completing all
required documents
accurately and on schedule
using a digital document hub

4 | MEASURING SUCCESS: DEMURRAGE & DETENTION

How do you know if your investment in visibility is mitigating risks around demurrage & detention fees?

Review these metrics to see if you're on the right track:





GETTING STARTED WITH VISIBILITY TO MITIGATE RISKS IN OCEAN FREIGHT



We'd love to show you why the world's most recognized brands trust FourKites as the #1 solution for supply chain visibility.

Modernize your international shipping with end-to-end visibility and next-level workflow and collaboration solutions.

[Schedule a Demo](#)

