



EBOOK /

CONNECTING THE DOTS FOR MULTIMODAL SHIPMENTS DURING TIMES OF DISRUPTION

How to Eliminate 3 Major Multimodal Shipping
Challenges with End-to-End Visibility





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“The role of international visibility technology in these uncertain times is more critical than ever before, as organizations face unprecedented challenges to know where their in-transit goods are and when those goods will be available...Supply chain visibility is one of the top cost and governance capabilities to handle events and disruptions.”

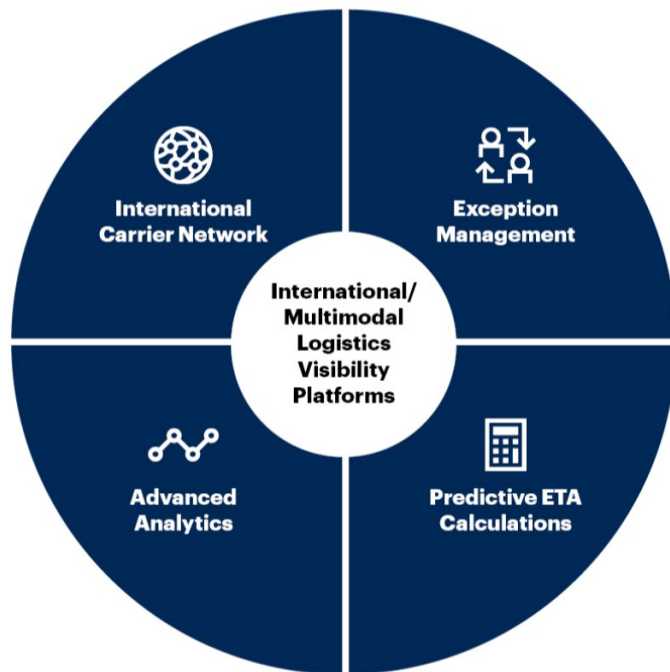
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**“HOW TO USE TECHNOLOGY FOR
INTERNATIONAL/MULTIMODAL
LOGISTICS VISIBILITY”**

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THE KEY COMPONENTS OF INTERNATIONAL/MULTIMODAL VISIBILITY PLATFORMS



Multimodal shipping is an efficient mode of international transport, yet shippers that choose multimodal transport are often plagued with blindspots, costly fees and delays due to disruption or lack of visibility into the individual legs of the journey.

Unprecedented disruption and skyrocketing costs have added additional risk to multimodal shipments. In this environment, how can end-to-end visibility help global shippers connect the dots for every leg of the multimodal journey?

Solution Components

According to 2020 Gartner “How to Use Technology for International/Multimodal Logistics Visibility” Report, there are four major building blocks for multimodal visibility platforms. In order for your visibility solution to be truly end to end, it must have these elements to support full multimodal visibility.

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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, allowing your organization to seamlessly track each of the truckload, rail, dray, ocean and multimodal legs in one unified platform. By joining real-time tracking data from each leg of the trip, true end-to-end visibility is able to provide the most accurate ETAs.

Advanced visibility technology with highly accurate predictive ETAs gives shippers the ability to automate manual processes and inform decisions about freight operations, as well as improve efficiency, lower transportation costs and delight customers.

What Results Can You Expect With End-to-End Visibility?

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



94%

On-time
delivery rate

Smithfield



95%

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



**166
HOURS**

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



75%

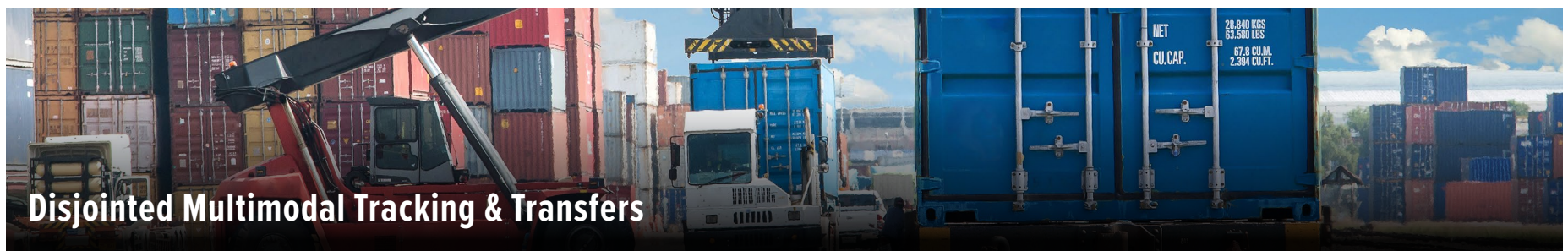
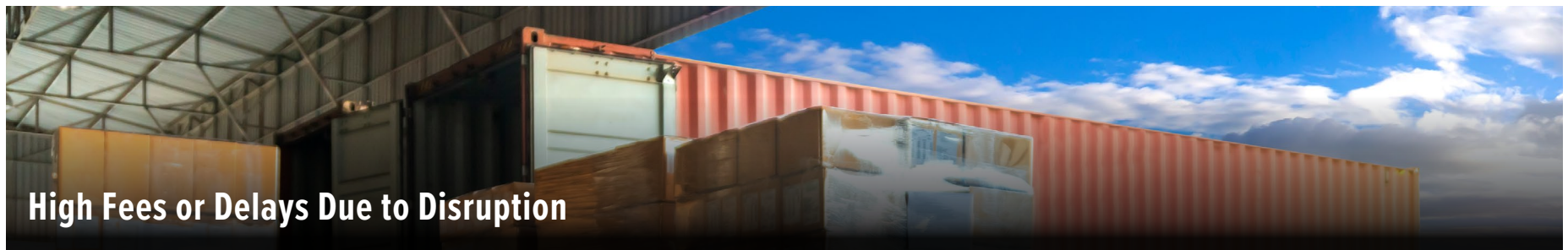
Reduction in ocean
freight booking time,
from 2 hours to 30 min



Start By Identifying Your Challenges

The first step to connecting the dots for multimodal shipments is identifying any gaps in your tracking. Then, by optimizing your improvement strategies, your organization can reduce high-risk exposure to these challenges during disruption and improve your bottom line.

The Challenges:





**Lack of Visibility
Leading to Bad
Customer Experience**



LACK OF VISIBILITY LEADING TO BAD CUSTOMER EXPERIENCE

Gaps in visibility can lead to incorrect arrival times, not knowing where your container is in the middle of the multimodal journey, delays and operational inefficiencies. When your container arrives later than expected to your customer, or with missing or damaged inventory, that can lead to diminished customer satisfaction because your customers are unable to serve their end customers down the line.

Current State

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



Blindspots or gaps while tracking multimodal or international shipments



Inaccurate or missing carrier ETAs



Tracking information received after the load has arrived or is delayed



Back-and-forth calls or emails with multiple carriers to understand when a load will arrive



Reduction in customer satisfaction due to delays or missing shipments

Improvement Strategies

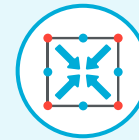
Leverage these tips in combination with real-time visibility to eliminate blind spots and improve customer experience.



Eliminate back-and-forth emails or phone calls with automated tracking visibility on a unified platform



Improve customer satisfaction by sharing accurate predictive ETAs and alerts



Minimize the impact to transportation costs by automatically connecting and tracking every leg of a multimodal journey

Measuring Success

How do you know if your investment in visibility is providing value to improve disjointed tracking?

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



Increase in Tracking Quality



Increase in On-Time Delivery



Increase in Customer Satisfaction



Decrease in the Number of Emails to Carriers





Success Story

Kimberly-Clark leverages FourKites in its logistics operations for multiple transportation modes globally. In its North American operations, K-C has over 250 active users of FourKites distributed across 6 internal teams. As a central point of truth for supply chain information, FourKites enables K-C to get accurate information to its customers instantly regardless of where the shipment is in its end-to-end journey.

“Certainly, over this past year, we’ve faced many exceptions with the supply chain constraints due to the pandemic. What we have heard often is customers understand that disruptions happen. But what they don’t understand is when you don’t call them. When you have a no call, no show that produces waste for them.”



TONY POOLE
SENIOR TRANSPORTATION MANAGER
KIMBERLY-CLARK



HIGH FEES AND DELAYS DUE TO DISRUPTION



HIGH FEES AND DELAYS DUE TO DISRUPTION

We all are currently being affected by supply chain chaos. When there is a shortage of containers, incorrect ETAs and port congestion, this can lead to delays or unnecessary demurrage and detention fees.

Current State

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



Accumulating demurrage & detention fees due to disruption



Missed legs of a trip or consignment ports with little tracking



Consistent delays due to port congestion, lack of available containers or other external factors



Shutdowns in production or distribution due to COVID-related supply chain disruption

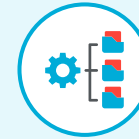
Improvement Strategies



Save in operational costs by leveraging predictive ETAs across all modes to know exactly when your container will arrive & start accumulating fees



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



Proactively manage delays and increase customer satisfaction by taking early action on at-risk loads and optimizing your transportation plans

Measuring Success

How do you know if your investment in visibility is mitigating risks to your bottom line costs?

While shippers may not be able to influence container external factors like prices, review these metrics to analyze performance and see if you're making progress on internal costs and efficiencies:



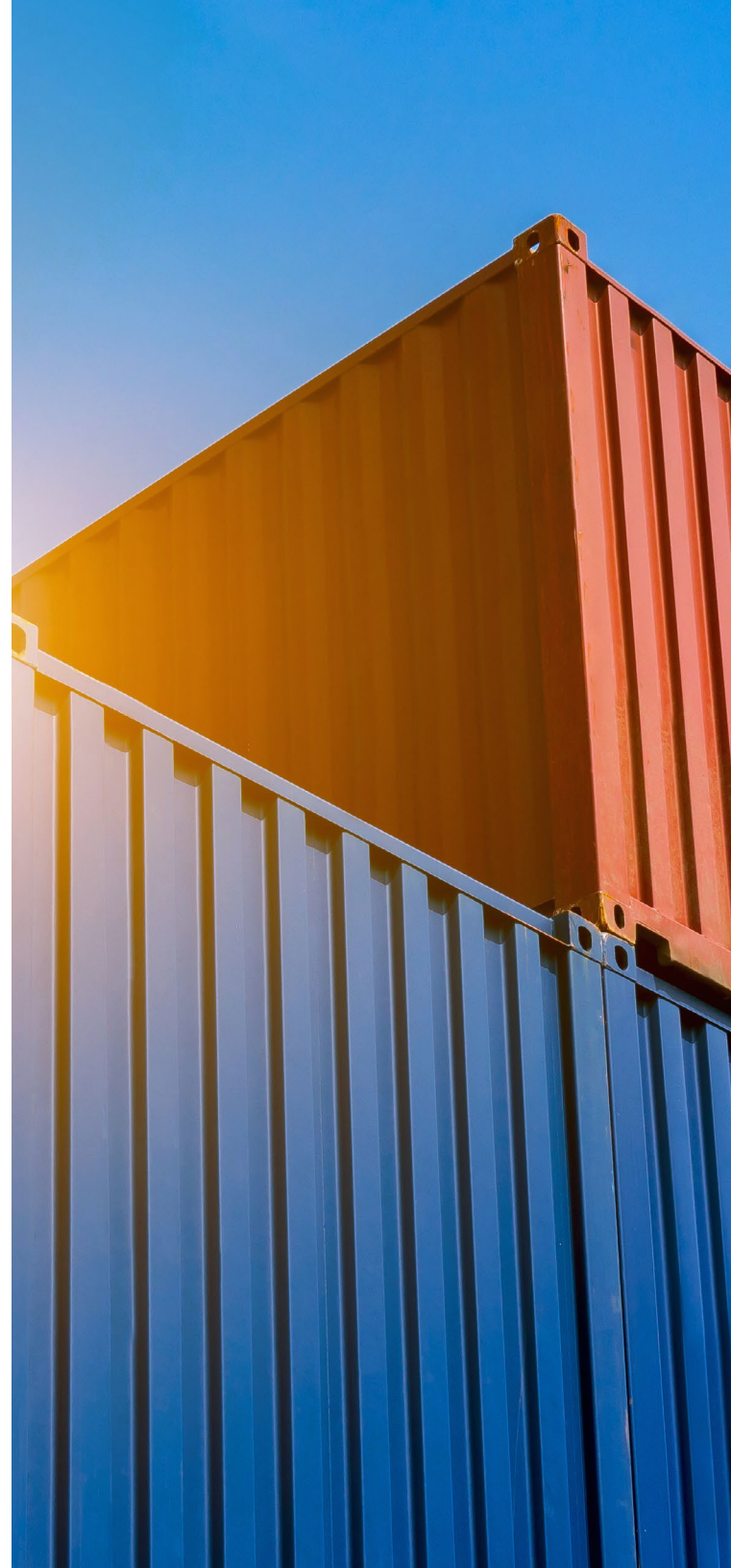
Decrease in Dwell Time



Improvement in On-Time Performance



Decrease in Fees Paid for Demurrage & Detention





Success Story

International Forest Products (IFP), the seventh-largest exporter by TEU volume in the United States, uses the FourKites platform to gain visibility into its shipments and prioritize exception management in times of disruption.

“I often say I spend 90% of my time on 10% of my cargo, but FourKites has really helped us to focus on all the variables that can change outside of the booking process. And at the end of the day, our customers have seen that we’ve taken much of what the pandemic has thrown at us in stride and insulated them from the supply chain disruptions. We’ve had a lot of difficulties, but we’ve been able to get in front of that and be more creative because we have visibility.”



CHARLIE CUNNION
VP OF GLOBAL TRANSPORTATION
INTERNATIONAL FOREST PRODUCTS



DISJOINTED MULTIMODAL TRACKING & TRANSFERS



DISJOINTED MULTIMODAL TRACKING & TRANSFERS

Not only does disjointed tracking lead to bad customer experience, as covered earlier in this ebook, but disjointed tracking can lead to missed transfers and limit the ability to manage your transportation operations effectively.

Current State

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



Blindspots when tracking the full multimodal journey



Gaps in tracking when at transshipment ports



Lack of carrier ETAs when switching between modes



Missed legs of the multimodal journey



Missed rolled shipments

Improvement Strategies



Eliminate surprises by achieving true end-to-end visibility for the multimodal journey regardless of mode



Minimize unnecessary transportation costs by proactively managing loads that will not make the transfer



Optimize your supply chain by analyzing historical performance by individual lanes and carriers

Measuring Success

How do you know if your investment is mitigating risk for unnecessary demurrage & detention fees?

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



On-time Performance



Increase in Carrier Performance



Increase in Completed Transfers



Decrease in the Number of Exceptions





Success Story

Bayer Crop Science began using FourKites in 2019 and has since expanded to multimodal tracking of ocean, rail, truckload and air shipments across 4 continents. Bayer leverages real-time visibility to inform better decision making that ultimately leads to improvements in delivery performance, customer satisfaction and a reduction in transportation costs.

“FourKites is creating great value because we are able to see where our containers are and we are able to make changes in real-time. If there is disruption and we need to make changes, then we are able to act in time to pull the trigger and move to another port or even to switch to different modes of shipping.”



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BAYER CROP SCIENCE



Getting Started With Visibility For Multimodal Shipments

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



[Learn More](#)

For more information, please visit

www.fourkites.com

or contact a FourKites representative at

1-888-466-6958

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