

Making life easier by digitizing your freight forwarding business

Shared Logistics; Anytime, Anywhere

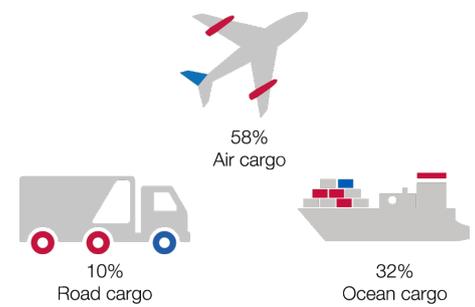
Bart Jan Haasbeek, *Business Development Manager eCargo*

Searching for the right balance between investing in technology, customer experience, data accuracy, access to information and maintaining an optimal operational process is a constant struggle. Throughout the freight forwarding industry we, as CHAMP, see a cautious trend in this decision making process. Earlier this year we initiated a market survey aimed at learning more about the freight forwarders' thoughts and experiences within the wider industry. Based on this survey, here is what we gathered on the question: what are the requirements to make life 'easier'?

The results of the survey give us insights on the complicated web of offered solutions across the industry. This information was not only used to further enhance our product, but to also drill down to the realities of our customers' needs.

Easy to... Start

Where to start? We needed as many different opinions as we could find to obtain good output for determining the freight forwarders' needs and views on the decision making process for technology. Therefore 91.5% of all data originated from micro-, small- and medium-sized freight forwarders (1-150 employees), whereas the main business activity of our respondents is air (58%).

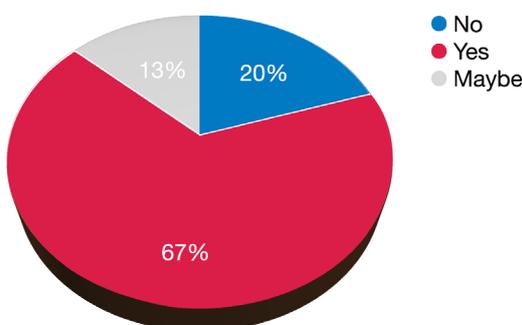


We found 80% of respondents are 'shopping' for a new freight forwarding system, or are at least considering purchasing a new system. Forwarders on average grade their current freight forwarding system a 6.9 out of 10 and over 50% of the respondents were referred to their current system by a partner. The 6.9 average grade was given by the forwarders who participated within the general forwarder survey. However, the Logitude customer graded Logitude on average an 8.

Easy to... Use

While shopping, micro-sized and small-sized freight forwarders base their choice of freight management system on price, where medium-sized freight forwarders are more focused on functionalities. The important extra value to their current freight forwarding process required include;

Does your company plan to purchase a system within the next 6 months



- Accounting integration
- Customs integration
- Track & Trace
- Tariff Module
- Shared Logistics

'Local' and 'own developed' systems are the most popular as they provide the above-mentioned top 5 features that best suit the local needs. However, the research also shows that local and in-house systems come with a cost. Next to this, respondents prefer to have a user friendly system, including; helpful video tutorials making life easier; no need for any specialized technical skills, or to download software.

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Ready. Set. Go: search for a flexible user-friendly system, offering the above mentioned top 5 basic functionalities or add-ons/APIs, against an affordable price (most likely not 'in-house developed' or from a 'local' provider).

Easy to... Excel

Choosing the right system is important as this will allow you to surpass your competitors and enables your agent network to collaborate with a superior software. “Compete with the big boys” seems to be an important expression. The desire is to achieve this, with limited cost investment and with maximal process improvement. Next to this, the phrase “Get organized” is a hot topic: manage dashboards and personalized workspace to help efficiently prioritize tasks. And last but not least “Be customer-centric”, which means; having collaborative features allowing customers and partners to share and view relevant information.

Give yourself a system you can grade an 8 out of 10, not an uninspired 6.9.

Easy to... Own

Purchasing state of the art freight forwarding software is easy with Software as a Service (SaaS) solutions. There is no need for purchasing dedicated hardware. Economically priced packages which are easily upgradable to your needs without the hassle of internal updating. You can advance your process in minutes with a rich library of helpful video tutorials and ‘How To’ documents. Easy access to modern solutions and Technology. All you need is an internet connection.

“Cloud-based, anytime, anywhere...”

As the first true SaaS multi-modal freight forwarding software solution, Logitude encompasses the latest freight management software for optimal functionality, covering the full freight forwarding lifecycle, from quotes and shipments processing to billing and collections. Logitude’s freight software wizards and personalized workspace enhance efficiency and help to leverage business as the software is designed using state-of-the-art technologies for the utmost customer convenience, scalability, security and functionality.

- There is no need for purchasing dedicated hardware.
- No need for IT support.
- New features are released and existing features are being updated automatically at no extra cost.
- There is no risk and no commitment.

Logitude is Software as a Service (SaaS) for freight management of SME freight forwarders. SaaS is a software distribution model in which a third-party provider hosts applications and makes them available to customers over the Internet. By buying Logitude, SME freight forwarders can be as competitive as the world’s largest freight forwarder. It gives SMEs a modern solution, which employs the newest technology, functionality, and user-friendly interface. It enables freight forwarders to improve their freight forwarding process.

The advertisement features a wooden background with various tools like pliers and a screwdriver. In the top right corner is the Logitude logo, which consists of a stylized globe icon and the text 'Logitude A CHAMP community solution'. The main headline reads 'The right tools for the job'. Below this, there are three bullet points, each with a green checkmark: 'No commitment', 'No set up costs', and 'e-AWB and much more'. A prominent red button with white text says 'Sign up now'. At the bottom, the website address 'www.logitudeworld.com' is displayed.

Logitude
A CHAMP community solution

The right tools for the job

- ✓ No commitment
- ✓ No set up costs
- ✓ e-AWB and much more

Sign up now

www.logitudeworld.com