



# Achieve Flexibility & Profitability At Scale

Agile Logistics Operations For CPG Enterprises

## Business Context

The sweeping changes in global supply chains and the disruption caused by e-commerce have tremendously impacted Consumer & Packaged Goods enterprises. There is a strong and a growing need for Direct-to-Consumer readiness that enterprises are actively working to achieve. Having a flexible and wide network of carriers is the cornerstone to success in this climate. With agility and flexibility to orchestrate their carrier ecosystem, and thereby supply chain operations, enterprises can have an edge over pricing and cost elasticities. Through this, they can also achieve service time commitments to both retailers and consumers with better control and visibility into their supply chains.

## Introducing FarEye

FarEye's predictive logistics platform enables enterprises to orchestrate, track, and optimize their logistics operations. With FarEye, CPG enterprises can:

- Strengthen carrier networks with quick onboarding
- Get intermodal, multimodal & long haul visibility
- Achieve optimum fleet capacity utilization
- Achieve personalized direct-to-consumer deliveries

## Key Features

- **Pre-integrated carriers:** Localised and pre-integrated carrier network to plug & play seamlessly. 15-day onboarding plan for new carrier integrations.

## Impact

Increased On-time In-full Compliance

6%

Reduced Turnaround Time

32%

Improved Perfect Order Index

12%

- **Data-driven carrier selection:** Data-driven (dimensions, rates and carrier performance.) carrier selection for better cost optimization.
- **Predictive visibility:** Real-time long-haul, intermodal and multimodal visibility with 3 categories of ETAs - Early arrival, on-time & late arrival
- **Personalization:** Personalized delivery experience to better suit direct-to-consumer model with real-time track and trace, flexibility and capabilities such as cashless, contactless and feedback capture.

# FarEye For CPG Enterprises



**Carrier**

## Expand Carrier Network:

- Quick onboarding
- Enabling low-tech carriers
- Grow local carrer networks



**Retail**

## Shorten Lead Time:

- Automate dispatching routing
- Reduce overall turnaround time



**Distribution**

## Personalization At Scale:

- Dynamic targeting
- Behavior-based personalization
- Cookie-based ad serving



**Production**

## Achieve D2C Readiness:

- Flexible scheduling
- Real-time track & trace
- Customer feedback



**Consumer**

Direct To Consumer Model

## About FarEye

FarEye is a game-changer in the logistics industry that empowers brands with the ability to seamlessly orchestrate, control and monitor their logistics operations digitally. As a key enabler of logistics excellence, we help leading brands such as DHL, Amway, Walmart, Hilti and 150+ other global enterprises address cost and time-to-market repercussions of uncertain and delayed deliveries. Since 2013, FarEye has matured into a well-acknowledged player facilitating over 5 million transactions per day cross 20+ countries.

For more information, visit [www.getfareye.com](http://www.getfareye.com)

## Get In Touch

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