Who: Gravity Supply Chain Solutions

Gravity is working to make a practical and tangible impact on the supply chain industry. Its unique open platform unifies the systems, data and the people involved in the entire end-to-end supply chain. The result is a truly open and collaborative supply chain community. Companies can share information with one another, and connect to an ever-growing ecosystem of service providers and new data feeds.

The foundation of the Gravity platform is a suite of integrated cloud-based apps built for today's mobile workforce to simplify the planning, execution and optimization of the supply chain from concept-to-commerce, regardless of company size, industry or vertical. Companies manage their supply chains, not a collection of spreadsheets.

Executives:

Graham Parker	CEO	Dave Graham	Head of Business Partnerships
Darren Palfrey	COO	Gavin Webber	Head of Product
Matt Nodurfth	CTO	Stephanie Johnson	Head of Marketing & Growth
Andrew Pickles	Chief of Staff		

Where and When

Founded: December 2014.
Locations: Headquarters in Hong Kong, offices in Australia, Singapore and the U.K.

What: Gravity's Supply Chain Management Apps

Gravity's easy-to-use apps leverage proprietary algorithms and machine learning to constantly collect and analyze data from thousands of data sources worldwide including news feeds, weather forecasts, financial institutions, ports, airlines, carriers and from the community of Gravity customers and partners. It's a community that grows larger and smarter every day as users view and share real-time information and insights to collaborate and be proactive in their decision-making.

Customers can implement one or more of the following apps:

SOURCE
Conceive, build and manage a global product assortment.

SUPPLY
Establishes visibility and control into the ordering and production process.

TRANSPORT
Manage and optimize the global transportation network by reducing cost and increasing delivery reliability.

INVENTORY
Establishes an instant and accurate view of inventory wherever it is.

COMMERCE
Unifies the global supply chain with your omni-channel sales activities.

FINANCE
Unifies the financial and physical supply chains.

DISCOVER
Analyzes data to uncover hidden trends and answers the question "What do I need to do?".

Because all of Gravity's apps are based in the cloud, everyone involved in the supply chain can:

- Access the same information and updates in real-time
- Track real-time progress against established key performance indicators (KPIs) to help drive decision-making processes
- Message other users all in one system
- Make notes on the tiles that populate the user interface. Those notes are shareable with others inside the system via the tiles, as well as with people outside the system via email.

There is no need to exclude legacy systems. Gravity enables a company to integrate its apps into the current architecture to enable disparate systems to communicate with one another and fill in technology gaps where they exist.

Ease of use is just as important as how an app works. Gravity's development team builds the apps with a focus on providing the best possible user experience, similar to the most popular consumer-facing applications for desktop computers and mobile devices. Collaborators can be working at the office on their desktop PCs, at home on their personal laptops, and while traveling on their smartphones and tablets.

Because location doesn't matter, decision-makers can access a comprehensive view of their entire supply chains, access insights and make decisions anytime, anywhere.

Why: Supply Chains Are Not Linear

As supply chains expand globally, they have become more fragmented and difficult to manage. Purchasing, inventory management, warehousing, order processing, transportation, and related functions are conducted independent of one another, each with its own budget, processes, priorities, and KPIs.

At the same time, the rise of smartphones and other mobile computing devices has changed how people access and share information. Information that moves throughout the supply chain can be almost completely digitized, analyzed and shared in real-time.

Yet supply chain managers still rely on on outdated, time-consuming manual processes, such as updating large collections of spreadsheets, printing hard copies of documents and manually entering data into systems that were not designed to manage the entire supply network.

These processes do not provide real time insights. That makes it difficult to identify deficiencies and other issues before they become major problems. Supply chain managers are left to react to, rather than anticipate, events and issues in the complex ever-changing global marketplace.

A supply chain that is agile and meets the expectations of every individual consumer is business critical.