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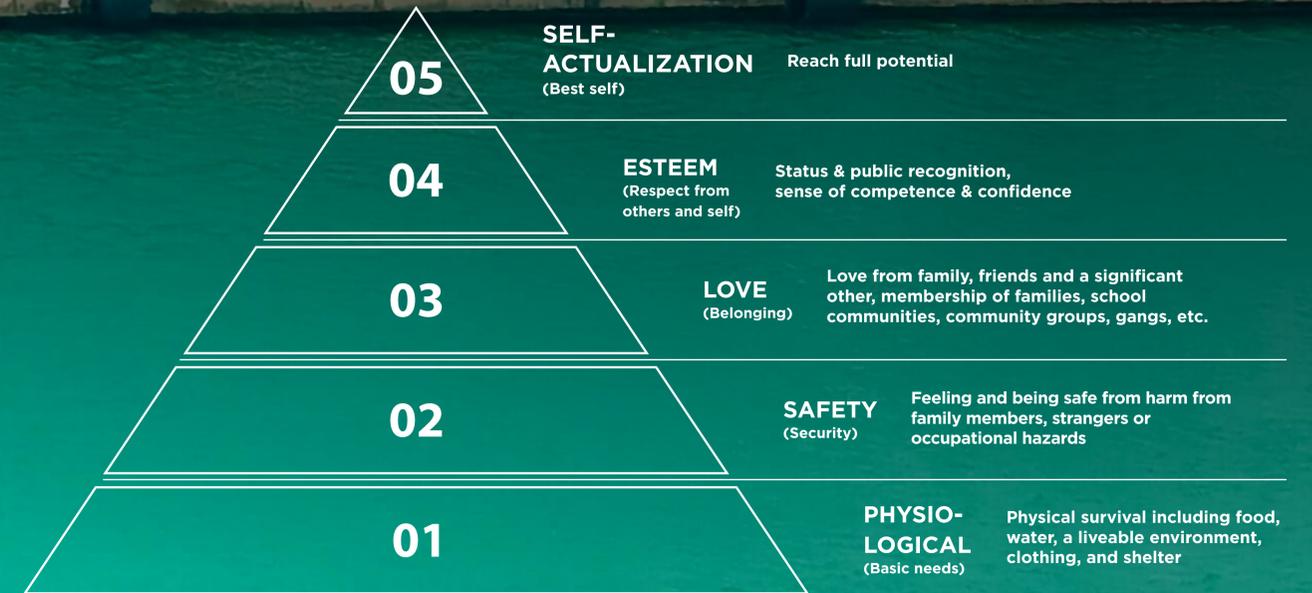
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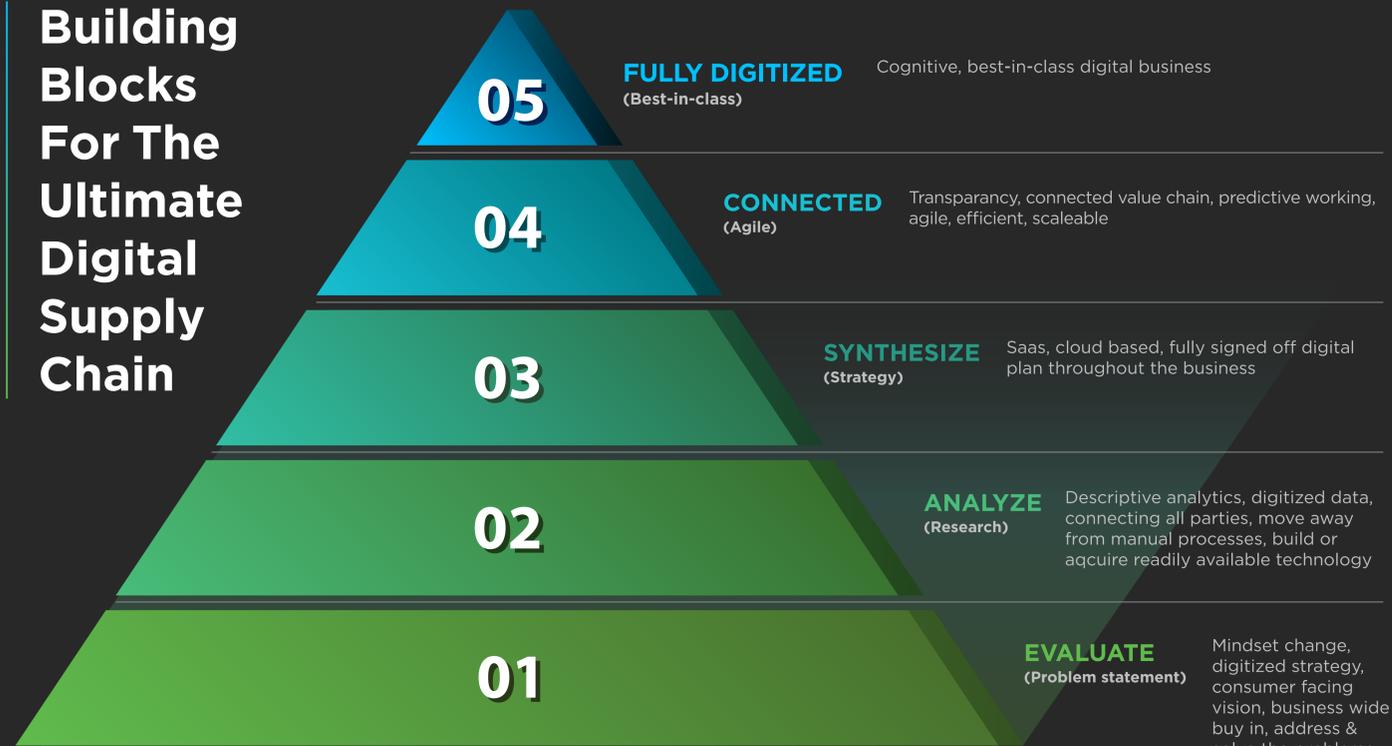
Building Blocks For The Ultimate

DIGITAL SUPPLY CHAIN

Abraham Maslow's Hierarchy Of Needs theory proposes that people get motivated by five primary categories of emotional need:



Building Blocks For The Ultimate Digital Supply Chain



Reimagining The Theory

Utilizing Maslow's philosophy as a basis for aligning supply chains in the modern world as they transition from traditional legacy systems to become cognitive and enable the ultimate goal – allows businesses opportunities to provide customers with a best-in-class experience.

The beliefs and values that guide businesses through the journey to becoming digital remain the same. They create a culture where all parties

synchronize and work as one to achieve full potential by building their capabilities through technological innovation and enable new business models that were previously considered unimaginable.

Let's analyze the supply chain hierarchy of needs five-tier pyramid:

01 EVALUATE

Base level

At the base of the supply chain hierarchy of needs pyramid, we have the most fundamental requirements; the indisputable need for change; transition away from manual processes and outdated mindsets that are blockers to becoming digital.

02 ANALYZE

Tier two

Safety and the need for a transformative level of growth and development that can crucially analyze the performance of every player, at every stage in real time enables businesses to identify inefficiencies and mitigate risk.

03 SYNTHESIZE

Tier three

Maslow's model's midway stage relates to the human needs of love and belonging. However, In the supply chain pyramid, this stage refers to how businesses meet with the realization that the supply chain has outgrown traditional processes and become a complex integral need.

This awareness culminates as:

- › ultimate customer service levels
- › enhanced profitability
- › competitive advantage
- › connected parties
- › strong relationships

And, by optimizing all the processes throughout the critical path, businesses are now creating a true value chain.

04 CONNECTED

Tier four

It is essential companies build in safety nets by planning not only for immediate risks but also for those of the future.

Those businesses that successfully implement the necessary technologies required at this level are establishing an agile and flexible supply chain to enable them to stay ahead of their competitors and scale their businesses.

05 FULLY DIGITIZED

Top Tier

To become the ultimate leader and reach this pinnacle level, and become a cognitive, best-in-class digital business, you need to identify unexpected issues in real time today and intelligently plan for tomorrow.

CONCLUSION

Successfully passing through the lower tier stages of your journey will create the building blocks required to achieve your goals:

descriptive analytics improve efficiency by informing the decision-making process
prescriptive and predictive analytics take you from reactive to proactive
automation refines operation efficiency
technology enables businesses to scale

It is necessary to navigate carefully and with the expertise required to allow you to rise to the peak level and become fully digital and truly consumer-centric.

Passing through all the stages enables businesses to digitize the supply chain completely, and allows the ability for it to operate at full potential.

This new, efficient, and powerfully reliable infrastructure has eliminated the silos that created all of the inefficiencies and created a strong base for an incredibly agile, efficient, and profitable value chain.

If you would like to learn more about how Gravity can help you achieve business excellence by identifying and addressing your pain points and using technology to enable the solution, [contact us](#). One of our experts will be happy to discuss your needs and help support you in your journey.

Sourcing And The Value Chain —

WHY DIGITAL PLATFORMS MATTER

The inevitability of supply chain disruptions in a global environment is one that's well understood. Businesses need to employ strategies that are agile, proactive, and resilient creating a no-risk supply chain to mitigate risks and ensure business continuity.



Sourcing Decisions

In today's hugely competitive business environment, both profit and customer service levels must get carefully considered, making sourcing decisions crucial but often problematic. Businesses need to consider the rationale of low-cost longer lead-time sourcing vs. more expensive nearshore and onshore more costly options, with one eye firmly on the consumer demand and satisfaction as well as the carbon footprint and sustainability.

With a combination of these options, and with the correct level of visibility, and connectivity, the supply chain, and ultimately the value chain is not impacted. Moreover, it gets designed to mitigate risks and disruption, such as the impact we are witnessing currently due to the coronavirus - COVID-19.

Offshore VS. Nearshore

In recent years, many industries have witnessed a transition from offshoring to nearshoring. This transition is a result of numerous factors to include:

- › the volatility of oil prices
- › the need to reduce lead-times
- › modern-day high demands and expectations
- › the mitigation of potential supply chain disruptions

All of which can significantly affect the entire supply chain.

Visibility In A Volatile World

The world is becoming increasingly volatile and uncertain; both natural and man-made disasters continually create disruptions with the power to significantly disrupt even the strongest of supply chains. Creating a truly connected digital supply chain is crucial.

Having real and accurate visibility throughout the entire process is paramount, from:



Complete transparency and alignment must get enabled regardless of whether production takes place nearshore or offshore. If the logistics teams can see the buying patterns earlier, and the optimizers and allocators can see the production and shipping, decisions get made with certainty.

Connected Ecosystems

When risk becomes apparent, having a connected ecosystem view of your entire critical path, decisions to change production origins, cycles, or capacity is not only visible to everyone but allows for proactive decision making a lot earlier.

The supply chain entails more than just the shipping element.

Technology Mitigates Risk

Businesses must deploy strategies and tactics for building supply resilience. Using technology such as that provided by Gravity helps to mitigate risk through the provision of extensive predictive analytics delivered in real time to ensure decision-making takes place with certainty. Having a truly connected platform capturing sourcing, purchase order management, shipping, and landside to the distribution centers ensures everyone involved has sight and accurate information. In moving away from siloed departmental functions and control, a customer-centric value chain environment gets created instead.





See The CONTAINER TRANSPORT INDUSTRY

With Fresh Eyes

Recently we've aligned several pieces of our content towards the exciting new enhancement to our shipment tracker product - container tracker.

However, for this edition of Gravity Insights digital magazine, we wanted to bring our readers something new and unique, and so, let us unveil the container transport industry as never seen before.

REWIND THE CLOCK



According to statistics released by Statista, global seaborne container trade accounts for approximately

60%

of all world seaborne trade, and got valued at around

12, TRI- LLION 000, 000, 000, 000

U.S. dollars in 2017.

CONTAINERIZATION :

a system of intermodal freight transport that uses sealed shipping containers of standardized dimensions, that can get loaded and unloaded, stacked and transported efficiently regardless of distance, point of origin, or final destination.

Transportation

The number of goods getting transported by containers has risen significantly, and as such, vessels have increased their capacity.

Statista research indicates that:

between 1980 and 2019, the deadweight tonnage of container ships grew from about 11 million metric tons to around 266 million metric tons

with a total capacity of approximately four million TEUs*, Danish shipping line **APM-Maersk** is currently the largest container-shipping company globally, followed by MSC, COSCO, CMA CGM, and Hapag-Lloyd

Global container throughput reached approximately 802 million twenty-foot units (TEU) in 2019, an increase of 2.3 percent over the previous year

The Need To Track

Findings revealed by McKinsey & Co. and TT Club in their '**Brave New World - Container Transport in 2043**' research project, confirmed that after global positioning systems (GPS) became popular in the mid- to late-1990s the need to track the location of shipping containers became even more prevalent.

It is no longer an option to accept your cargo is en route. It is essential that businesses track the exact location of their shipments in real time to enable them to mitigate potential risk, meet with customer expectations, and gain the all-important competitive advantage.

Trade Expansion

It's widely appreciated that the container transport industry has been at the center of the expansions within international trade since the 50s and has become the favored choice for businesses looking to move goods between locations throughout the globe.

According to a report released by **McKinsey and Co. and the TT Club** containers today transport 23 percent of dry seaborne trade tons and close to 100 percent of everyday goods such as FMCG, CPG, and raw materials.

Data And Analytics

Unlike manual transportation systems that often resulted in unbalanced trade flows between and across regions, today's systems are automated and completely mechanized. The use of computerized systems, high-level data, and analytics provided full visibility in real time to enable streamlined processes, and a fundamental shift in the way cargo gets moved around the globe efficiently and cost-effectively.

Cost Savings

The cost of transporting goods fluctuates significantly depending on numerous factors, such as seasons and capacity vs. demand. Deploying technology such as Gravity's goods in transit product (GIT) provides real time visibility of shipments from a consolidated shipment view through to SKU level. Customer service levels increase substantially, as does the opportunity for decision-making to take place earlier, so protecting the bottom line.

Podcast

CONTAINER TRACKING

Here's What You Need To Know

It is essential that businesses continually innovate to meet the complexities and challenges of customer demands within the field of supply chain and logistics management.

Our latest podcast provides listeners with the most relevant and topical information about Gravity's exciting new container tracking enhancement to our shipment tracker and purchase order management (POM) products.

Learn how technology can provide users with valuable insights into the exact location of your goods and how increased visibility enables the identification of disruption in real time to allow users to execute against their intake plans and mitigate risk.

Benefits :

These are numerous but include:

- Automation of key processes reduces the time and cost it takes to handle goods and significantly improves customer service levels.
- Improved shipment forecasting enables a more efficient supply chain.
- Better transport planning reduces the risk of rent exposure.
- Reductions in administrative tasks
- Improved stakeholder relationships
- Ocean carrier performance visibility
- Greatly enhanced customer service levels
- Real time cargo tracking - delivered at consignment level
- Easily configured and integrated into existing systems
- Provision of detailed high-level statuses

To Conclude :

Shipment tracking no longer needs to be fraught with risk and uncertainties, we have the solution to the complex operations you've likely been experiencing up until now.

So tune in to get ahead of the game here!

