ClearTrack
Information Network

Supply Chain Interactive Services

Global Logistics Management

How ClearTrack Delivers A New Level of Transparency for Tracking Shipments

THE SITUATION

In today's global supply chain, tracking shipments is an increasingly difficult enterprise. The process is complex and multi-faceted, involving dozens of trading partners and service providers using multiple systems. Faced with this challenge, many companies find themselves at a distinct disadvantage because their current methods and tools limit their capabilities. Once revolutionary technologies such as emails, speadsheets and faxes now seem antiquated, given the enormous amount of information that must be communicated and processed. As but one example, they require the manual input and management of data, which is time-consuming and susceptible to errors. Those inefficiencies, as well as the enormous investment of human resources required to operate these technologies, can quickly erode profit margins. In this brave new world, the future belongs to those companies who harness the best technology and build a new level of collaboration and communication for tracking shipments.

Key Questions

Where do we find a single technology platform that builds a collaborative network of trading partners with instantaneous access to the same information set?

How can we automate the flow of information among multiple trading partners to expedite on-time delivery, avoid delays and minimize communication "blackouts" regarding shipment status?

ClearTrack Delivers a New Level of Transparency for Tracking Shipments

THE SOLUTION

By activating the power of cloud technology, the ClearTrack *Global Logistics Management* system automates the tracking of shipments from start to finish across multiple platforms. It connects every trading partner to a single, up-to-date source of information, creating an interactive network that optimizes logistics performance.

Online Access To Accurate Information:

With the ClearTrack system, information is transparent and easy to find. Access current and historical status, activity details and comprehensive order and goods data. Search for shipment information by almost any order attribute (order number, container/trailer number, origin, destination and more). Changes and additions are immediately updated across the system, eliminating the misunderstandings caused by communication lags and incorrect information.

Automated Alert Notifications:

Shipping delays are a costly proposition. With the ClearTrack system, email notifications are immediately and automatically generated and sent to your designated trading partners whenever a milestone is missed or delay occurs. The system also records all actions taken to resolve the problem. And because you know your business better than anybody, ClearTrack lets you customize the alert configurations to your specific needs.

Smarter Business Intelligence:

ClearTrack captures and records event information for the entire supply chain cycle. By utilizing our toolbox of reports, dashboards and performance scorecards, you can analyze this data from multiple angles, whether it's looking at the "big picture" for strategic planning, grading supplier performance, or drilling down to locate specific inefficiencies.

THE VALUE

>> **Do More With Less:** Automating the tracking process significantly reduces the routine administrative duties of your logistics team, who can focus their attention on resolving high priority issues and implementing new efficiencies.

>> **Optimize On-Time Performance:** ClearTrack delivers a new level of supply chain visibility. From pre-shipment to destination, you know the exact location of orders, a critical factor in handling shipping disruptions without delay. System-wide notification alerts are immediate and proactive. Ongoing monitoring of remedial actions keeps shipments moving and increases accountability.

>> **Save Time, Cut Costs:** In-synch communication between all trading partners reduces costly data errors and time-wasting miscommunications.

>> **Make-It-Happen Implementation:** ClearTrack can bring your current logistics partners on board quickly and accurately.

ClearTrack's Proof:

>> *Electronically delivered notice of more than 3,000,000 domestic shipments prior to arrival each year.*

>> *Provided shipment and order visibility for over three quarters of a million import containers each year.*