

Four Supply Chain Strategies to Aid Your Customers and Teams In the Face of COVID-19



In today's upside-down world resulting from COVID-19 and related events, manufacturers, retailers, and their customers are all scrambling to protect their investments by readjusting to "the new normal."

While many have invested heavily in analytics, IoT, and software to help make supply chains smarter, manual processes and static operations (including visibility) constrain timely planning and deliveries and increase the incidence of costly rolls, D&D fees, and ad hoc exception management.

Below, we outline four strategies that you can apply, using Continuous Delivery Experience (CDX), to intelligently make decisions on moving goods and materials from A to B, and to provide your customers with information, in real-time, about how their stuff is moving – similar to how Amazon, UPS, and others provide customers and businesses continuous intelligence about where their orders are in the delivery lifecycle.

1 Create Transparency With Your Customers While Protecting Revenue

CDX Customer Portal

You are likely receiving myriad inquiries from *your* customers wondering where their raw materials or finished products are, how they are affected by COVID-19, and what specifically is delayed. These inquiries increase the burden on front-line logistics personnel, and consequently their 3PLs and carriers, who are working extra hours to try and fix the situation. Further, your Sales teams are scrambling to determine how to protect revenue if and when budgets are pulled back and consignees order less.

To protect against both of these effects, ClearMetal offers a Customer Portal to provide a real-time and continuously updated view into shipment statuses, so that rather than having your teams burn cycles to investigate issues and respond, you are allowing your customers to self-serve (like the FedEx online tracker). Sales teams, particularly those in industrial supplier markets, benefit from providing an 'experience' and level of differentiation that their customers appreciate during

times when having the correct information at their fingertips is a lifesaver, allowing them to remain agile. A ClearMetal manufacturing customer recently told us, "In past years, we were afraid to provide this type of transparency because we didn't trust the data. With ClearMetal, now we can show our hand to our customers and be transparent."

Share Live Updates

Share with people inside or outside your organization:

adam@company.com

Subject Line
Kelsey shared shipments with you

Optional message
Hi - here are the 15 orders your management was asking about; feel free to get live tracking of our materials coming inbound to you.

Get Shareable Link

Send

2

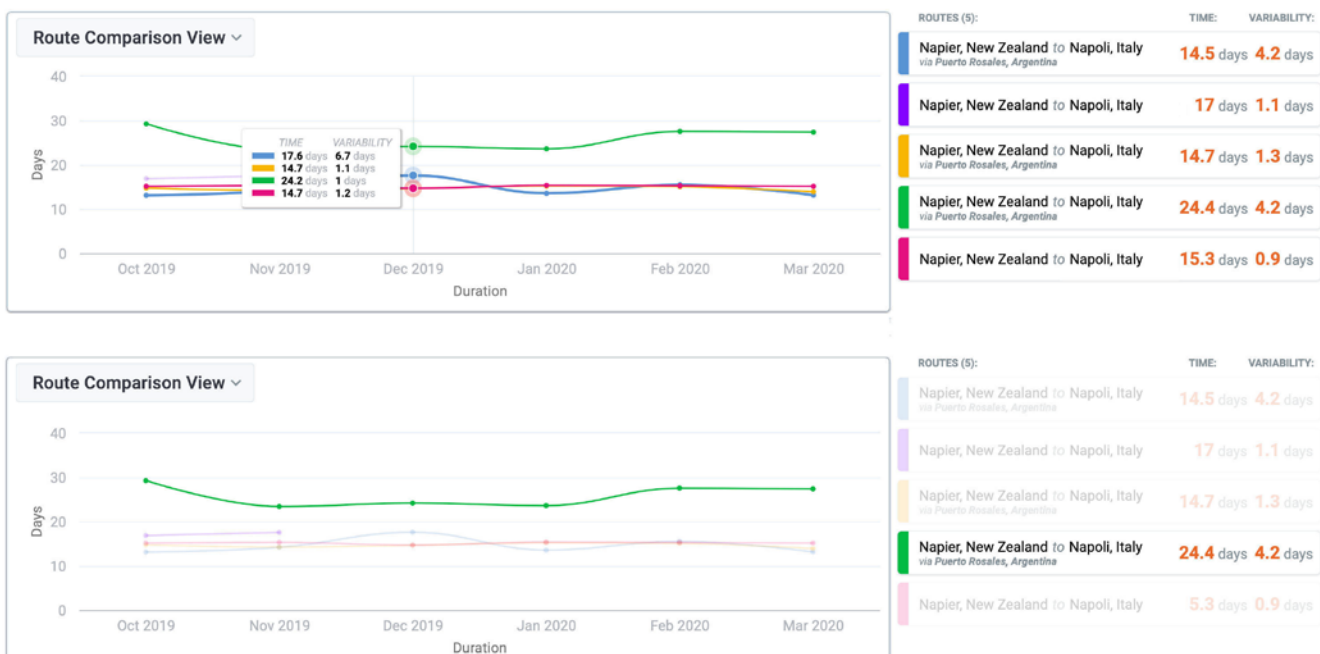
Dynamically Plan and Improve On-Time Delivery Even in the Worst-Case Scenarios

CDX Transport Planning Application and APIs

During “bad weather” events like COVID-19, you need to know whether inbound materials and products will arrive on schedule and determine how you can plan and procure freight to ensure on-time, reliable delivery. Unfortunately, many businesses still rely on static transit tables, often many months or even a year out of date, which reduces their reliability to nil. Consider, for example, the suddenly increased rate of rolls in China and Korea, increased dwell times in China, and marked increase in blank sailings, which collectively prove that any existing carrier reliability reports or static lead time calculators are practically useless.

ClearMetal's Planning Application and APIs help shippers stay current on any situation that unfolds by providing the capability to develop a continuously evolving plan. Specifically, shippers can use the application to assess the current and accurate lead times, the most reliable mode (“Is there still enough time to go by ocean?”), and the appropriate carriers and lanes by comparing routes to find the “best” journey (with high confidence of speed and low variance). The application also allows you to answer questions like which transshipment ports are trouble, and which lanes have a high roll rate incidence, all helping you make the right freight procurement decision based on what's right, right now. Transit-time APIs can also be used to pipe this information back into your TMS, ERP, and other systems, ensuring planners, logistics teams, and other organizations are on the same page.

In this example, we compare route variability. Of the routes from Napier, Zealand to Napoli, Italy, there is clearly one route to avoid as it adds 10 days and greater variability:



You can check roll rate, for example, and determine how it may have been affected recently due to disruptions:

☒ **Marion, Arkansas** Direct **Sussargues, France**
USMQM FRS34
5.6% Roll Rate
24 Total Rolls

5.6 % Roll Rate
Total Rolls: **24**

Here, examining certain lanes across two carriers, you can compare which transshipment port is “worse”:

From:

CHONGQING JIANGBEI, C...

Input ports or Unlocodes

To:

LONG BEACH, CALIFORNIA

Input ports or Unlocodes

Via:

BUSAN, SOUTH KOREA

SINGAPORE, SINGAPORE

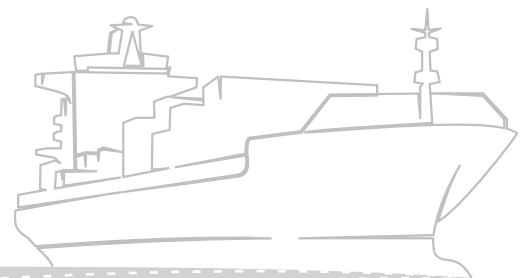
Input ports or Unlocodes

By Carrier:

Maersk

Hapag

Input carrier names



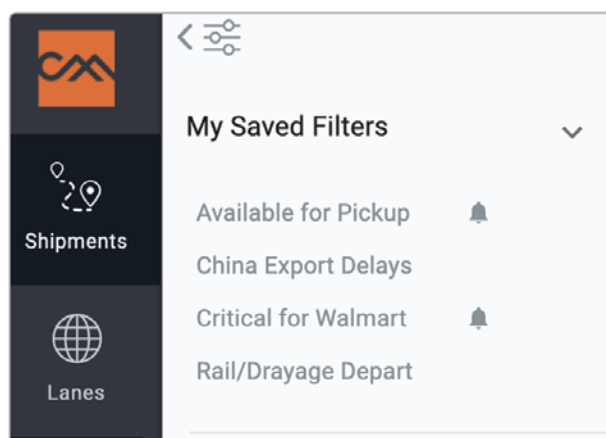
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Proactively Manage Exceptions to Boost CSR Productivity and Delight Customers

CDX Transport Visibility Application

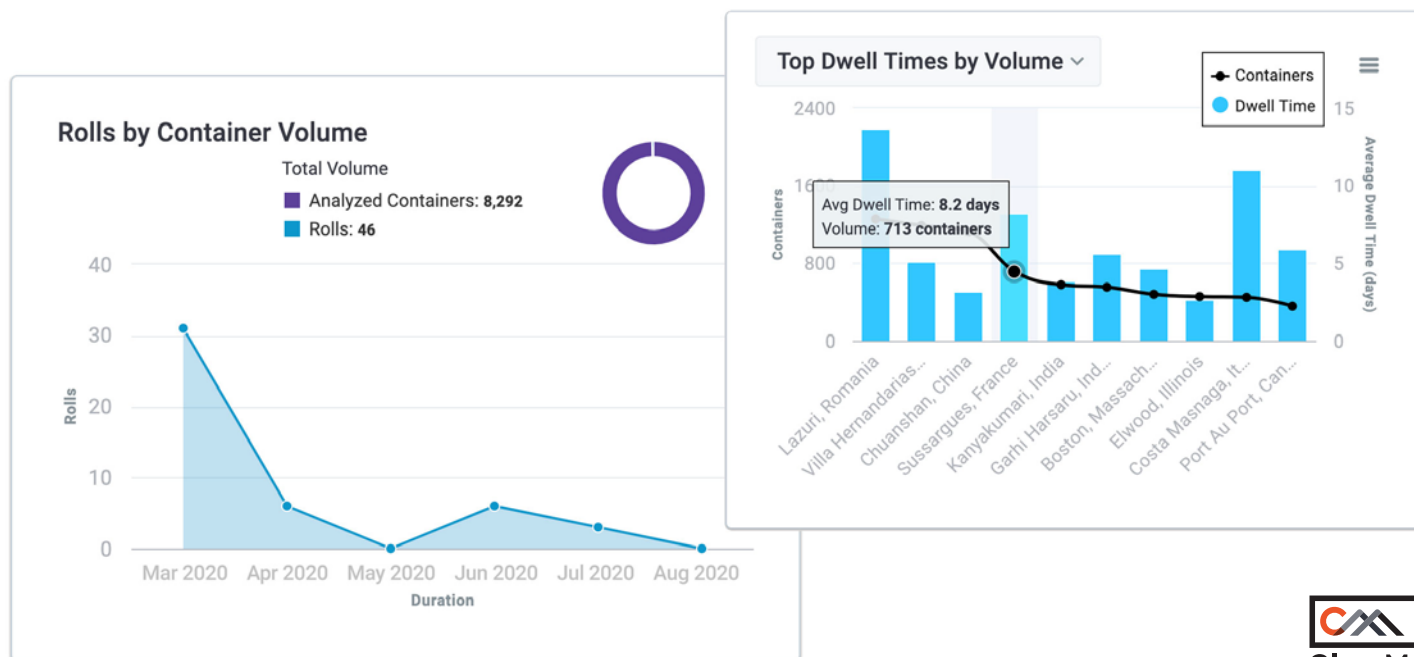
Many businesses are currently “fighting fires,” particularly with reduced container volumes leaving China and Korea. In the past, you would have had to rely on front-line customer service representatives (CSRs) and import/export teams, working overtime to solve problems while leaning on 3PLs and carriers for answers.

With ClearMetal’s Visibility Application, you can configure any number of custom filters, views, and alerts to proactively stay on top of what matters, and have the information your teams need right at their fingertips. Some common filters include: delayed orders for a particular customer; delays in regions particularly affected by COVID-19 like China; shipments available for pickup at a port; and, shipments an individual warehouse manager, salesperson, or CSR is responsible for in a specific region or for a set of customers. For even greater precision, you can pair these capabilities with real-time advanced analytics related to exceptions your teams care most about.



An example of how the filters work

Here is an example of ClearMetal’s advanced analytics related to specific exceptions that are viewable by any time period, region, mode, carrier, customer, etc.:



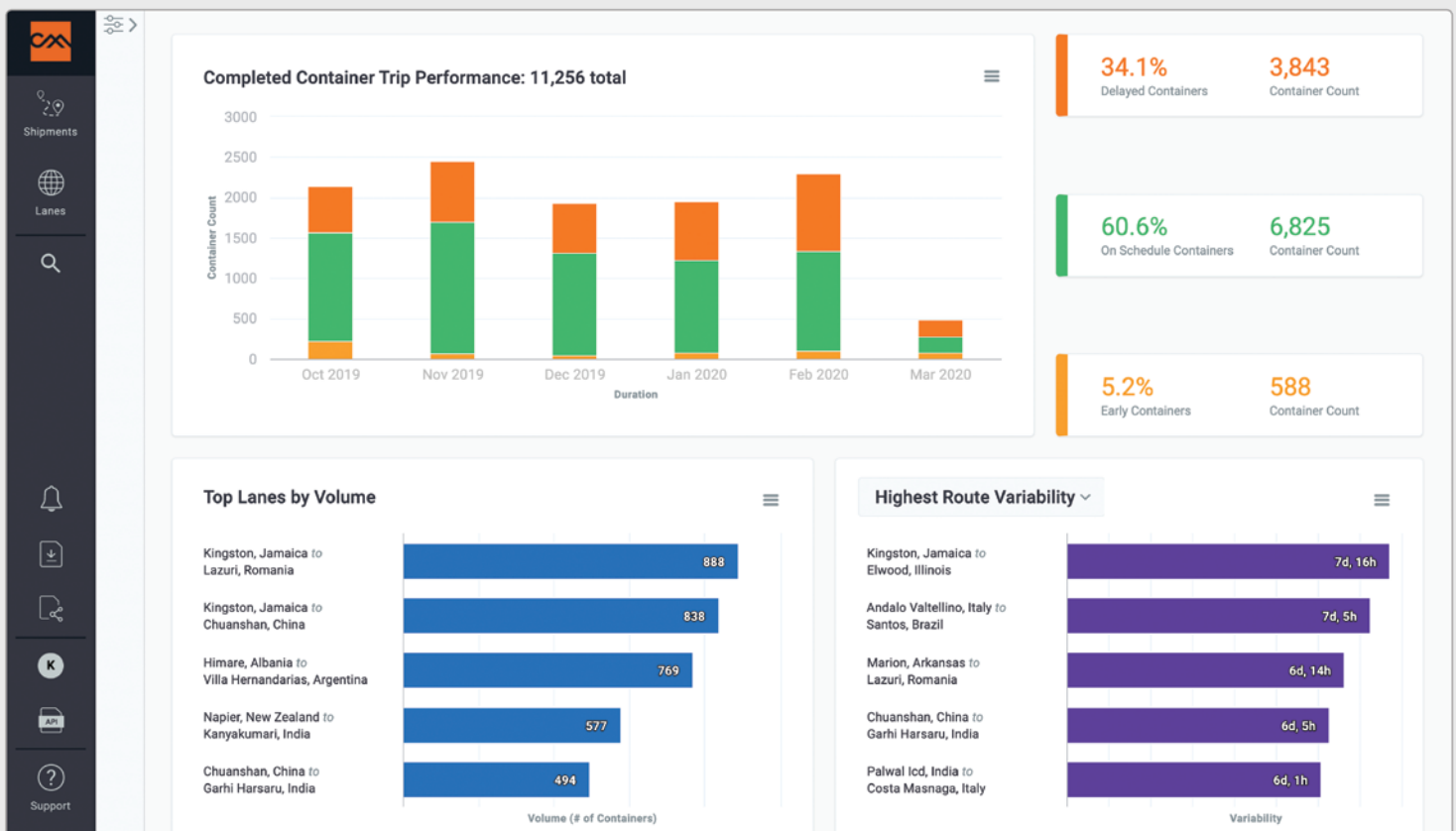
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Keep Management Informed and Agile with Dynamic Reporting

CDX Dashboard

In these uncertain times, executive and management teams are scrambling to shed light on what is happening in their supply chains, and how they can have conversations with their customers to help better manage purchase order and inventory decisions.

ClearMetal's Dashboard helps teams glean continuous insights and create custom reports, instead of spending hours and days munging data to come up with answers. You can now instantly provide information to downstream distribution centers and warehouse teams, share live shipment statuses through the Portal to end customers, predict future inventory trends, and make smart transport allocations. An example of the dashboard is below:





Summary and Next Steps

With businesses scrambling to get ahead of COVID-19 and other crises, organizations that have already moved forward on a path to digitally transform their supply chains would seem to have an advantage during these times. But many are still too focused on static visibility, costly exception mitigation, or simply reducing production until things are back to normal. Instead, they could be tackling downturns as opportunities to boost and personalize customer experiences in commoditized markets, discover new machine-learning-powered strategies to intelligently move items and resources, and provide continuous, actionable data for decision support at the executive and management levels. The good news is that the proven approaches described herein using ClearMetal's technology can be deployed in weeks, with our team helping yours define measurable parameters of success.

Request a demo of the ClearMetal CDX Platform, and allow us to show you the many ways it can help you during and beyond COVID-19 to position yourself and your customers to emerge from the trough stronger than your competition.