

4 Key Attributes of a Technology Partner Focused on Supply Chain Success

Every customized order or online purchase creates a new level of complexity in the modern supply chain. More direct-to-consumer orders mean smaller shipments, often with much shorter lead times. In addition, the urban population is growing, which makes roadways more congested and last-mile deliveries more challenging.¹

Another factor adding to supply chain complexity is global growth. As businesses expand their markets, their supply chains become more globally dispersed. This can lead to longer lead times, inventory

shortages, and other issues related to poor visibility into global supply chain networks. A shortage of qualified drivers also is straining delivery capacity.²

A flexible, adaptable supply chain and transportation management platform can help organizations manage complexities and realize opportunities for growth. The following checklist explores the key features and capabilities that organizations should consider when selecting a **supply chain management platform and technology partner.**

1. Scalable and Adaptable Technology That Will Grow with the Business

Consider modern cloud platforms as a form of obsolescence insurance: They remove barriers to growth that are inherent in many on-premise systems. For example:

- **Updates occur automatically, in real time.** A cloud/SaaS model means a constant flow of updates to the software.
- **The solution is scalable.** Expand the platform to more parties by drawing from the same data or service library for seamless scalability.
- **It's easy to configure.** For example, if you need to add compliance screening or a parcel delivery system to your transportation management system, you can simply expand into those applications without the hassle and cost of searching for a new vendor or point solution. You're also able to retain control of your company's data.
- **The system is interoperable with other technologies.** Easily add new technologies, such as blockchain or geo-coding. This is not possible with older systems that can't adapt to emerging technologies.

Benefits

- The ability to fix the most pressing problems now while setting up scalability for future needs.
- Fewer complex, time-consuming upgrades or deployments.
- A system that's always aligned to the latest technologies.



2. A Comprehensive Solution Offering

To manage these challenges most effectively, organizations need the capabilities of integrated solutions to deepen visibility and simplify complexity. An integrated platform grows with your company and can accommodate changing needs. For instance, a shipper may use transportation management for LTL and TL today, but needs to add parcel to meet future market needs; the company can adapt quickly within the same platform rather than piecing together outside services to satisfy requirements. BluJay's solution portfolio provides this flexibility, with functionality including:

- **Transportation Management**, a multitenant, cloud-based platform with a pre-integrated network of supply chain partners.
- **Parcel**, an enterprise-class, multicarrier shipping management system that supports complex, high-volume, multilocal, international, and domestic shipping.
- **MobileSTAR**, a mobility platform that provides near real-time visibility of end-to-end delivery.
- **Yard Management**, a solution fully integrated with Transportation Management and MobileSTAR that manages the entire yard operation. This includes appointments, gate-in and gate-out, dock management, and yard activities, such as shunting between dock and yard location.
- **Customs Management**, a multicountry customs and compliance software that allows users to enter customs information in the same format and interface regardless of the ultimate destination, while receiving electronic notifications from customs authorities.
- **MessageBroker**, a key component of BluJay's Global Trade Network, connects and integrates organizations with their partners.
- **Visibility tools**, which connect supply chains end-to-end, providing a complete view of goods under shipment globally for all modes of transportation.

Benefits

- **End-to-end shipment tracking for all transportation modes.**
- **The ability for customers and partners to view and exchange information online, reducing administrative burdens and costs.**
- **Mobile real-time tracking and tracing of deliveries.**
- **Customs management alerts and electronic document filing.**
- **Visibility of trucks and trailers available and their status, as well as SKU and pallet-based tracking.**
- **Management of the entire logistics operation from front to back, with the ability to communicate in multiple languages, currencies, and time zones.**

3. Insights into Actionable Data

Modern supply chain platforms should provide organizations with visibility into pricing information to help benchmark performance and identify areas for improvement and cost savings. BluJay offers this feature through BluDex and other data solutions, which draw on market data from its Global Trade Network. Key attributes of a comprehensive rate index include

- **Benchmarks** for specific lanes based on historical information.
- **Visibility** into potential areas of risk due to lower rates and tender acceptance.
- **Access** to a break-out of base rates and fuel surcharge costs.
- **Graphical views** of how market rates are trending.
- **Insight** into flexible delivery options.

Benefits

- **Better understanding of how market rates are trending lane-by-lane.**
- **The ability to identify when lane-by-lane transportation costs deviate from industry peers or the broader market.**
- **Insights to navigate more cost-effectively through future capacity crunches.**
- **Intelligence to inform transportation-related and other decisions across the business.**



4. Visibility and Control Over Key Supply Chain Functions

Today's supply chain requires more transparency into various functions to meet customer demands and mitigate risk. For example, food and beverage producers are feeling pressure to prove more information about the handling and safety of their products. A modern platform of connected supply chain solutions gives your organization more control over customer service and inventory by providing:

- **Real-time visibility** into inbound and outbound shipments.
- **Visibility into shipment status**, including location while in transit.
- **Track and trace** capabilities.
- **Visibility into inventory levels.**

Benefits

- **The ability to meet customer requirements more effectively. This is becoming increasingly important to organizations, with 61 percent of supply chain and logistics professionals agreeing or strongly agreeing that customer experience will overtake price and product as the top brand differentiator.**³
- **Potential reduction in safety stock and associated costs. This is another priority that organizations want to address, with nearly 29 percent of survey respondents saying reducing costs is a top factor driving supply chain innovation.**⁴



Bringing Supply Chain Management into Focus

A single platform supports efficiency, flexibility, and accountability across your enterprise and your supply chain. By working with a technology partner that provides integrated applications, complementary offerings, regular software updates, comprehensive data insights, and full supply chain visibility, your business can build a strong but flexible foundation for future growth.

Get more information on how a flexible, adaptable supply chain and transportation management platform can help organizations compete in an increasingly complex business environment.

 [Get Started](#)

¹ [“Worsening Supply Chain Congestion in Cities Driving New Logistics Solutions,”](#) Thomas, May 23, 2019

² Ibid.

³ [“Focus on Customer Experience,”](#) BluJay Solutions, July 2019

⁴ Ibid.