

FREIGHT FORWARDERS SEE BRIGHT FUTURE THROUGH DIGITAL COLLABORATION

Freight Forwarding is all about collaboration. Sharing and getting the correct information at the right time is the key to execute a shipment in time. Traditionally Freight Forwarders have relied on traditional methods like physical meetings and phone calls to collaborate within the organization and with external partners.

Digital Collaboration between internal and external stakeholders is necessary to meet the growing demands of shippers. Cloud-Based, Fully Integrated Systems are the foremost requirement to implement a collaborative environment within an organization.

COVID-19 crisis has created a big gap between freight forwarders who have adapted Fully Integrated Cloud-Based Systems and the Freight Forwarders who are still using legacy systems.

As per our recent survey, more and more shippers do not want to do business with forwarders who cannot provide real-time information. Freight Forwarders who have still not upgraded their technology are in no position to

meet growing requirements find themselves in a highly disadvantageous position.

As the CEO of a technology service provider for freight forwarders for more than 25 years, I have never seen a disruption that this pandemic has imposed on the industry. Prolonged remote working and unpredictable events have impacted the way the business operates. Almost overnight, Digital Meetings have replaced physical meetings; Digital Collaboration replaced physical collaboration. Thankfully, our customers were well equipped, Logi-Sys provided them a collaborative platform that digitally connected their employees, customers, and vendors. They could reinvent their business processes suitable for the changing environment and provided uninterrupted services to their customers. The most important advantage of using a cloud ERP during a pandemic is maintaining employees' productivity by digitalizing workflows while working from home.

Freight Forwarders who, till yesterday, refrained from investing in the right technology are now rushing to Digitalise their companies. More and more freight forwarders are investing in Cloud-Based Enterprise Systems so that all of their departments, including Marketing, Sales, Documentation, Field Operations, and finance, can integrate their processes. They have realized that embracing digital collaboration can ensure a faster turnaround. Digitalization eliminates errors, bottlenecks, delays, & duplication to reduce overall job execution time by up to almost 40%.

Cloud-Based Applications are not the only technology that is revolutionizing the industry, but lately, Blockchain, Internet of Things, Advanced Machine Learning, and Connected Applications have made substantial inroads. It will not be surprising if, in the future, the machine will do all the rudimentary tasks and take assistance from a human only if required.



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