



7bridges

7bridges path to value

# Automation layer

Unlocking capability at each step



**For many businesses, improving how you move your goods is a critical part of enhancing your supply chain. Both how you move your goods around your network and how you get them to and, when there are returns, from your customers.**

You need to be able to move your goods intelligently, in a way that gets them to customers quickly, efficiently, sustainably and cost-effectively. But that's a lot of plates to spin and is, at best, challenging. Customer expectations are high and your operational supply chain processes often haven't been able to scale their ability to cope with these demands.

In addition to customer demand, supply chain logistics are highly susceptible to external disruption. The recent run of strikes, pandemics, natural disasters and geopolitical events all threaten an already strained set of processes. Just one of these things is capable of entirely disrupting your activities, and most current mitigation processes are slow to react.

You also face the challenges inherent in scheduling and tracking your goods with your suppliers. Which can often involve you signing into multiple, separate and siloed platforms. And this makes effectively tracking performance extremely difficult. And communicating the status goods to customers becomes its own not-so-fun minefield.

**But there are ways to solve these challenges, better navigate disruption and give your customers exceptional service.**

HOW TO GET THERE

## Our Solution

Our Automation layer automates the sending, returning and tracking of your goods throughout their journey. Using the data already in place, both yours and our global dataset, you can also respond rapidly to external disruption— ensuring your goods will always reach your customers as quickly as possible, even when the world really goes haywire.

Using our Automation layer enables you to:



Ensure your network **adapts rapidly** to changing circumstances



Ensure your orders **arrive on time**, at the lowest price and with a reduced carbon footprint



**Integrate with your 3PL** (if using one) so your warehouse provider can use our system and UI to book shipments



**Create operational efficiencies** by simplifying the process of preparing and sending orders



**Automatically selects** the best dispatch site, route and carrier for a given shipment



**Guide warehouse and site staff** through the packing process, helping minimise material waste and incorrect package sizing



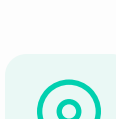
**Use complex, real-time predictions** to select optimal inventory and carrier for each shipment



**Automate your shipment booking processes from start to finish** - select a carrier, generate labels and ensure cross-border documentation is met



**Generate all necessary paperwork** for label generation for goods returns



Track orders and shipments across carriers, **in real-time**



**Follow orders in real-time** via a fully white-labelled tracking link



View live order status, with all shipment events tracked and viewable



**Search orders** by a range of criteria from customer name, order or tracking number or SKU

**It does all of this in a low-impact way, requiring no IT resources from your side.**

## Key features

The Automation layer works best with our Baseline and Benchmarking and Simulation layers. Together they make the most use of all your supply chain data, creating more helpful and efficient logic around how you move goods from point A to point B.

Our automated shipment booking operations can provide a near-real-time “control tower” style view of your operations. That gives you the power to improve and effectively calibrate your supply chain’s performance.

This way you can be totally sure that your goods are being sent with both cost and performance (based on your constraints) in mind every time. This also frees you from carrier lock-in. And gives you options around multi-carrier shipments to ensure you’re always getting the best possible service.

Whether you’re using a third-party logistics partner or running your own warehouses, the Automation layer can help you move seamlessly from strategy and tactics to improving your operations rapidly and with little disruption.

Once an order is confirmed live, our system can automatically select the best despatch site to source the order from, select the best carrier, route and rate, consolidate packing if needed, and generate labels, alongside any export and customs declarations.

That all happens by balancing a number of complex real-time predictions including:

- \* Availability of inventory and packaging materials
- \* Operation capacity
- \* Historical performance of carriers
- \* Carrier price and shipping times

This makes it so that every order arrives on time, at the lowest price and with a reduced carbon footprint.

You'll also always be able to tell where your goods are at every step of the journey, with tracking information from all your internal systems and suppliers consolidated into a single UI. Every scanned event is received from carriers and logged against the shipment number/order number, giving you instant access to real-time order status, for both your customers and your support team.

This means your staff can immediately retrieve up-to-date information, regardless of the site the order originates from, the supplier that's carrying it, or the region it's travelling through.

## Key benefits

- ✓ Average of 16% in direct cost savings
- ✓ Engage with additional carriers based on all possible rate cards for every shipment
- ✓ Respond rapidly to external events in real time to mitigate disruption and delay
- ✓ Implement techniques like ship from store or drop shipping to further increase shipment efficiencies
- ✓ Increase customer satisfaction and loyalty

**Wielding effective automation can dramatically improve your logistics processes, increase your customer satisfaction levels, reduce costs, build a more resilient supply chain, and set a stable foundation for long term growth. You can also improve your emissions and sustainability efforts. And you can do all this while the Automation layer makes sure that your deliveries get to your customers on time, in full, every time.**

