



# 4 WAYS SUPPLY CHAIN VISIBILITY **DRIVES RESULTS**

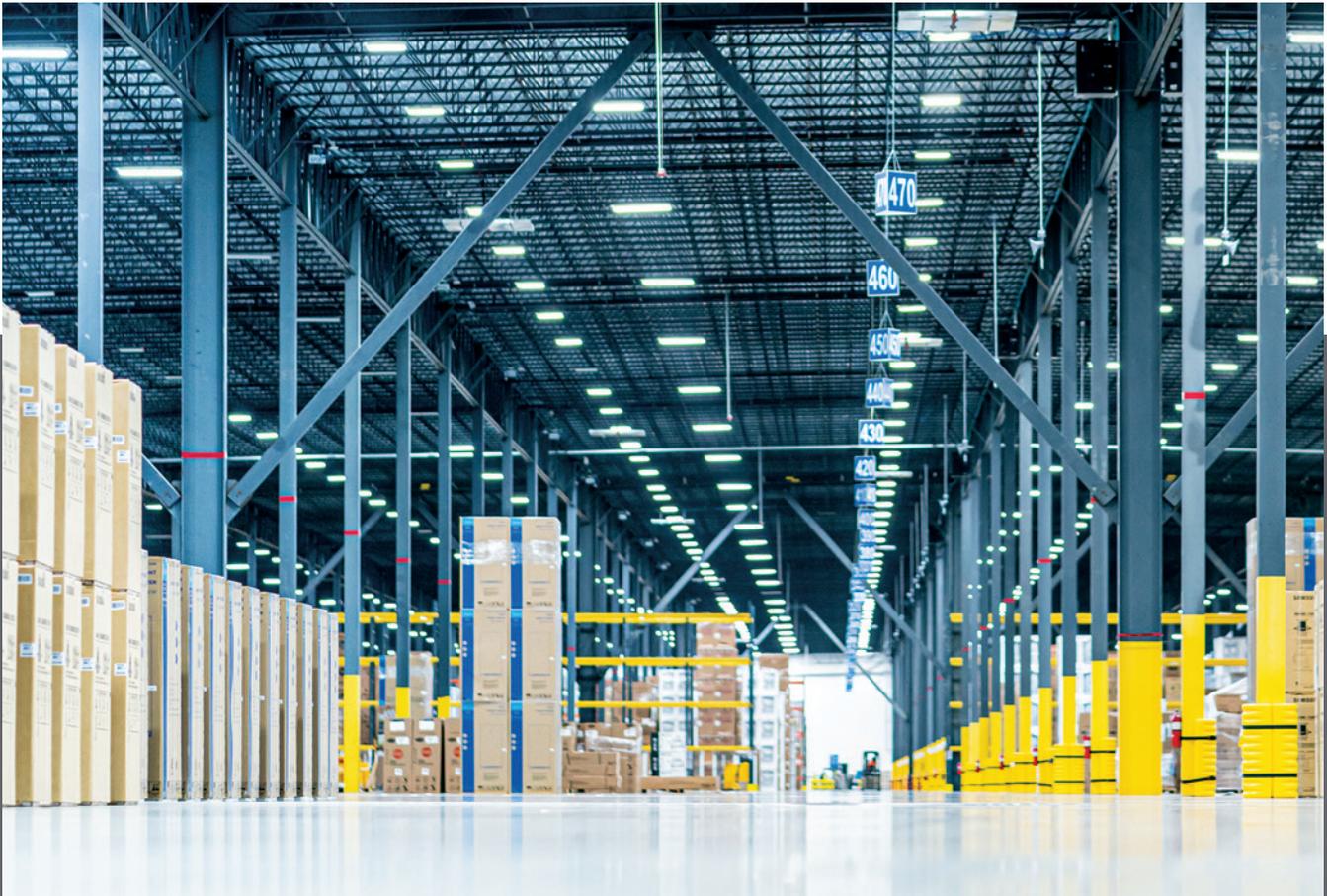


## **Information is the common denominator in today's supply chain.**

You need to know that shipments will arrive on time. If glitches occur en route, you must know about them immediately so you can adjust quickly and keep people informed down the line.

Merely having access to supply chain data is table stakes. To provide maximum value, you need visibility. It's the key ingredient that allows everyone in the supply chain to access accurate information fast and use it to improve service and results.

Through its ClearChain® Technology Suite, Penske puts customers' data into a secure, organized and easily accessible repository. This gives customers a high-level view of the entire supply chain. It also allows them to dive into specifics — all the way down to the SKU number.





“Visibility drives customer service and makes data accessible so customers can make tactical decisions quickly.”

– Andy Moses, senior vice president of global products, Penske Logistics

Visibility helps drive results for Penske customers in these four key areas:



Improve Customer Service



Supercharge Your Warehouse



Mitigate Disruptions



Drive Down Cost



1.



## IMPROVE CUSTOMER SERVICE

Customer service is the key differentiator for brands today. Customers expect accurate and on-time deliveries all the time. Companies that can't quickly identify shipments within the supply chain run the risk of dissatisfied customers due to late or delayed deliveries. They also run the risk of incurring the wrath of carriers and shippers who may face chargeback fees for missed delivery windows.

ClearChain provides real-time visibility, giving companies insight into each shipment to ensure it follows the prescribed route and schedule. Customers can request proactive updates at key times, such as when shipments are picked up, or they can dive into part-level details to determine exactly which products have shipped. ClearChain will also highlight any discrepancies between the final load and the original order. It will flag loads that are running behind, or ones that require special handling. And it will notify the customer of any delays. By increasing customer service — and the number of on-time deliveries — visibility allows shippers to strengthen relationships with their final customers.

“ We use the detailed data we get to help drive improvement for the customer. ”

– Brian Fidler, vice president of financial administration, Penske Logistics

2.



## SUPERCHARGE YOUR WAREHOUSE

For logistics and warehouse providers, time is of the essence. You must know exactly what's inside your warehouse and where it's located so you can find it fast and replenish your inventory. If you don't track each step in the process, you risk slight inventory variations that can cause supply chain disruptions.

ClearChain offers visibility into the entire flow of inventory within your warehouse. That includes receiving it into your system, moving it to a storage location, managing orders, directing associates to complete the order and accurately recording shipments out of inventory. It also helps manage yard traffic to optimize movement. Penske's experts use ClearChain data to develop algorithms that identify ideal slotting and storage locations within the warehouse, facilitating optimal SKU management. ClearChain also tracks workforce productivity, creating more efficient and engaged associates.

“ We work with our customers to manage SKUs, one of the most difficult tasks for many manufacturers and retailers. ”

– Dave Bushée, vice president of logistics technology, Penske Logistics

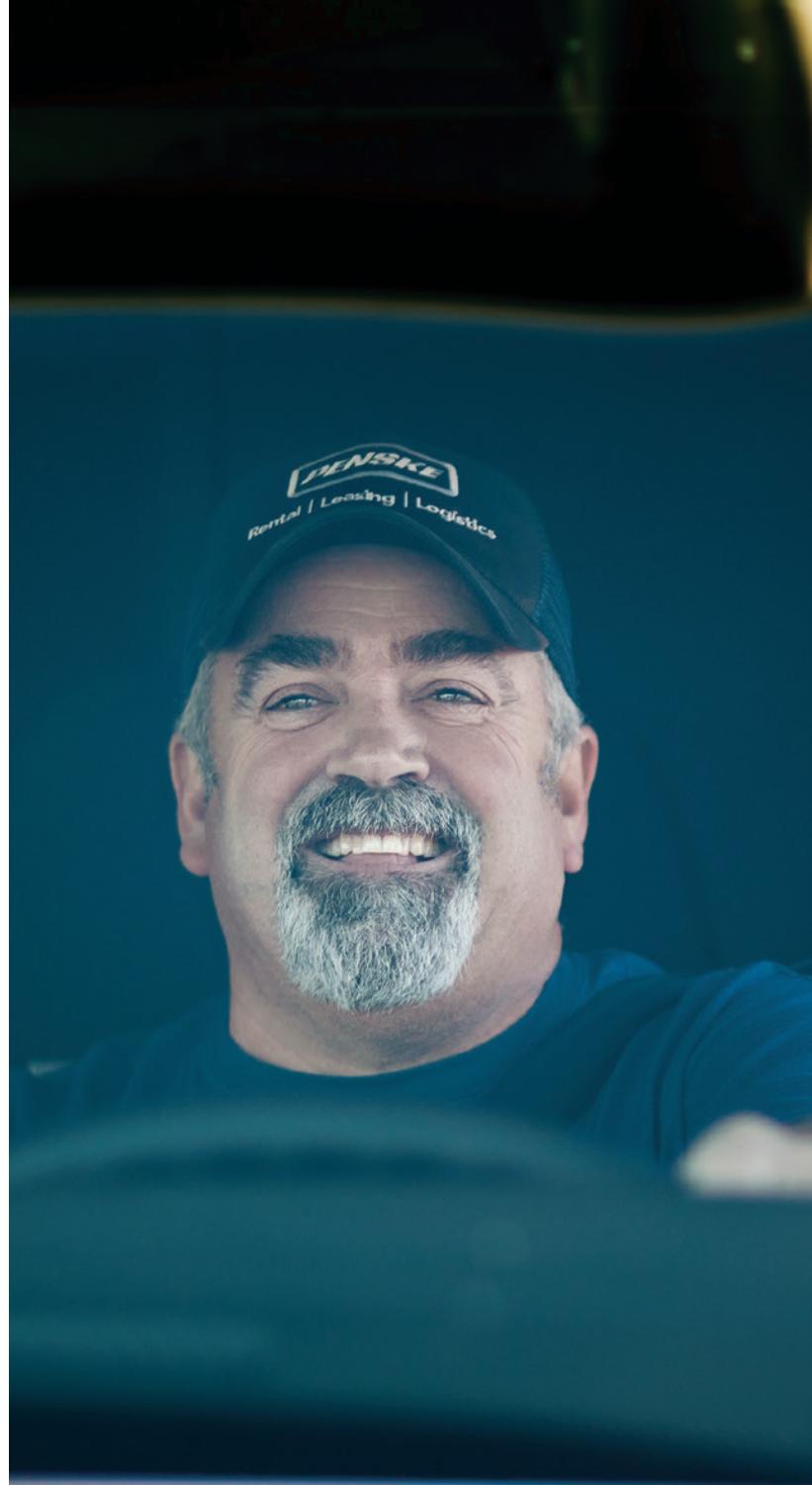




## MITIGATE DISRUPTIONS

Traffic headaches and weather disasters pose risks for all companies, often leading to rerouted shipments and port closures. Hurricanes and blizzards can shut down commerce for hours and even days. Major construction projects can cause daily supply chain headaches. While several potential issues create disruption, the cause isn't as important as the work done both before and after an event occurs to mitigate its effect on the supply chain.

Penske uses ClearChain to overlay weather patterns from the National Weather Service and traffic information from the Department of Transportation over the area it serves. It also uses GPS data to see carriers' locations and can connect with drivers via cellphone to close any potential "black holes." If Penske suspects a disruption, it will work with suppliers to move materials as close to the plant or retail outlet ahead of time as necessary. Using real-time visibility, Penske can quickly set up a geofence around an impacted area and obtain supplier information on everyone servicing it.



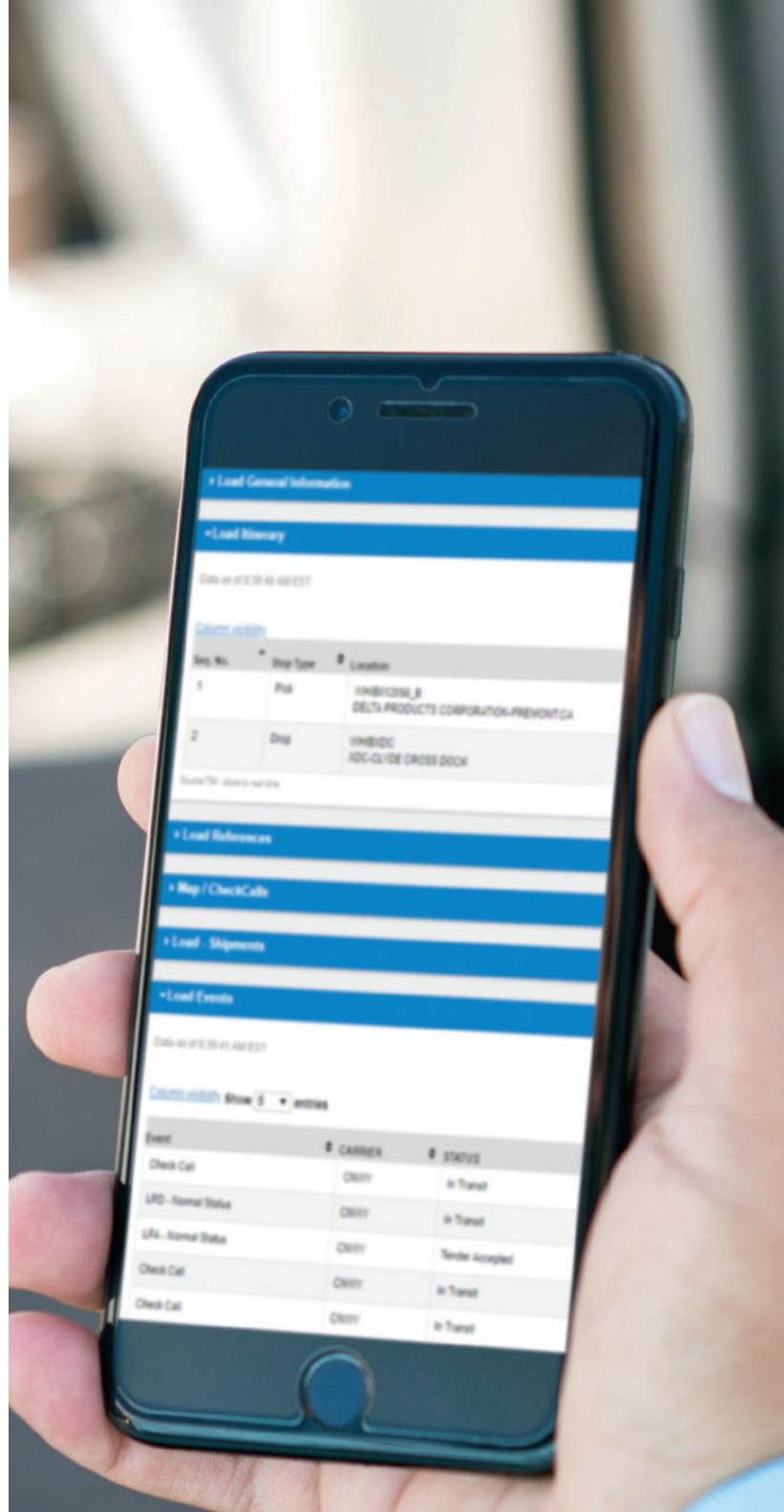
Behind the scenes, Penske works with carriers to aid in contingency planning, identify alternate routes and, if necessary, switch modes of transportation.



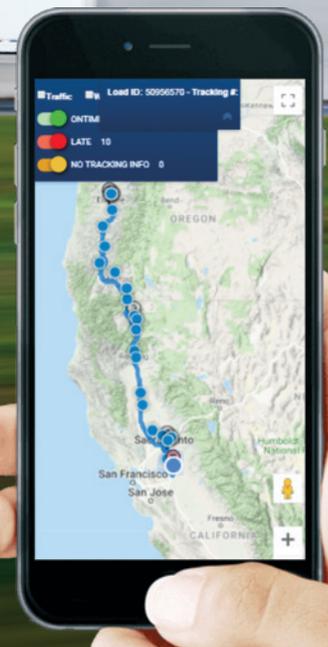
## DRIVE DOWN COST

Processing and invoicing transportation-related expenses is complicated. Yet it brings potential rewards, because companies that find the most efficient and effective billing process can quickly identify small errors that add up to large numbers. The more visibility a company has into billing management, the better it can understand, manage and control its total transportation spend.

ClearChain allows Penske to help its customers simplify and streamline the billing process with pinpoint accuracy. A payment tracking app provides carriers with its rated amounts and charges based on a specific transaction. Because ClearChain also integrates Penske's load planning services, the system confirms invoices match the transaction's contracted rate.



Companies using ClearChain also obtain a full audit trail for every transaction, get data to properly allocate freight costs, and gain insight that helps carrier partners get paid faster.



# CASE STUDY

## FLEET TECHNOLOGY HELPS BUILDING PRODUCTS MANUFACTURER INCREASE VISIBILITY

A leading building products manufacturer sought to improve and streamline its supply chain operations. With 3,000-plus employees and more than two dozen manufacturing facilities from coast to coast, the company wanted to expand its trucking fleet and improve overall visibility.

The company struggled to find a technology provider to meet its unique operational needs. Off-the-shelf software didn't include the functionality the manufacturer required. Other options were overwhelming and difficult to manage. And others were costly and ineffective. Furthermore, the manufacturer had attempted to implement a solution but found it to be a much larger undertaking than it had anticipated.



# CASE STUDY

## BUILDING A CUSTOMIZED SOLUTION

The manufacturer turned to Penske Truck Leasing, its partner of nearly 25 years, to help flatten the learning curve. Penske provided the people, knowledge and processes, along with a flexible, hybrid solution. This allowed the manufacturer to focus on its core business while Penske worked on improving supply chain performance.

Penske implemented its ClearChain technology suite to support the company's private fleet operations and Penske's Dedicated Contract Carriage (DCC). Using electronic data exchange, GPS technology and electronic onboard recorders, ClearChain helped the manufacturer better manage inventory, improve customer service, optimize its routes, sync deliveries with production schedules and mitigate supply chain disruptions.

ClearChain organizes the company's large streams of data and then provides useful analytics to identify potential supply chain improvements. The software's system of checks and balances ensures the accuracy of shipments, inventory levels and financial transactions throughout the supply chain.

In addition, Penske implemented a new fleet management system, onboard technology and a fully updated Telcom practice for the manufacturer. Penske also provided two on-site team members to support the technology and processes.

Thanks to these solutions, the manufacturer can now recognize and prioritize improvement opportunities quickly. It also identified key performance indicators (KPIs) to measure effectiveness around quality, safety and cost regularly.

## VISIBILITY IN ACTION »

Penske's customized solution enabled the company to:

 Identify improvement opportunities quickly

 Track KPIs with scorecards

 Make data-driven, fact-based decisions

Like a fine watch, the supply chain includes multiple intricate parts that must work in sync to function optimally. The ClearChain Technology Suite — coupled with Penske Logistics' expertise — provides real-time visibility that helps companies see how each part in the supply chain comes together to drive accuracy. Having this level of visibility at the touch of a button, the click of a mouse, the tap of a finger or the swipe of a card can give your company a competitive edge.



## CONTACT US

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