

## 5 attributes why Supply Chain Visibility is not just Tracking & Tracing



Supply Chain Visibility becomes an important topic talking about optimization, cost reduction and service level improvement.

But what exactly is Supply Chain Visibility? There are different interpretations and quite often Supply Chain Visibility is misunderstood as pure Tracking & Tracing. Talking to logistics experts out of different industries about Supply Chain Visibility services in Ocean Freight, lots of feedback I receive is "no thanks, we have

already a Tracking & Tracing solution in place".

It is important knowing where your cargo is. But even more important is, which impact disruptions will have on your logistics process and your capability to offer the agreed service. Today's Supply Chain architecture is high complex and very time sensitive. An unlimited amount of data is produced and available for continuous improvement, but often the use is limited because of incompatible systems.

The following 5 characteristics differentiate Supply Chain Visibility Services from Tracing & Tracing systems and illustrate their relevance:

1) Responsiveness: Modern Supply Chain Visibility services should pull isolated events from multiple data sources, integrate these into one system to create a holistic view of the respective operational situation. That guarantees an overview and the ability to step in, if necessary.

2) Intelligence: The integrated data is processed according to defined rules to create situational awareness. Enhanced services enrich data with business intelligence to provide pro-active status information. The user is able to evaluate the situation as early as possible.

3) Deductive: Routing plans should be dynamic adjustable, showing the expected time of arrival at any time. Delays will be notified upfront and considered for the remaining route.

4) Surveillance: Users are in control at any time, which is absolutely essential. Knowing where and when incidents happen is only valuable, with the opportunity to take corrective action.

5) Operational excellence: As side effect, work flows can be recorded to evaluate the efficiency of actual processes. Continuous optimization can be triggered to reduce costs and increase reliability.

The purpose of Supply Chain Visibility is not just following status updates, but being in control at any time and ensure reliability, when Tracing & Tracing systems only show events happened in the past.