



Optimization	
<b>Supply Chain Solutions</b>	
<b>PANALPINA</b> of continents	<b>Supply Chain Solutions</b>
Air Freight	Ocean Freight
Logistics	

# Driving excellence into your supply chain

Supply chain management has been a critical enabler of globalization and an important value-creation driver in most industries for decades. Companies have benefitted tremendously from outsourcing and off-shoring parts of their business, as well as from innovations that increased the efficiency and reduced the costs of their supply chains.

Despite the increased importance of supply chain management, few companies have actually developed approaches which enable them to capture the highest value of their supply chain. Companies that ship materials and products are finding it increasingly difficult to identify opportunities to improve their supply chains. While direct costs have been successfully reduced in transportation, warehousing and IT, companies are faced with difficulties when analyzing and managing the indirect costs related to their inventory, lost sales and obsolescence.

Panalpina is a recognized leading supplier of intercontinental forwarding and logistics services, specializing in global supply chain management solutions. We strive to drive efficiency and profitability into your business. We therefore have developed a methodology to find concepts which deal with the shifts in macroeconomic dynamics such as demand volatility and material shortages. Panalpina offers you several options to streamline your supply chains in order to make them leaner and smoother, which will lead to a competitive advantage for your organization.



## Service portfolio, added value, benefits

Our Supply Chain Solutions include process optimized activities throughout Panalpina's core activities Air Freight, Ocean Freight and Logistics with a special commitment to industry specific requirements. The range of Supply Chain Solutions can vary from simple transport or storage up to complex operations.

### Supply Chain Optimization

In order to help you meet the complex challenge of today's economic environment, Panalpina has developed Supply Chain Optimization, a diagnostic approach supported by a tool that draws on readily available data to generate quick but comprehensive insights into your total supply chain cost structure.

By applying Supply Chain Optimization, you can complete a product level analysis of the entire supply chain within short time, depending on complexity. This represents the diagnostics element in Panalpina's approach; it provides you with an overview of the optimization potential which could be achieved within a short time frame. Going a step further, tailored supply chain solutions are developed in order to optimize your processes and minimize your total costs.

Panalpina's Supply Chain Optimization is a powerful differentiator which can help you maintain your competitive edge in today's market. According to findings of recent trade surveys, the demand for supply chain and logistics services is clearly increasing worldwide. Predictions are that world trade is expected to increase more dramatically than GDP (gross domestic product) and the increase is likely to cause surge in demand for transport services.

### Industry specific approaches

In addition to the Supply Chain Solutions concept, Panalpina has developed an industry vertical supply chain approach which targets the automotive, chemical, consumer and retail, fashion, healthcare, hi-tech, manufacturing, oil and gas and telecom industries.

This combination offers you more flexibility which helps you cope with the enhanced proliferation of global competition, rapid commodity price fluctuations, increased demand volatility, short product life cycles and the need to cooperate with an increasing number of organizations across the entire value chain.



### Added value

Panalpina offers you various solutions in supply chain management and logistics, all with the goal of achieving the greatest possible added value for your business.

In combination with its Supply Chain Optimization, Panalpina is also able to reconfigure customers' hardware and assets by running center of gravity studies or a material flow analysis which take such factors as labor costs, taxes/VAT, property and infrastructure into account.

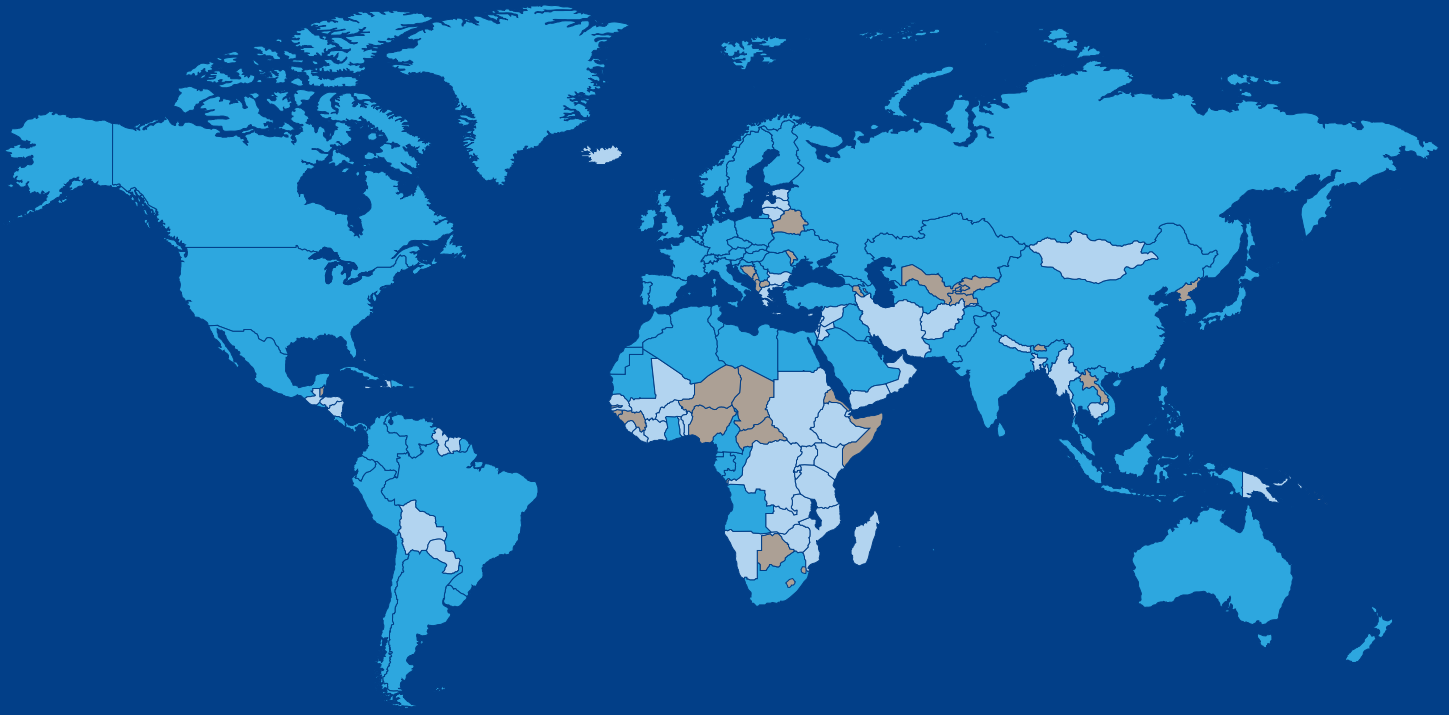
### Benefits

Panalpina's supply chain optimization solutions will allow you to identify and manage the complex trade-offs of configuring global supply chains in an ever-evolving environment.

We can provide you with the following benefits:

- Lower landed costs – more than 25 organizations in a variety of industries have used Panalpina's Supply Chain Optimization to identify reductions of 10 to 20 percent or more in total supply chain costs, including direct and indirect costs
- Enhanced visibility – with our state-of-the-art IT applications, you are always accurately informed about the status of your shipments, keeping your supply chain visible and manageable in real time (e.g. order management, receipt of goods, departure data, delivery completed, document management, monitor security, configurable reports)
- Competitive advantage – when your supply chain is optimized, your business will run more effectively, thus saving you time and costs (e.g. EDI, order management, inventory management)
- Ease of management – we support you by coordinating all contacts throughout the value chain, hence allowing you to focus on your core business

We not only talk about passion for supply chain solutions, we deliver supply chain solutions based on customer needs while considering best practices and industry benchmarks.



The global Panalpina network: ■ Countries with Panalpina presence ■ Countries with partner presence

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Find a list of all Panalpina offices on [www.panalpina.com](http://www.panalpina.com)



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