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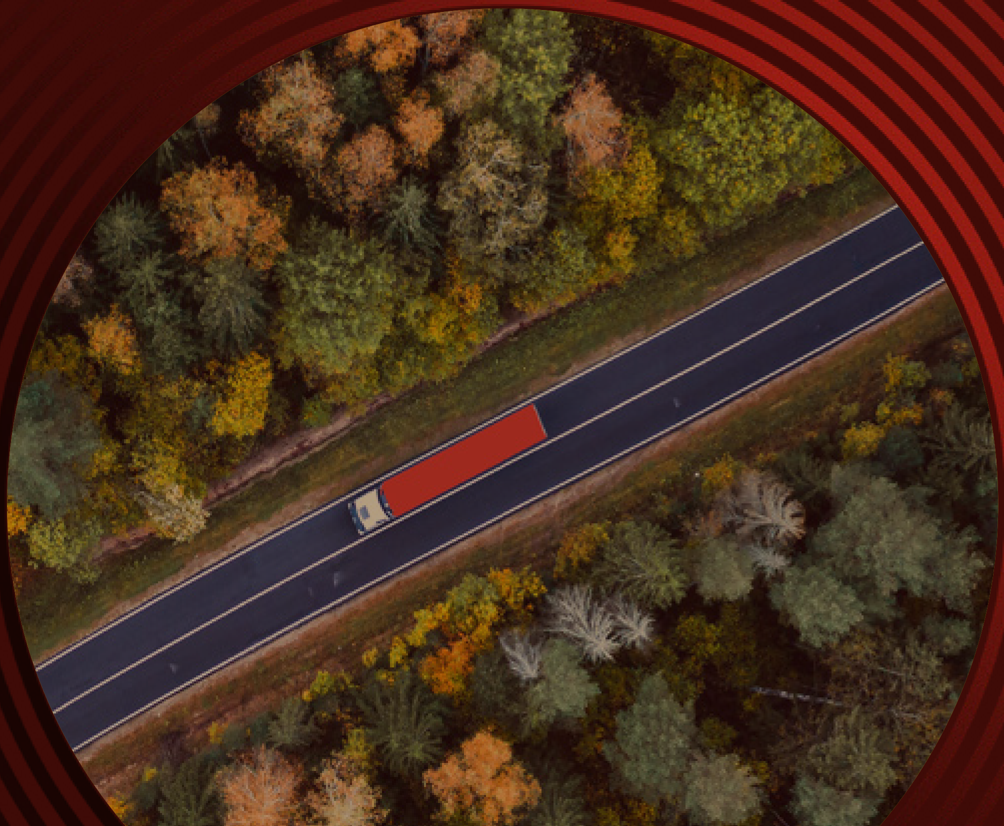
MARKET UPDATE
UK & International
NOVEMBER 2024



SNAPSHOT

OCEAN:

- In preparation for the upcoming contract review season, November could see rising freight rates, as carriers aim to strengthen their position, backed by recent blank sailings.
- DP World looks to make London Gateway the UK's Largest container port with £1 billion expansion.
- Ex ISC carriers are preparing for a GRI in Nov, 2024 [read more]

AIR:

- Rates from China continue to increase week on week since the Autumn Festival with charter operators and scheduled carriers applying dynamic pricing.
- Ex ISC there is a slight drop in the volume due to festival season but is expected to return to normalcy from the second week of Nov, 2024. [read more]

WAREHOUSING & TRANSPORT:

- Uniserve Tilbury adds The Ragged Priest to its E-Commerce Client Portfolio.
- Uniserve wins £3 million contract expansion to boost sustainable deliveries for leading furniture retailer. [read more]

EUROPEAN TRANSPORT:

- IRU hosts debate on future of European road transport.
- UK Government approves expansion at Immingham Port Terminal. [read more]

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- HMRC Announces New Requirements for Import Safety Declarations from 2025. [read more]

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- Struggling with Spreadsheet-Driven Supply Chains: Are you ready to prioritise Digital Transformation in 2025? [read more]

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OCEAN FREIGHT GLOBAL MARKET OVERVIEW

GLOBAL MARKET OVERVIEW

In preparation for the upcoming contract review season, November could see rising freight rates, as carriers aim to strengthen their position, backed by recent blank sailings.

These blank sailings in recent weeks have boosted carriers' confidence, as reducing available sailings has helped balance supply and demand. Carriers have taken additional proactive measures by idling certain new build vessels, another tactic to manage capacity and support the rate recovery. In addition, Carriers continue to utilise the Cape of Good Hope routing, a strategy expected to last until at least the end of the year. This extended route enables carriers to absorb new tonnage & try to balance capacity over longer round trips. However, it remains to be seen how sustainable these rate increases will be with demand and capacity the main factors likely to negate the increase.

DP World looks to make London Gateway the UK's Largest container port with £1 billion expansion.

Dubai-based DP World has announced a £1 billion expansion of its London Gateway port, a project set to add 400 permanent jobs and position the port as Britain's largest container hub within five years. This substantial investment will increase the port's capacity by constructing two additional shipping berths, bringing the total to six, capable of accommodating the world's largest container vessels. In response to anticipated growth in container trade, the expansion will also include a second rail terminal. By the end of the decade, the port's full quayside will span over 1.5 miles, enabling it to host six ships simultaneously, each exceeding 400m in length. Europe's tallest quay cranes will also be installed as part of the upgrade. DP World executives highlighted that, in addition to the current workforce of 1,200, this project will create 400 new jobs, bringing the company's total investment in London Gateway to over £3 billion.

Over in the USA Election Day looms with the country set to go to the polls on 5th November, a result likely to have a significant impact of the logistics industry.

From the Red Sea Crisis to the subject of tariffs on US imports, as well as the US East Coast Port Strikes last month, there is a lot on the line ahead of Election Day. The ongoing tension in the Middle East has led to major disruptions within the industry, with longer voyages and a more volatile market both sides have sought to offer assurances they will gain control of the conflict. So far the efforts of Biden and Harris to dampen down hostilities have, so far, been unsuccessful, while Trump has positioned himself as a peace maker. The subject of tariffs on US imports is also key, with Trump most vocal about using restrictions on trade as part of

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his policies to bring manufacturing back to the US. Trump is expected to impose universal tariffs of 20 percent on all U.S. imports, while China-made goods could get slapped with a 60 percent tariff. However, earlier this year, the Biden administration, where candidate Harris holds the Vice President role, set in motion a set of measures aimed at reducing imports of Chinese produced electric vehicles with a 100% tariff. As well as a tariff set on lithium-ion batteries for EV's at 25% and a 50% tariff on photovoltaic solar cells. In 2025 and 2026, additional measures will come into effect, including a 50% levy on Chinese manufactured semi-conductors. The industry also dodged a bullet with a very short labour strike by the International Longshoremen's Union (ILU) at the beginning of October. As cargo volumes shifting to the West Coast have caused record traffic at Los Angeles and Long Beach, there is still some concern as both sides, now back at the negotiating table, are still facing a mid-January 2025 deadline for final agreement.

Maersk and Hapag-Lloyd's Gemini Cooperation will launch with the Cape of Good Hope Network in February 2025.

A decision to bypass the Suez Canal due to ongoing security concerns in the Red Sea was made by the two companies after they had initially considered two routing options via the Suez Canal or around the Cape of Good Hope. However, the security risks prompted them to choose the Cape of Good Hope route, an expected move given the ongoing security risks due to the Houthi attacks on commercial ships in the region. The Gemini Cape Network will consist of 29 mainline services, 28 shuttles, and a fleet of approximately 340 vessels with a total capacity of 3.7m TEU.

INDIAN SUBCONTINENT

- Carriers are preparing for a GRI in November. Recovery post-Golden Week has been slow, but bookings for weeks 43 and 44 are increasing as shippers look to avoid potential rate hikes.
- Space is filling up for the second half of October, following a 15% capacity cut due to blank sailings.
- Three alliances have already announced blank sailings for November, primarily due to vessel delays and efforts to balance supply and demand, preventing further market collapse.

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AIR FREIGHT MARKET OVERVIEW & REGIONAL REVIEW

AIR FREIGHT SUMMARY

Heading into the last quarter of the year, the expected upturn in e-commerce traffic approaching the holiday period has started to materialise. Rates from China have increased week on week since the Autumn Festival and charter operators and scheduled carriers are applying dynamic pricing, which for some, is changing one day to the next. The market is seeing that strong demand to EU and North America.

This is expected to ripple out to Southeast Asia as e-comm businesses look for connections to main markets with air/air links in the region.

At the same time a strong period in the ISC seems to have peaked, although it is not clear yet if there will be any increase in demand before year end.

Those carriers who run capacity agreements January to December are starting to put initial offers into the market. There is a clear confidence about a strong air freight demand in 2025 with proposed rates in the region of 20-25% above 2024 levels. There are also several mechanisms being introduced to push rates higher still when demand kicks in. So, still no sign that rates will get back to pre-pandemic levels anytime soon.

Please talk to us about any requirements you may have to utilise air freight, and we will do everything we can to help you navigate through the next few months.

As we head into November forecast suggest heightened activity and price shifts in the Air Freight sector amid peak season.

Following the conclusion of China's Golden Week, the market is transitioning into its busiest period, with steady rates across the Far East expected to rise significantly in response to peak season and the holiday shipping rush. In particular, demand is ramping up in the Asia-Pacific region, as well as on Asia-Europe routes. Air carriers are allocating more capacity to long-haul flights, drawn by higher revenue potential. This strategy, however, is limiting capacity within Intra-Asia routes, making it challenging for regional shippers to secure space, especially as airlines prioritise larger markets and revenue-heavy destinations. Rates have remained stable since Golden Week, but indicators point to upward pressure, with an increase likely by mid-November as demand intensifies. The Christmas season and a resurgence in global retail shipments are key factors expected to drive prices higher across U.S. and European trade lanes. Moreover, the upcoming U.S. election is under close watch within the air freight sector. Any significant policy changes resulting from the election outcome could influence trade dynamics and freight rates across U.S. trade lanes in the months ahead. Shippers are advised to plan carefully for the coming weeks, as demand is expected to peak throughout November, placing additional strain on already limited capacity in key global markets.

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AIR FREIGHT SUMMARY

Etihad Cargo expands belly hold capacity with enhanced winter schedule.

Starting in November, the airline will boost frequencies on existing routes as well as its new destination, offering additional cargo capacity on 880 weekly passenger flights, with plans to further expand to 900 weekly flights by March 2025. Additionally, the carrier will bolster its operations with additional wide-body flights on high-demand routes across its network. In Europe, Etihad Cargo will add 36 weekly flights, offering double-daily services to Frankfurt, Paris, Rome, and Milan. Meanwhile, Zurich, Manchester, and Düsseldorf will also see increased capacity. Etihad Cargo will also expand operations in South Asia and the Indian Ocean. The enhanced schedule is set to boost trade between Abu Dhabi and key global markets, supporting industries reliant on fast, reliable cargo transportation services.

UK Carrier One Air plans further expansion with the addition of two Boeing 777 freighters to its fleet as it targets growth in 2025.

The investment isn't a surprise as the airline looks to diversify from it's current 747F operations. One Air is now also now intensifying its efforts in Asia. The airline recently received regulatory approval from the Civil Aviation Administration of China to carry out flights to major Chinese airports, including Tianjin (TNA), Zhengzhou (CGO), and Hangzhou (HGH). The airline has also secured operator approvals from Japan and Malaysia's aviation authorities.

INDIAN SUBCONTINENT

- Ex ISC there is a slight drop in the volume due to festival season but is expected to return to normalcy from the second week of Nov, 2024.
- Market volatility makes the extent of Q4 peak uncertain, with mixed expectations on performance.
- Despite the uncertainty, demand and rates are anticipated to spike in Q4, while capacity could be limited in some trade lanes.

Bangladesh

After a very strong period immediately after the Civil Unrest in August, air freight demand from Bangladesh has stabilised. Rates have fallen in the last two weeks and whilst still at historically high levels capacity is not as challenging presently. We are not expecting to see any significant change in the coming weeks although there could always be a slight surge as we move closer to the holiday period.

India

Volumes moving overland from Bangladesh to connect to Europe and the US by air

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AIR FREIGHT SUMMARY

pushed up air freight costs form India, especially Delhi, through September. With that demand falling rates are stable, if still high, and capacity v demand levels are more closely aligned.

Indian carrier Vistara Airlines, owned by TATA, has now been absorbed in to Air India which is also in the group. Although expected in the industry for some time, it has reduced some competition on direct flights from Delhi and Mumbai, although capacity has remain unchanged. We have seen some impact on pricing, with slight increases, and the market is watching to see if this holds.

Sri-Lanka

As with India, demand for sea/air routings from Bangladesh through Sri Lanka were strong through September and early October. Local elections also created uncertainty in the market and pushed more volume to air. With those effects on demand subsiding rate have dropped a little and capacity is available with minimal dwell times presently.

Pakistan

Following the pattern in the region demand for air freight capacity has been strong. With much of the ISC relying on Middle east carriers, hubs became congested with inbound from a number of origins increasing rates and lengthening dwell times. A slight softening has taken place.

WAREHOUSING & TRANSPORT UPDATE

WAREHOUSING

Uniserve Tilbury adds The Ragged Priest to its E-Commerce Client Portfolio

Uniserve has expanded its e-commerce customer base with the addition of The Ragged Priest, a leading British fashion brand known for its alternative and edgy streetwear. This new partnership, centred at the London High Bay Distribution Centre in Tilbury, marks another milestone in Uniserve's growing influence within the fashion logistics sector.

As e-commerce continues to flourish, efficient supply chain management has become a vital part of a brand's success. The Ragged Priest, with its unique fashion aesthetic and global customer base, now benefits from Uniserve's comprehensive logistics services. These include warehousing, inventory management, and fulfilment services tailored to support the fast-paced demands of online retail. The brand, which has built a loyal following for its distinctive designs, can now streamline its distribution, ensuring quicker and more efficient delivery to both domestic and international customers

The Ragged Priest

Working with The Ragged Priest reflects Uniserve's continued growth within the fashion and lifestyle sectors. Already managing supply chains for several high-profile fashion brands and retailers, Uniserve's Tilbury distribution hub, known for its advanced technology and scalability, is particularly suited to handling large-scale e-commerce operations, making it the perfect partner for expanding brands

Uniserve's end-to-end logistics solutions, enabled brands like The Ragged Priest to focus on product and growth while leaving the complexities of distribution and supply chain management in expert hands.

A Future-Focused Partnership

As the demand for faster and more efficient e-commerce services grows, Uniserve continues to enhance its capabilities, offering brands the opportunity to scale their operations globally. With The Ragged Priest joining its portfolio, Uniserve strengthens its position as a leader in e-commerce logistics, particularly in the fashion sector, where speed, flexibility, and accuracy are paramount.

For The Ragged Priest, this collaboration not only enhances their logistical efficiency but also positions the brand to capitalise on the increasing demands of international online shopping. This reflects a strategic move for both companies, with Uniserve providing the infrastructure to support The Ragged Priest's continued expansion.

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WAREHOUSING & TRANSPORT UPDATE

This collaboration is a clear demonstration of how Uniserve continues to provide tailored logistics services that cater to the unique needs of e-commerce retailers, especially in the ever-evolving fashion industry.

TRANSPORT

Uniserve wins £3 million contract expansion to boost sustainable deliveries for leading furniture retailer

Uniserve, has secured an additional £3 million contract with a major, well-known furniture retailer. This expansion will enable Uniserve to manage over 20% of the retailer's store deliveries, utilising innovative logistics solutions that focus on sustainability and increased efficiency.

A key component of this contract is the deployment of longer semi-trailers, which are capable of carrying a 30-pallet footprint—four more than the conventional 26-pallet trailers typically used. By increasing the load capacity by approximately 15%, Uniserve will significantly improve the efficiency of each delivery run. This shift will lead to fewer trips overall, reducing operational costs and minimising the environmental impact associated with logistics.

The longer semi-trailers represent a strategic move towards streamlining the retailer's supply chain while maintaining a high standard of service. With furniture deliveries often requiring large, bulky shipments, the ability to transport more goods in a single trip will help the retailer meet growing consumer demands more efficiently and with reduced logistical challenges.

In line with the growing emphasis on sustainability in the logistics sector, Uniserve will also fuel these vehicles with Hydrotreated Vegetable Oil (HVO), a renewable diesel alternative. HVO offers a significant environmental advantage, reducing carbon emissions by up to 79% compared to conventional diesel.

The transition to HVO is part of Uniserve's broader strategy to align with the UK's ambitious carbon reduction goals and the increasing demand for greener supply chain solutions. By leveraging HVO, Uniserve is not only cutting emissions but also contributing to the retailer's sustainability commitments, ensuring that more environmentally conscious choices are being made throughout the supply chain.

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EUROPEAN TRANSPORT

IRU hosts debate on future of European road transport

In October the IRU (International Road Transport Union) hosted a debate at the European Parliament in Brussels, gathering 250 industry leaders and Members of the European Parliament (MEPs) to discuss key priorities for the road transport sector considering the 2024-2029 legislative term. The discussions had the base the IRU EU Manifesto, which addresses the sector's biggest challenges, such as driver shortages, decarbonisation, and digitalisation.

The event focused on three main topics: people, environment, and prosperity. In the People session, speakers focused on solutions to combat driver shortages by improving recruitment, especially among young people and women, and improving drivers training. The Environment session highlighted the need for realistic CO_2 standards and the development of charging infrastructure to balance sustainability with economic growth. Lastly, the Prosperity session emphasised the adoption of digital technologies to increase efficiency in the transport sector.

UK Government approves expansion at Immingham Port Terminal

The project moved forward following the Secretary of State for Transport's approval for the Immingham Eastern Ro-Ro Terminal (IERRT) development. The IERRT offers UK businesses a more resilient and sustainable supply chain option and represents a significant investment in the country's logistics infrastructure.

The new roll-on/roll-off (Ro-Ro) facility, to be operated by Associated British Ports (ABP), is set to manage up to 660,000 units annually. The approved plans include constructing a jetty with three berths, expanded hardstanding areas, terminal buildings, and an internal bridge to enhance connectivity within the port.

The facility is designed to handle larger vessels and speed up ferry turnaround times, with ferry operations led by Stena Line. The CEO of ABP expressed confidence that, with the required adjustments, they can stay on schedule to start construction in 2025 and complete the project by 2026.

ENVIRONMENTAL COMPLIANCE AND CONSULTANCY

BEYONDLY

Beyondly and WRAP Collaborate to Address E-Waste Challenges

In celebration of International E-waste Day, Beyondly is proud to announce a collaboration with WRAP to tackle the growing issue of e-waste. This important partnership aims to accelerate Waste Electrical and Electronic Equipment (WEEE) collection rates in the UK through crucial research and strategic initiatives.

As part of this collaboration, Beyondly has provided funding for the research project through its annual Fund for Change grant scheme, demonstrating its commitment to being a business for good. This initiative reflects Beyondly's dedication to making a positive impact by donating 5% of its annual profits to support projects addressing environmental, social, and governance issues.

WRAP, a global environmental action NGO focused on transforming our broken product and food systems to create Circular Living, will be collaborating with Beyondly on this research project. The project will build on WRAP's existing citizen research on small WEEE, with the aim of identifying and testing options to enhance WEEE collection by gaining a better understanding of the barriers and opportunities in EU markets where WEEE collection rates are significantly higher than those in the UK.

The research findings from this project will help contribute to the acceleration of WEEE collection rates in the UK, aligned with the aim of the upcoming WEEE EPR (Extended Producer Responsibility) reform. Beyondly, as a leading B Corp environmental compliance scheme, recognises the significance of addressing e-waste challenges in the UK and is eager to leverage the outcomes of this research.

This collaborative effort between Beyondly and WRAP marks a significant step forward in addressing the challenges posed by e-waste and comes at a pivotal time as the UK prepares for WEEE EPR reform.

"WRAP is excited about working with Beyondly to tackle the growing amount of e-waste and ensure valuable resources are not lost from the economy.

The UN has labelled e-waste as the fastest growing domestic and commercial waste stream in the world. The production of 1kg of electronics results in the emission of 25kg of carbon into the atmosphere and only 17% of e-waste is properly recycled. Current e-waste recovery rates cannot match the global demand of gold, silver, platinum, indium, or palladium, all of which are endangered elements.

From all EU/EFTA countries and the UK, the UK has the second worst e-waste collection rate compared to the volume of electronics placed on the market in the preceding three years and we need to change this. We are looking forward to building on our existing behaviour change insights to develop solutions that deliver systemic change and make it easier for people to take part in Circular Living. This collaboration brings together the unique knowledge and talents of our organisations"

Jordan Girling, Head of Extended Producer Responsibility (EPR)

Stay tuned for further updates on this impactful partnership between Beyondly and WRAP as they work towards making a positive difference in the management of e-waste and the promotion of circular living.

BEYONDLY

CUSTOMS

HMRC Announces New Requirements for Import Safety Declarations from 2025

Starting 31st January 2025, all goods imported from the EU to Great Britain must be accompanied by a safety and security declaration, also known as an Entry Summary Declaration (ENS), HMRC has announced. This move aims to streamline safety protocols and simplify the import process by reducing the amount of data required on these declarations.

Under the new regulations, businesses will need to fill out a simplified dataset with:

- 20 mandatory fields for all declarations,
- 8 conditional fields required only in specific circumstances,
- and 9 optional fields that can be left blank if not relevant.

Businesses already submitting ENS for imports outside the EU do not need to change existing procedures, though they may opt to benefit from the simplified dataset from January 2025.

Steps for businesses to prepare:

- Begin submitting ENS before the 2025 deadline if ready.
- Coordinate with supply chains to assign responsibility for completing declarations and determine the best methods for submission.
- Consult trade representatives if further guidance is needed.

HMRC also clarified that while carriers or hauliers hold legal responsibility for submitting ENS, an importer or intermediary may submit the declaration on behalf of the carrier. Declarations can be submitted via HMRC's IT platform, S&SGB, using either specialist software or customs intermediaries.

For more information about further changes, please call 01304 211652 or email enquiries@customsinsights.co.uk to discuss.

ONE WORLD UPDATES

Struggling with Spreadsheet & Email-Driven Supply Chains: Are you Ready to Prioritise Digital Transformation in 2025?

In the fast-evolving global economy, efficient supply chain management is essential for businesses to stay competitive and meet growing consumer demands. While spreadsheets have served as a default tool for managing various supply chain functions, their limitations have become increasingly evident. Today, data-driven and agile supply chain systems are necessary for companies aiming to succeed, and this isn't altering as we move in 2025.

Spreadsheets and emails have long been the default for bridging communication across disjointed systems tracking inventory, demand forecasting, supplier management, and production schedules. Yet, as supply chains become more complex, relying on spreadsheets and emails creates a range of challenges that can stifle operational efficiency.

1. Collaboration Bottlenecks

Collaboration is fundamental in supply chain management, involving various internal teams, suppliers, and logistics partners. A recent BCI Supply Chain Resilience Report found that nearly 59.8% of organisations still use spreadsheets to predict, monitor, record, and report disruptions, highlighting the widespread dependence on this tool. As soon as spreadsheets are sent, they are no longer relevant as supply chains are fluid not static. As a result, collaboration becomes fragmented, resulting in misaligned actions and delays.

2. High Error Rates

Data errors in spreadsheets are rife and costly. According to Forbes, industry analysis shows that approximately 88% of spreadsheets contain at least one error—a statistic with considerable implications for supply chain decisions, where accurate data is vital. Such errors can arise from manual entry, inconsistent formulas, or version control issues, leading to inventory shortages, misinformed purchasing, and delivery disruptions. McKinsey projects that by 2025, data inaccuracies in supply chains could cost companies nearly $1.7 trillion globally due to miscalculations and operational errors.

3. Limited Real-Time Insights

As demand volatility continues to rise, supply chains must be more responsive. Yet, emails only provide a snapshot in time and spreadsheets lack the ability to provide real-time updates, hindering visibility. Recent data from Gartner shows that 63% of supply chain leaders cite limited real-time insights as a primary issue with spreadsheet-based management - a figure expected to climb as the speed of business accelerates. Real-time data can prevent costly delays by enabling quick reactions to issues like delayed shipments or sudden demand shifts, especially in an era where supply chains need to be increasing resilient.

4. Sustainability Barriers

Real-time data empowers companies to make timely, sustainable choices by reducing resource waste and improving operational efficiency. According to the 2024 Global Sustainability Index, over 60% of businesses cite accurate supply chain data as essential for achieving sustainability goals. Spreadsheets, however, do not support real-time insights or in-depth analysis necessary for informed environmental decision-making, often leaving supply chains unable to accurately assess and minimise their carbon footprint.

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5. **Scalability Limitations**

As companies scale, supply chains grow increasingly intricate, making spreadsheets and emails inadequate for managing larger, more complex networks. Gartner reports that 59% of businesses encounter scalability issues with email and spreadsheet-driven processes, a rise from previous years as global supply chains expand. By 2025, the demand for scalable digital solutions will become even more critical, as supply chain networks are expected to grow in size and sophistication.

6. **Security Concerns**

As supply chains become more digitally connected, relying on email for sensitive information transfer poses increasing security risks. Email-based systems are more vulnerable to data breaches and cyber-attacks. Moving all communication within a secure platform mitigates these risks.

7. **Lack of Automation and Tracking**

Traditional email and spreadsheet systems often lack automation capabilities, leading to manual and time-consuming processes for routine tasks that could be streamlined. They also make it challenging to track and measure performance metrics across the supply chain, hindering efforts to optimise operations.

8. **Overwhelmed Inboxes**

Logistics and supply chain teams often face overwhelming volumes of emails, making it difficult to prioritise and respond to critical communications in a timely manner.

How Are Digital Supply Chain Platforms Transforming Operations?

To address the challenges posed by email and spreadsheet-based processes, digital communication platforms like One World are advancing the industry by leveraging advanced data capture, seamless collaboration, and scalability.

1. **Enhanced Data Accuracy and Real-Time Insights**

One World's digital platform provides real-time access to data and communication across the entire supply chain, improving accuracy. According to Forrester, companies adopting digital supply chain tools report a 27% improvement in forecast accuracy and significant reductions in operational costs. As we move into 2025, we expect to see data capture volumes increase, and AI become more prevalent. Companies who can leverage data and technological advancements to drive meaningful insights, will be better, positioned to swiftly adjust to unexpected disruptions, ensuring better resilience and customer satisfaction.

2. **Increased Transparency and Visibility**

With One World, supply chain stakeholders can have access to up-to-date visibility into every element of the supply chain. This transparency allows for quicker, more informed decision-making. Research by the World Economic Forum found that digital supply chains improve operational visibility by 35%, helping organisations react proactively to issues like supplier delays or quality concerns. This improvement is projected to grow as digital adoption increases.

3. **Efficient Collaboration Across Organisations**

Digital tools streamline collaboration, enabling various stakeholders—from suppliers to internal departments—to work more cohesively. The McKinsey Global Institute reports that digitalisation can enhance collaboration by up to 30%, allowing better communication,

ONE WORLD UPDATES

quicker problem-solving, and a more agile response to supply chain challenges.

4. **Scalability and Adaptability**

One World's platform empowers companies to scale and adapt as market conditions evolve. In contrast to static emails and spreadsheets, when information is shared and audited in real time – accurate and up to date data is available to support smarter decision making According to a 2024 Deloitte survey, over 80% of companies with digital supply chain management report increased agility, allowing them to respond to market shifts and customer demands more effectively. As 2025 approaches, scalability will be paramount for companies seeking to grow while minimising operational friction.

The Competitive Advantage of Embracing Digital Solutions

Spreadsheets, though historically valuable, fall short in today's fast-paced, data-dependent supply chain environment. Equally emails were revolutionary to global communication in the 90s to early 00s, but in an increasingly complex digital environment they can cause information silos and visibility blind spots. Companies that embrace digital supply chain platforms not only gain a competitive advantage but also enjoy significant cost savings, improved efficiency, and enhanced customer experiences. By shifting to digital solutions, companies can:

- Reduce costly errors and data inaccuracies
- Gain real-time visibility into supply chain activities
- Boost collaboration efficiency across the supply chain network
- Achieve scalability without operational bottlenecks

One World offers the flexibility of spreadsheets while overcoming their limitations. It allows businesses to customise data capture, ensures quality data with real-time validation, and fosters cross-organisational collaboration—all essential to succeed in the modern landscape.

Digitalisation in supply chain management is no longer an option but a necessity for organisations aiming to thrive. Businesses that transition from emails and spreadsheets to comprehensive digital solutions are poised to navigate the challenges of tomorrow, reduce costs, and deliver exceptional customer service in a competitive global market.

Are you ready to prioritise your digital transformation in 2025? Get in touch at owgtm.com.

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