



Odyssey
Logistics &
Technology

Empowering Global LogisticsSM

7 Ways a Lead Logistics Provider Drives Savings and Value

Helping You Find Solutions During Economic Uncertainty

How do you plan for the unexpected? The uncertain economy complicates global logistics planning with rising service costs, reduced capacity, and a lack of carrier choices.

A vast pool of providers offering a confusing array of tactical and consulting services makes finding a strategic service partner difficult. The line between third-party logistics (3PL) and fourth-party logistics (4PL) providers blurs the landscape, leaving some companies questioning what it is they are paying for.

Managing and integrating the efforts of your logistics team and service partners becomes more complicated with the fragmentation of services. A Lead Logistics Provider (LLP) provides a single, accountable partner for supporting a company's logistics needs.

The right Lead Logistics Provider drives savings and value, especially in today's tough economic environment. The following identifies seven ways an LLP delivers logistics management solutions and includes tips for finding the right LLP partner.

1 Aligns goals

Your logistics goals are unique to your company. With a fragmented approach to managing logistics services, the goals of the logistics provider can sometimes overshadow your own organization's goals. That is why it is important to find an asset-neutral or, in some cases, asset-light partner, allowing your logistics team the control in making critical decisions.

Owning assets – When a logistics provider owns its own assets, such as a trucking fleet, the services offered may not be the best solution for your logistics requirements. Assets are expensive, and in order to remain profitable, the service provider may find it necessary to drive activity through those assets. By contrast, an asset-neutral provider is able to hire the best from the marketplace at the most cost-effective price.

Asset light – There are times when owning certain assets is necessary and productive. For example, transporting chemicals requires a special container that railways may not have. An LLP that owns a multimodal model offers cost efficiencies and flexibility in moving across different modes of transportation.

Asset neutral – The key is LLP neutrality – on behalf of your company and the carrier. It's not about forcing a solution – it's about finding the *right* solution.

2 Fills the gap

Your internal logistics team best understands your company's goals and service issues. However, the unstable economy and rapidly changing markets have put a strain on what is probably an already downsized team.

Supports your team – The LLP supports your team by building on existing strengths, empowering team members with data, technology, standard processes and market information to excel at what they do best. That leads to more actionable intelligence and better decision making.

Global technology platform – A global technology platform standardizes processes based on best practices, allowing for visibility and control over the supply chain. The international supply chain is so broad that some logistics providers have missing links that can prove costly. An LLP with global experts has management for every logistics link in the supply chain and delivers support to your team when it's needed – and where it's needed.

Large carrier network – The volatility of today's global market presents logistics management challenges. Your company has to be able to respond quickly and efficiently. Partnering with an LLP with a large carrier network across all modes of transport affords your company the flexibility to scale up or down for best results.

An LLP provides the support where your team needs it, whether that's strategic, tactical or operational. The right LLP does not replace your logistics team – it fills the gaps.

3 Centralizes accountability

Strategic planning and management require information. With splintered logistics services, you often end up with a black box where you pay for services without any idea of the true cost or market value.

For example, the logistics provider that owns its own fleet of trucks may have underlying commitments that carry an extra cost.

Offers transparency – An asset-neutral LLP with a global platform and large carrier network offers transparency in costs, data and information for assessing safety, performance and savings. That centralizes accountability squarely on the shoulders of the LLP. It provides your management team with what they need for better logistics management and strategic planning.

Service issues – Ask logistics teams what their biggest frustration is with logistics management, and the answer is typically service-related. There are a lot of hand-offs in the international supply chain that make managing service issues difficult. Delivery problems, missed deadlines and other service issues cost you time, money and potentially – customers.

An LLP partner with global technology and experts centralizes accountability, and presents your team with visibility and control along every link in the supply chain.

4 Provides focus

Your logistics team juggles many responsibilities. Partnering with an LLP shares the burden of managing the day-to-day logistics activities and offers an added bonus of providing a focus that keeps services on track.

Dynamic business environment – Shifting priorities brought on by regulatory changes, rising costs, and unpredictable economies and political environments make managing supply chain logistics complicated and challenging. Throw in product life cycles that continue to get shorter into the mix, and you have the potential for costly consequences.

Singular focus – Putting the pieces of the puzzle together requires a singular focus on logistics. An LLP helps your team with the logistics puzzle pieces of import/export regulations, as well as the processes and procedures that best fit markets around the world.

An LLP with a singular focus on logistics helps your team navigate through the dynamic business environment of today's international markets.

5 Maximizes efficiencies

You take your commitment to your customers, business partners and your organization seriously. The bootstrapped economy demands efficiencies that an LLP offers.

Aggregation of shipping volumes – Steering the most economical weight through aggregation of shipping volumes is good business. It's good for the carrier so they stay in business, which in turn benefits your business with competitive rates and continuity of service.

Multimodal capabilities – Having access to multimodal means of transport through roadways, railways, waterways and air ensures the flexibility and coverage you need to compete in our global world.

Streamlined network – A large global network enables strategic, streamlined planning for expanded capacity, carrier selection and the best designed routes.

To maximize efficiencies, your logistics team needs the data, technology and information to make the best decisions. The right LLP delivers that.

6 Builds a competitive edge

Incorporating logistics in your marketing strategy helps you build a competitive edge. With inventory levels down and decreasing orders, there is little room for debilitating service issues. An LLP can help you stand out as a market leader.

Market information – You may know the right price for your product or logistic services at home. But do you know its international equivalent? An LLP with global experts and a local presence gives you that answer.

Performance measurements – An LLP with inside knowledge of international markets furnishes information that is timely and relevant. Working with your team, the LLP develops key performance indicators with analytics and reporting that benchmark your results.

When you deliver a product that is competitive, delivered on time and that consistently exceeds customer expectations, you enhance your company brand and establish your company as a market leader.

Collaborating with the right LLP is an effective business strategy that lets your company stand out from the pack.

7 Delivers a positive return on investment

You put a lot of work into creating a successful product and building a brand that best represents your organization. You need logistics services that contribute to the bottom line through improved efficiencies and reduced costs.

An LLP with global technology and experience helps deliver a positive return on your logistics investment. With the right partner, it allows you to focus on your best asset – your business.

About OL&T

Odyssey Logistics & Technology Corporation (OL&T) is a global Lead Logistics Provider that empowers the logistics professional by providing technology, processes and information for better decision making. OL&T leverages its knowledge, technology, relationships and vast network to deliver the greatest value. Our clients—and all their goods and services—receive equal care and attention.

OL&T enables its clients to achieve cost savings through reduced infrastructure expenses, improved and measurable transportation process improvements, and actionable data.

The company's key advantages include control as a result of access to an unparalleled carrier network across all modes of transport, visibility gained through the delivery of comprehensive data by the Odyssey Global Logistics PlatformSM, an advanced technology platform and expertise provided by a deep bench of professionals who effectively manage the most difficult logistics challenges for the most complex industries.



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