

Business Case: Control Tower Supply Chain Visibility

General Information

SFS manages the global supply chain of pharma cold chain shipments from Europe and USA into Asia Pacific for a few multinational pharmaceutical companies by air and sea.

There are growing demands from customers to offer greener supply chain and faster and accurate shipment tracking data.

For a greener approach, SFS is already looking at various approaches and will share the studies with the participants. However, on faster and accurate shipment tracking data, we would require the participants to look for a more automated approach.

Issues Encountered

1. Heavy reliance on carriers to reduce carbon emissions.
2. Manual updating of tracking information from the carriers.

Requirements

SFS would like the participants to offer workable concepts or solutions to realise the following requirements:

1. To review current operation and previous study, to identify areas where SFS could reduce its carbon footprint.
2. To investigate if there is a potentially a solution to measure carbon emission by the airlines and shipping lines so that SFS can offer their customer with choice partners to move their shipments in support of their own ESG efforts
3. Automating its current Control Tower set up that is currently manual and labor intensive using excel into an automated system with integrated real time visibility, namely:
 - a. Track air and sea shipment in real time.
 - b. Real-time update of tracking data into the Control Tower. It may include automating data entry by using Artificial Intelligence, Robotic Process Automation or OCR.
 - c. Auto trigger of shipment status to the customers via email.
 - d. Reducing manpower to manage the Control Tower.
 - e. Generate KPIs reports automatically.
 - f. Use predictively technology to manage shipment exceptions.

Open House

The Open House will be on:

02 May 2023, Tuesday - 9am to 6pm

03 May 2023, Wednesday - 9am to 6pm

04 May 2023, Thursday - 9am to 6pm

05 May 2023, Friday - 9am to 6pm

06 May 2023, Saturday - 9am to 11.30am

08 May 2023, Monday - 9am to 6pm

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Team leader to send email to the contact person in advance regarding the number of persons going to the open house.