Amber Road
POWERING GLOBAL TRADE®

eBook

The Digital Global Supply Chain

Digitization Enables Real Transformation





Global Trade is ***Fast***

The world of global trade is fast-paced, ever-changing, always evolving. In order to keep pace, your supply chain processes and technology need to evolve too. The processes during sourcing, transportation, and import/export are unique to every organization, consisting of multiple layers of suppliers, vendors, and service providers; each adding additional complexity and the accompanying tasks to move products across borders.

As companies expand global operations to take advantage of cost savings in other regions, they are put under pressure to deliver the right product at the lowest price into the waiting hands of customers.

To address this complex environment, organizations need to take a holistic, integrated approach to digitizing their supply chain to enable four methods leading to value:

- Collaboration
- Automation
- Analytics
- Flexibility



The Digitized Global Supply Chain

Digitization makes it possible to share (collaborate), process (automate), and analyze (analytics) the information. A digital model of the global supply chain creates the ability to quickly and easily adapt to the real world (flexibility).

Digitizing global trade management (GTM) processes can be more closely aligned to business policies and objectives – unlike traditional methods of outsourcing processes and/or managing disparate systems. Best-in-class companies have then challenged customary thinking of GTM being a cost of doing business, to finding opportunities in the logistics, legislation and financial functions.



Methods of Transformation - **Collaboration**

Collaboration in the supply chain network is challenging when more than one communication method or tool is used to connect with your supply chain partners. Disparate systems cause operational inefficiencies, bottlenecks and labor intensive dialogues. Centralizing the flow of information across the end-to-end network will improve real-time visibility and accelerate time-to-market by:

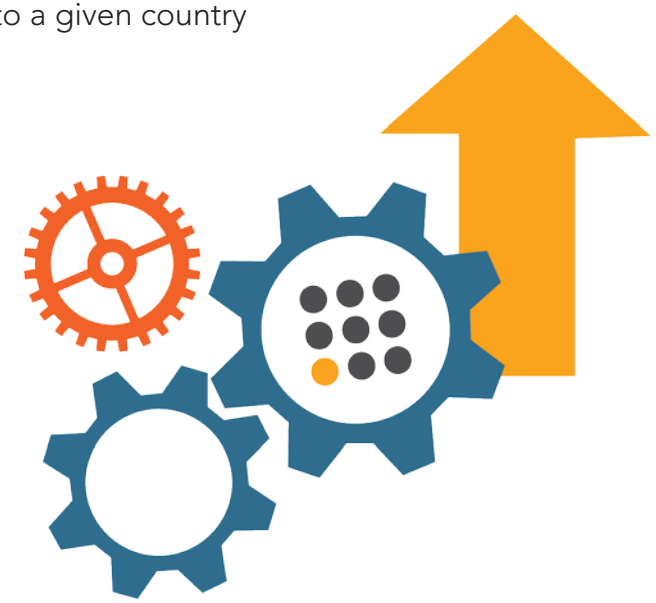
- Sharing product specifications with suppliers
- Communicating cross-border transaction data with freight forwarders and customs brokers
- Receiving trade agreement details about a product
- Making electronic bookings with international carriers
- Filing information with customs electronically



Methods of Transformation - **Automation**

Automation of recurrent processes in sourcing, logistics, cross-border trade and compliance can dramatically improve operating efficiencies and financial performance. With the information digitized, it can be handled quickly and processes can be executed in a timely manner with added transparency. Where digitization can make the difference:

- Purchase Order alerts that are in danger of delays or other issues
- Determination of carrier rate, schedule, and booking
- Alert supply chain resources when an interesting event has occurred
- Determination of import regulations of a given product to a given country
- Determination of trade agreement eligibility



Methods of Transformation - **Analytics**

You have planned your work, and worked your plan. Now it's time to analyze performance metrics for insight. Prioritize your efforts by determining the opportunities for and risks to further improving supply chain efficiencies. Start gathering the below metrics:

- Measure your multi-tier supplier upstream and downstream relationships
- Historical analysis of carrier/3PL performance
- Historical analysis of supply chain performance relative to specific products, countries, ports and more
- Identification of opportunities for duty savings through trade agreements or other government programs
- Identify potential supply chain risk factors



Methods of Transformation - **Flexibility**

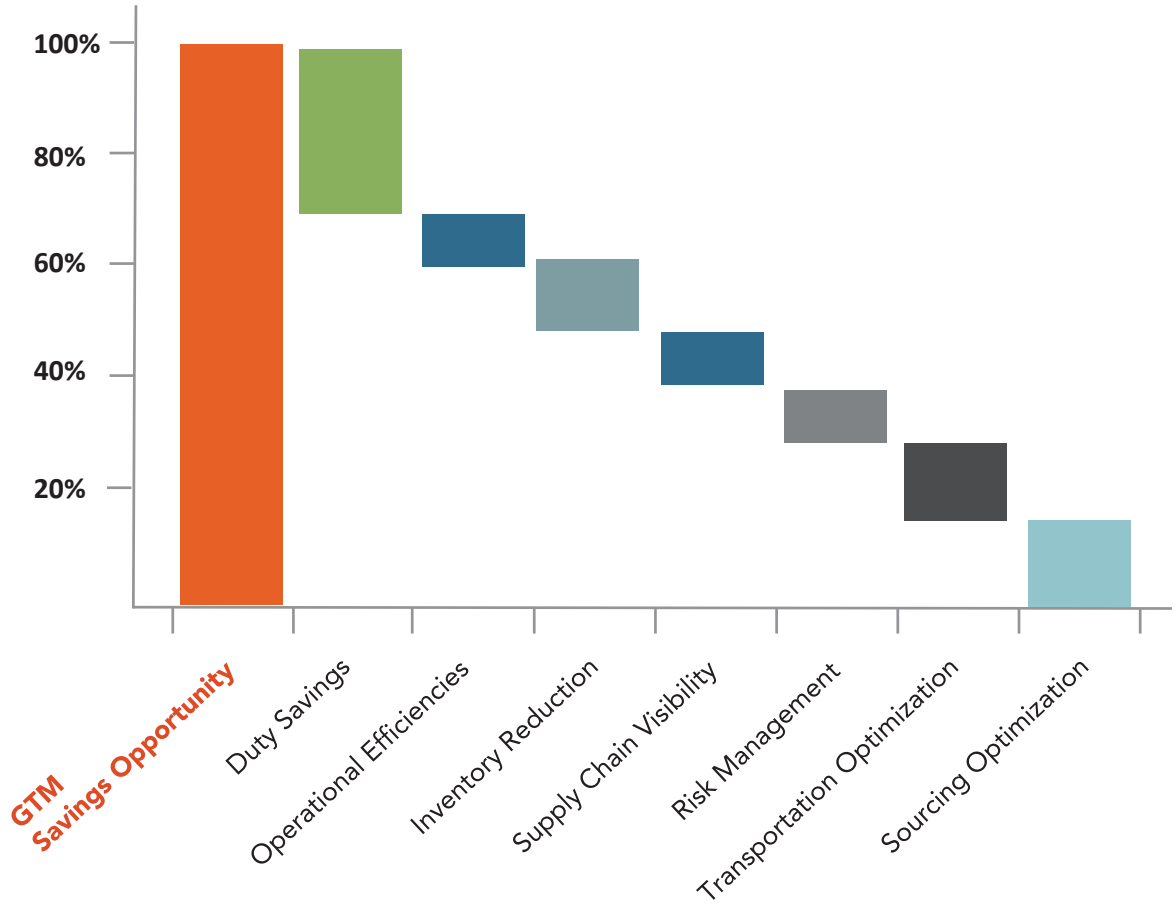
When your supply chain is digitized, the information is centralized and malleable, which allows it to be adapted to meet the changing business or regulatory environment. A digital supply chain provides the versatility needed to compete and succeed in today's fast paced and ever-changing world. Some examples of this flexibility are:

- Ability to swiftly swap in/out suppliers when needed
- Quickly handle corporate acquisitions and divestitures
- Easily change logistics partners as desired
- Efficiently access new sourcing and sales markets
- Accommodate non-standard requirements



Value Factor: **Improve Margins**

Digitizing the global supply chain delivers tangible cost savings, allowing for improved margins.





Value Factor: **Agility**

Agility is a value factor to be gained by digitizing your supply chain. A centralized point for your end-to-end supply chain process creates 'control-tower' visibility, providing decision makers with the real-time awareness and insight they need to take effective action. Benefits include:

- Quick access to information for effective and faster decision-making
- Straight-through processing to increase speed, while reducing cost and errors
- Predictability by visibility: supply chain alerts, lower dependence on safety stock and in-transit inventory
- Real-time communication with globally-dispersed suppliers and internal teams

Global trade policies have recently changed and are predicted to continue to change. Both B2C and B2B business practices continue to rapidly evolve with many catalysts and disruptors affecting this change. In this rapidly shifting environment, supply chain agility is more important than ever. Having the capabilities to quickly understand and manage change is the key to sustained success in the face of increased volatility.



- Centralization
- Control Tower
- Standardization
- Flexibility

Value Factor: **Risk Reduction**

Digitizing the supply chain can improve several risk areas such as:

Sourcing: Collaboration with suppliers and audit, inspection, and testing companies creates transparency. The information is clear, and the reliance on disparate manual systems that are prone to delays and communication faults are eliminated. Supplier and product risk areas become visible and auditable, which ensures corporate, ethical, and quality standards are maintained.

Logistics: Real-time, in-transit shipment monitoring provides for immediate visibility and notification of supply chain events. Both planned and unplanned event notification automatically initiate actions to keep goods moving. Visibility and real-time alerts help reduce the risk of supply chain bottlenecks and create a more agile global supply chain.

Import/Export: Process automation for import and export transactions provides assurance that every cross border move has been validated against its respective country regulations. Manual validation of these transactions is not only too labor intensive, but increases compliance risk. Automation provides standardization throughout the world, which reduces regulatory compliance risk and creates efficiency.

The benefits include preserving your brand's reputation, improving product quality, and protecting the flow of goods.

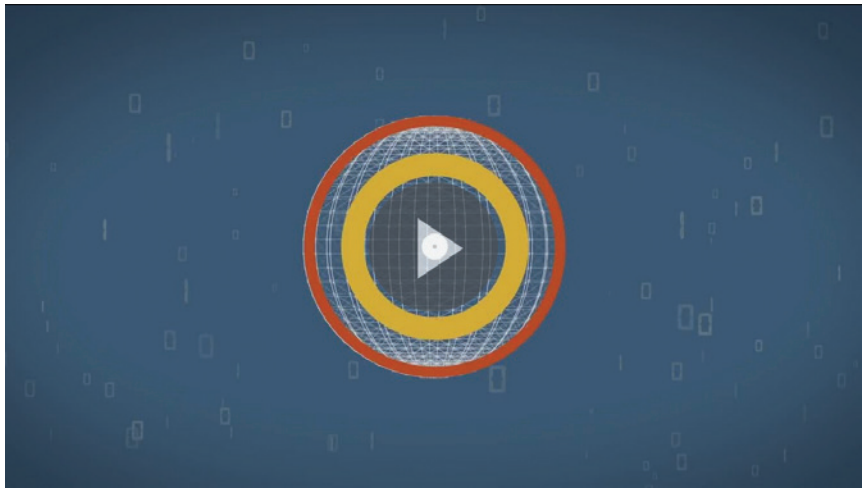


Learn More

Download Digital Supply Chain Brochure



Watch Video: Transforming your Global Supply Chain



About Amber Road

Amber Road's (NYSE: AMBR) mission is to dramatically transform the way companies conduct global trade. As a leading provider of cloud-based global trade management (GTM) software, trade content and training, we help companies all over the world create value through their global supply chain by improving margins, achieving greater agility and lowering risk. We do this by creating a digital model of the global supply chain that enables collaboration between buyers, sellers and logistics companies. We replace manual and outdated processes with comprehensive automation for global trade activities, including sourcing, supplier management, production tracking, transportation management, supply chain visibility, import and export compliance, and duty management. We provide rich data analytics to uncover areas for optimization and deliver a platform that is responsive and flexible to adapt to the ever-changing nature of global trade.

For more information, please visit **www.amberroad.com**, email **Solutions@AmberRoad.com** or call **201-935-8588**.

Amber Road
POWERING GLOBAL TRADE®

One Meadowlands Plaza · East Rutherford, NJ 07073 · (T) 201 935 8588 · (F) 201 935 5187 · www.AmberRoad.com · Solutions@AmberRoad.com

© 2017 Amber Road, Inc. All rights reserved.