

# Managing the unmanageable

MASTERING THE CHALLENGES  
IN INTERCONNECTED GLOBAL SUPPLY CHAINS

Supply chains are prone to disruptions and delays, as recently demonstrated by crises such as the Corona pandemic or the blockade of the Suez Canal. To coordinate transport processes as precisely as possible, well-organized management is necessary - the job of the supply chain manager, who is responsible for process planning and ensuring the flow of goods, whether in procurement, production, goods distribution, waste disposal or transport management. Of course, problems usually occur when they are least needed.





## BALANCING THE RESPONSIBILITIES

For one thing, the devil is in the details of day-to-day work and, then again, in making trend-setting fundamental decisions for the long-term planning of supply chains. As the point of contact for numerous departments the expectations for a smooth logistics process and thus for the supply chain manager are always high. However, the initial situation in terms of equipment and personnel is often far from optimal and, above all, outdated IT slows down some processes significantly.

**Yet the logistical flow of goods needs to be realized as cost-efficiently as possible - and without any loss of quality.**

## CHALLENGES FOR A SUPPLY CHAIN MANAGER:



**Meeting delivery deadlines  
in- & outbound**



**Maintaining an overview of  
inventories and transports**



**Reducing costs**



## THE FACTORS FOR SUCCESS

The foundation for efficient supply chain management consists of several factors.

On the one hand, it is crucial to always have an **overview of all processes and the data situation while ensuring a constant flow of information between all supply chain participants.**

On the other hand, a focus must be placed on exceptional cases, because it is precisely in these situations that supply chain managers have to remain capable of acting.

ONLY WITH SYNFIOO, YOU CAN SOLVE  
THESE CHALLENGES ACROSS EVERY  
SINGLE MODALITY GLOBALLY

- ✓ **Keep track of shipments with real-time information on transports of all modalities**
- ✓ **Meet delivery deadlines with precise estimated time of arrival predictions (ETA) for shipments**
- ✓ **Avoid costly delays with early disruption reports**
- ✓ **Optimize route planning with historical traffic data**
- ✓ **Easy exchange of information with everyone involved in the transport**

Share your thoughts on supply chain efficiency and get a free benchmark on how end-to-end visibility can help improve time, quality and budget for your supply chain.

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