

Customer Use Case: Ocean Sourcing

▲ Challenge:

A renowned industrial manufacturing conglomerate with more than \$200 million in annual spend volume, this customer's principal business divisions have uniquely different shipping processes, policies, constraints, and multiple suppliers. As a result, the customer was searching for a solution that could quickly collect and analyze ocean carrier proposals alongside the business rules and preferences of various stakeholders, to increase efficiency and reduce costs, while still ensuring capacity needs were met.



💡 Solution:

The customer embarked on a center-led strategy to merge its ocean shipping operations from the business units, choosing Keelvar's sourcing optimization solution to streamline the process and unlock new opportunities for their ocean sourcing. The customer was able to use Keelvar's solution to engage their ocean freight carriers in flexible bidding which encouraged them to maximize their competitive advantage by offering more cost-effective bids, volume discounts, and by creating efficient lane packages.

With Sourcing Optimizer, the customer leveraged scenario analysis and user-friendly event management capabilities to quickly review carriers' unique proposals as well as the service and incumbency preferences of the various business units.

📈 Results:

The customer was able to analyze lowest-cost results in addition to the cost impact of their business preferences and constraints such as the number of core carriers, different ocean alliances, transit times, and ports of origin. This gave the customer more control over the cost of their decisions so that they could find the optimal balance of ocean rates, capacity commitments, service quality, and carrier relationships.



Results in these events:

- Savings of **20%** in annual RFP vs. prior bid rounds
- **40% time reduction** in managing data and processes
- **Multi-objective award criteria** with rich scenario analysis
- **Advanced data cleansing** with benchmark-driven bid feedback



Speak with one of our experts today by visiting www.keelvar.com