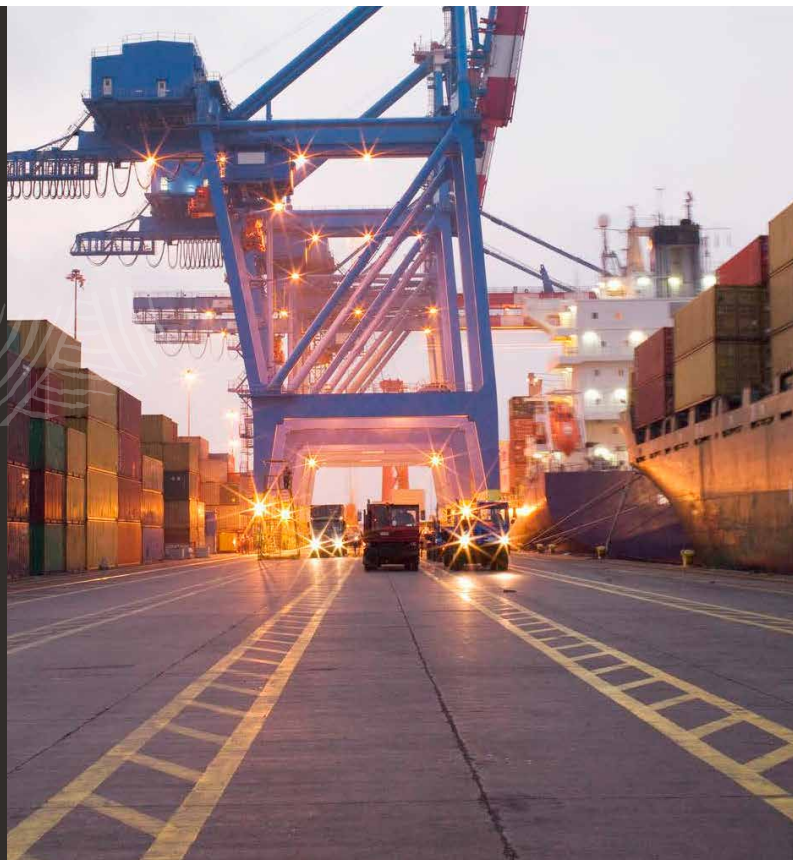




A Unified Application to Manage Your  
Freight Forwarding Operations

## NetSuite for Freight Forwarding Companies



In a time marked by macroeconomic changes, the freight forwarding industry faces more uncertainty than ever. Though demand is slowly beginning to catch up with supply—alleviating the overcapacity problem—companies like Amazon that traditionally operated in other markets are now beginning to provide forwarding services and threaten the cost structure that has long been in place.

In the past, freight forwarders fought for market share by increasing speed of delivery and decreasing cost. Technological advances, however, are allowing companies to find new ways to differentiate themselves in an increasingly competitive market. Recognizing these changes, customers are beginning to demand more than just traditional freight forwarding services.

### NetSuite Offers Freight Forwarders

- Role-based, customizable dashboards.
- Real-time, industry specific KPIs.
- Integrated CRM, ERP and HCM, Contract and Rate Management.

“With the increased complexity of new offices and territories, NetSuite gives us scalability for growth and real-time insights across our global subsidiaries.” Philip Hall, Director of Finance, Flexport

Freight forwarders today should be equipped to quickly respond to changes in consumer demands. They need to have a power to speed time to market with new products and enter new market segments quickly and efficiently.

### How Do Inefficient Back-Office Business Processes Impact Freight Forwarders?

Leading freight forwarders tell us that unwieldy back-office processes can cause a number of serious challenges:

- **Tight margins** – Shippers only care about price, but without visibility into your business, it's difficult to determine opportunities for better margins or more competitive pricing.
- **Experimenting with something new** – Freight forwarders need to build out new service offerings to cope with competitive pressures and market forces, but struggle to get them off the ground because the existing finance and accounting structure cannot account and bill for them.
- **Cutting back when times change** – As the market fluctuates, it's hard to scale back quickly in some areas or smoothly manage a divestment scenario.
- **Understanding key business metrics** – Many freight forwarders struggle to gain insight into profitability by customer, product, routing or service category and it's preventing them from optimizing their go to market strategy.
- **Consolidating global financials** – Closing the books is a monthly time-consuming experience involving several sets of books and spreadsheets, especially dealing with foreign exchange rates and global subsidiaries.
- **Exchange of information** – Freight forwarders with multiple software applications running the business (accounting, HR, contract and freight rate management) cannot integrate information in real time across the disparate applications.
- **Managing new and existing talent** – Employees are constantly frustrated by their HR experience, and management is struggling with duplicative and manual processes associated with multiple systems.

In all of these, cases freight forwarders want to focus on their core business, understanding the customer, the market and the quality of service they're delivering. But control, compliance and transparency are critical too. And above all, the price tag of overhauling their systems and processes is critical.

## The NetSuite Advantage

Traditionally, to manage the intricacies of their business, freight forwarders have relied on spreadsheets, aging on-premises systems, point solutions, or worse, a combination of all three. With NetSuite's unified model, freight forwarders can stop wasting time and resources managing multiple data silos while leveraging real-time visibility for insights into their business.

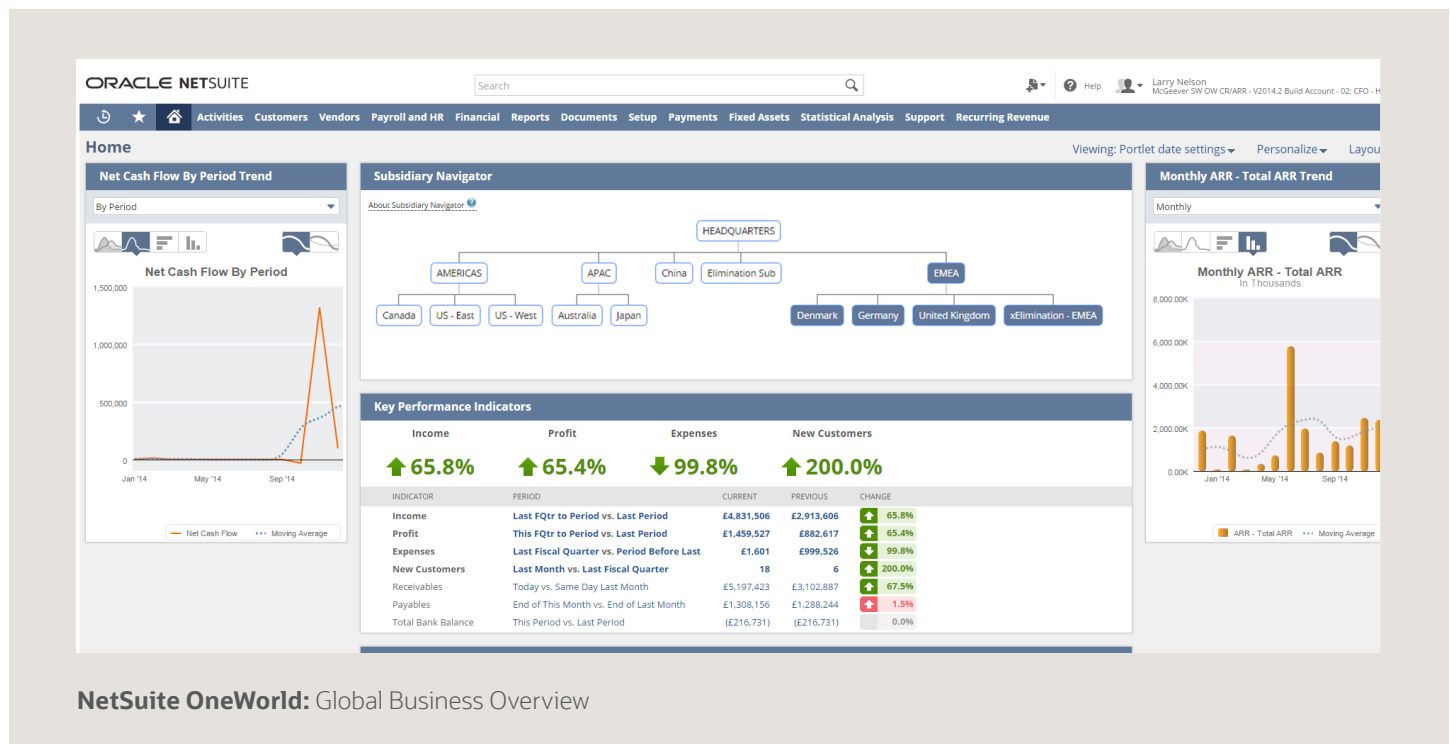
NetSuite ERP supplies a modern, complete and transparent platform to improve your back-office and eliminate complexity.

## Comprehensive Financial Management Capabilities Include:

- End-to-end visibility into receivables and payables. Automate the entire order-to-cash

process by removing bottlenecks and optimizing process to deliver the best service. Streamline procure-to-pay and record-to-report processes.

- Real-time insights into budgeting, and expense allocations and amortization. Set up flexible billing and statistical accounts to store non-monetary values.
- Complete fixed asset lifecycle tracking and reporting from acquisition to depreciation to retirement.
- Flexible revenue analysis—by customer, service, route or product line.
- Modern and robust financial reporting capabilities that are flexible and customizable.



## Multiple Entity Management and Consolidation

NetSuite OneWorld helps freight forwarders with multiple locations and subsidiaries across the world streamline operations and provides real-time visibility at the local, regional and headquarter levels within a single system. With OneWorld, freight forwarders can develop standard business processes and deploy them across their divisions and subsidiaries at the click of a button.

With support for over 190 currencies, 27 languages and customer deployments in 203 countries and dependent territories, country-specific accounting standards across the Americas, Europe, Asia, Middle East and Africa, NetSuite OneWorld enables organizations to seamlessly meet the individual needs of local operations and easily adapt to the latest accounting standards and regulations.

## Contract and Rate Management Integration

NetSuite's SuiteCloud development platform integrates with best-in-class solutions for freight forwarders to further streamline operations and provide a complete picture of total shipping costs. With a flexible platform and robust API, NetSuite provides powerful customization tools for extending the solution to fit your unique business needs, now and into the future.

## Human Capital Management (HCM)

In such a high churn industry, having the right HR system in place is critical. NetSuite SuitePeople empowers managers and HR professionals to

streamline employee information, new hires, employee onboarding, payroll, promotions and compensation changes, all from a single suite. Key features include:

- Core HR Capabilities
- Payroll
- Employee Center
- HR Analytics

## Customer Relationship Management (CRM)

As freight forwarders grow and acquire customers, NetSuite CRM provides a seamless flow of information across the entire customer lifecycle—from lead all the way through opportunity, sales order, fulfillment, renewal, upsell, cross-sell and support. In addition to delivering real-time visibility of your customers, NetSuite CRM mobility extends collaboration and productivity beyond the workplace. With intuitive tools that provide a mobile workforce with the ability to easily access and upload important data they need outside the office, they're empowered with information at their fingertips.

In addition, the SuiteCloud development platform enables freight forwarders to customize mobile applications to unique business needs, while complementary mobile solutions from SuiteCloud Developer Network partners enable them to extend mobile functionality in such areas as field service, sales and warehousing—regardless of the mobile platform the organization uses.

## A Pathway to Success

With NetSuite, freight forwarders are getting more than just a software package, they are getting a lifelong business partner that is committed to their success. Built with industry-based leading practices derived from over 20 years of collective implementation experience, NetSuite is designed to deliver value on day one. Moreover, NetSuite

takes a consultative approach—from sales to implementation to support—to ensure continuity across your lifecycle as a customer. We have a deep understanding of the challenges freight forwarders are facing in today's market. As the pace of change accelerates, NetSuite is here to keep you on a pathway to success.