

# "Freight Cost Reduction Through Efficiency and Control" Case Study



## Company

A US \$3 Billion Conglomerate

## Industry

Agriculture & Fertilizers

## Solution

Fre8wise Automate

Fre8wise Telematics

Fre8wise Machine Learning

## Key Impact

- Reduced Turn Around Time (TAT) by 20%.
- Improved Recovery of Govt Subsidy by 15%.
- Improved Productivity at Plants with AI/ML Modules.
- Paperless Single Integrated Platform Across Functions.
- Telematics - 100% Ground Coverage of Dedicated and Market Vehicles.

## About Fre8wise

**WE MANAGE YOUR SCM OPERATIONS, SO YOU CAN FOCUS ON BUSINESS.**

*Fre8wise is India's first Digitally Connected Supply Chain Network. Our Robotic Process Automation (RPA) enabled intelligent platform harnesses the power of technology and data, to improve efficiency, reduce costs, increase productivity, reduce TAT, increase transparency & reliability in Supply Chain ecosystem.*

## About Customer

Customer is a diversified conglomerate with four major industry verticals- Agriculture, Engineering & Infra, Lifestyle & Real Estate and Services. The Group has a pan India presence in sectors including fertilizers and agrochemicals, engineering, infrastructure, real estate and consumer durables. It has nine major manufacturing locations throughout the country.

## Overview

When you're one of the largest privately held brands in your market, there is unrelenting pressure to deliver world class products that continues to set you apart. The Customer was in the midst of refactoring its Logistics Network to improve performance efficiency and enter new markets; they were extremely interested in improving transparency and productivity across operations.

However, there were some key challenges that were hindering their plan. Data was passed manually between multiple individual entities such as SAP, Agri Sales Portal (ASP), New iFMS portal, handling agent, S&D Officer, Marketing Officer, etc. This left room for errors and made it difficult to get meaningful actionable insights. Fre8wise team initiated RPA led deep integration with different systems such as SAP, FOIS, Agri Sales Portal, and iFMS to bring all these disjointed systems under a 'Single Integrated Platform'. This ensured data was collected electronically, shared, and stored securely across the platform.

# "Freight Cost Reduction Through Efficiency and Control" Case Study



***Fre8wise brings unprecedented visibility and transparency into our operations. Every plant, depot, and warehouse and every transporter now operates in the same way, enabling realtime optimization and visibility of KPI's. No other platform is able to deliver as much value in this space!***  
- Head of Supply Chain

One critical ask from the customer was that they were losing government subsidy due to the lack of location-based e-Proof of Delivery (ePoD). Furthermore, the absence of advanced Real Time Tracking of dedicated & market vehicles made it difficult to monitor trucks carrying expensive cargo. Fre8wise commissioned Telematics with location-based tracking and intelligence for dedicated and market vehicles; along with live photo capturing option with latitude and longitude coordinates. This gave the Customer 100% ground coverage and intelligence of their entire distribution network under one single integrated platform. It also helped in identifying the exact location of trip completion, along with electronic proof of delivery.

Historically, the lack of visibility and control during loading of Rake often resulted in counterproductive exercises, errors, and demurrage. Fre8wise deployed Machine Learning module along with a combination of Hardware within their Plants, at Rake/Trucks loading platforms. This led to capturing critical information such as Count of bags loaded/unloaded in wagons, Labor count, Crew/staff performance, Activity efficiency, and Real-time performance. Hence improving efficiency, and decreasing TAT and save costs.

---

## The Final Results



4X Increase in Productivity



20% Faster Turn Around Time (TAT)



15% Increase in Recovering Govt Subsidy