

STEER your way to success!

Cognizant's transportation diagnostic framework can help you transform your transportation process

Market Drivers Force Increased Focus on the Supply Chain

As a global organization, your company must have the ability to manage constant change. There are macro-economic challenges, including expanding globalization, acquisitions and outsourcing, which drive more complex business system requirements. Limited business partner and customer collaboration leads to decreased visibility of critical information. Increased regulation and international policy considerations add to the complexity. And, ever increasing customer demands, including small and more frequent orders, create more complex distribution channel requirements and difficulties maintaining customer loyalty.

These strategic business challenges have continued to stretch company supply chains, putting more pressure on transportation management as an area from which better service levels and seamless collaboration can be obtained while reducing overall costs.

Transportation Management: A Critical Part of the Supply Chain

Enterprises are challenged with the ability to achieve the optimal tradeoff between efficiency and effectiveness, while managing their transportation operations. Most companies are handicapped by not having a holistic transportation solution that integrates transportation sourcing with planning, execution and invoicing. Significant investments are being made in transportation management

solutions. But most enterprises have not realized the benefits of such investments because they either lack solutions that address their needs or have failed to accurately establish their requirements. As a result, many enterprises struggle to find business efficiency. Challenges include:

- **Missed orders due to:**
 - Inability to forecast transportation requirements
 - Inability to plan/fulfill right transportation capacity at the right time
 - Delayed fulfillment of transportation orders
 - Lack of visibility in transportation planning and execution
- **Higher transportation procurement costs resulting from:**
 - Inability to source capacity from carriers at optimal rates
 - Absence of carrier performance analysis and forecasts to optimize the bidding process
 - Inadequate invoice audits for verifying price variance and duplicate payments

These challenges have raised the profile of transportation management within the enterprise. In choosing a product, companies must not be limited to evaluating only the functionality and features of the product. A detailed analysis of how well the solution addresses current requirements and future growth projections as well as how it interacts within the larger business network must be conducted to make informed decision.

Cognizant can help you STEER and to take Control of Transportation Management

STEER, our all-encompassing, technology-agnostic diagnostic framework helps enterprises across industry to boost their top and bottom lines as they modernize their underlying IT infrastructures. Using this framework Cognizant helps clients size up their IT strengths and weaknesses, gain a better understanding of their business imperatives and create a roadmap to enable tighter business-technology alignment.

Five easy steps to STEER your business and align IT with business objectives.

The following five steps ensure that business processes and goals remain in synch with the overall IT strategy and Transportation Management solution requirements.



Cognizant: Preferred Partner for TM

Cognizant has a '360 Degree Relationship' with SAP as a Customer, as a Service Partner and as a Trainer for SAP Academy. It now has the privilege of being the 'Strategic Partner' of SAP for their new generation transportation management solution. In collaboration with SAP, Cognizant has established a dedicated Center of Excellence for delivering solutions and to enhance the functional richness of SAP TM. As a member of SAP's Industry Value Network (IVN) for Travel and Logistics Services, we enhance SAP's solutions for the Logistics industry.

Scrutinize: The methodology starts with a diagnosis (qualitative and quantitative) of the existing transportation model - understand its capability, its strengths, its weaknesses, and pain-points expressed by users and customers.

Tag: We work with you to benchmark your performance against industry best practices with respect to people, processes and technology.

Establish: With the company vision as the end objective and inputs from the assessment and benchmarking exercise, we partner with you to identify and establish areas for transportation process improvements.

Envision: Tying the diagnosis from the benchmarking exercise with your vision for the business, we identify the transportation solution that would support the company in this transformation and construct a roadmap for implementing the solution.

Realize: We draft a detailed plan for enabling the transformation envisioned for Transportation Management, including implementation of the plan.

Start Today

In a time when companies are relentlessly pushing to compete better, move faster and fight harder, Cognizant is the global technology partner with one single-minded passion: Dedicating our systems expertise, industry intelligence and global resources to make your business stronger.

Note:

For more information on how to drive your business results with Cognizant, contact us at inquiry@cognizant.com or visit our website at <http://www.cognizant.com>.



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