



FarEye's Delivery Happiness Platform Revolutionizes GCC Logistics Industry

FarEye wins the GEC award for digitally transforming Century Express's operations

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FarEye, a global logistics management solution provider, has enabled leading UAE-based logistics companies Mara Xpress and Century Express, to improve their Delivery Happiness Score with its Delivery Happiness Platform. This new platform allows individuals to simultaneously reduce costs and increase workforce productivity with its unique Business Process Management (BPM) capability.

Organizations are always looking to further improve and excel. Whether it is through reduced costs or increased efficiency, FarEye's Business Process Management (BPM) platform optimizes their workflows and boost output. The process involves addressing issues with technology, people and organizational structure.

In just one year of partnering with FarEye, Mara Xpress has completed 500,000 shipments, with an increase in driver productivity of 50%. Century Express reduced its carbon footprint and increased first-time deliveries by 10%. Both companies have witnessed an increase in revenue streams and efficiency as a result of the deployment.

Commenting on these successful implementations, Kushal Nahata, Co-founder & CEO **FarEye said**, "With the GCC transforming itself into a digital economy, and with the rapid growth of e-commerce in the region, it is essential that the logistics industry continues to innovate and keep up with this pace. Logistics firms need to embrace technology-driven solutions in order to stay relevant. We are proud to have supported Mara Xpress and Century Express in their digital transformation."

FarEye's BPM engine for mobility in logistics is world's first and is built to address one of the fundamental issues facing the industry –greater visibility. Backed by Artificial Intelligence and advanced Machine-Learning algorithms, FarEye's unique capability enables enterprises to customise work flows and blend logistics & IT to make processes 'smarter' with Cloud and Mobility. FarEye is turning software into a human experience by adding real-time visibility to processes thereby increasing the organizations' Delivery Happiness Score (enhanced customer experience)

Najeeb M. Kabeer, Century Express, said, "FarEye has helped in speeding up deliveries with visibility to the management with excellent support system."

Jeremy M. Skyrme, Chief Executive Officer at Mara Xpress expressed, "The support from FarEye has been great and they have always made their services easily accessible during anytime of the day. We have witnessed great results from working with FarEye and the team. They have become an extension to our team and we look forward to a long-term relationship."

The FarEye BPM technology provides an intelligent cloud-based web and mobile solution that is flexible, scalable and future-oriented. FarEye is helping businesses realign their operations and logistics



processes with minimal disruption by harnessing the power of new technologies like AI, machine learning, and business intelligence.

The success of FarEye's work with Century Express has resulted in an accolade for FarEye, with the solution receiving the "Top Project Execution in Transportation & Logistics" award at the GEC Awards 2017. The GEC Awards, which honour outstanding performances by technology players in various categories and industry sectors, selected this nomination as the winning entry due to the tangible results seen by Century Express in terms of cost savings and an improved delivery happiness score.