



REVOLUTIONIZING LOGISTICS INDUSTRY

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By Nickey Ross

What are FarEye's efforts to establish itself as one of the leading logistics management solutions in Malaysia?

Malaysia is the world's 24th largest trading nation. In the last few years, it has witnessed a boom in consumer demand due to e-commerce advent, affordable technology, and plenty of choices. The country incurs about eight percent of its GDP on logistics. As the long-term GDP growth for the country is predicted between five to six percent, the demand for smart and efficient technology solutions to streamline the chaotic logistics operations will only grow from here.

The government is also positive about the role of internet towards socio-economic growth, and has named 2017 as The Year of Internet. By the end of 2017, e-commerce market in the country is expected to touch US\$3.8 billion.

To meet with this surge in demand, logistics companies need to streamline their processes using a smart, agile, and configurable BPM (Business Process Management) platform. Therefore, the market is absolutely ready for our presence. Our clients in Malaysia include DHL eCommerce, online retailer Zalora, and local logistics companies as well. FarEye has a dedicated team for Malaysia, and aims to make the logistics processes in the country smarter by using BPM.

Many other logistics companies have real-time alerts as well as analytics, so what sets FarEye apart from the competition?

FarEye is the world's first and only integrated BPM solution provider for logistics industry. The features that differentiate us from other 'limited-capability' solutions are that our platform is scalable, flexible, and future-oriented. Our extensive logistics processes library makes it easy to add or modify any BPM processes for clients, and makes them agile. Therefore, their go-to-market time is lesser compared to their competition. One of the fundamental concerns for the US\$8 trillion global

logistics industry is greater visibility. 86 percent of consumers consider delivery to be part of their online experience. On the other hand, 89 percent of logistics and shipment service providers believe a lack of visibility into the status of their supply chain is one of the biggest challenges they face today. Therefore, there is a clear gap in terms of consumer expectations and delivery experience provided by the logistics companies.

FarEye's BPM engine solves this by providing a neutral layer that integrates the necessary business processes, provides real-time tracking, and visibility mechanism to the logistics company, as well as end-consumers, optimizes resources, and increases capacity utilization. As a result, the customer experience, as well as organization's bottom-line improves.

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Besides DHL, who are the other FarEye BPM customers, and how is it powering the respective business or operations?

Apart from DHL, our client portfolio includes some of the biggest Fortune 500 companies like Amway, Future Group, Hitachi, Bajaj Capital, HeroFinCorp, Namshi, Safexpress, Dr. Lal Path Labs, Landmark Group, Walmart India, DTDC, Bluedart, and Mara Express. In all, we have more than 75 clients across 15 countries.

A use case of FarEye's BPM is logistics company Blue Dart, which was looking for an enterprise-grade technology solution that allowed real-time shipment visibility, and improved delivery performance. The business lacked real-time shipment visibility, KPI adherence, payment options, and needed a long time for

cash reconciliation.

FarEye's BPM platform made it possible for Blue Dart to have an OMS (Order Management System) to manage complete process on mobile – from order to delivery; web app for managers to schedule, assign, and monitor in real time; mobile app for riders to plan, deliver, and update; and hybrid mobile app with features like electronic proof of delivery, navigation assist, and customer feedback. As a result, Blue Dart could implement new processes with minimum turnaround time, making its delivery process more transparent, and increased its first attempt success rate by 22 percent.

Apart from Malaysia, what are the other markets that FarEye is looking to penetrate next?

The Asian e-commerce market has been on a phenomenal upwards trend in the last decade or so. Some of

the factors that have contributed to this growth include ease of internet access, affordable smartphones, massive discounts offered by e-commerce players, and comfort of online shopping, among others.

After the initial growth, the industry can sustain its

momentum, while brands can ensure customer loyalty by providing enhanced user experience. This is where logistics industry becomes very important. Smart and efficient logistics plays a critical role in terms of improving the delivery happiness score, and the overall customer experience.

FarEye's engineering team is revolutionizing the logistics industry across Europe, Americas, Middle East, Southeast Asia, and its home turf – India. FarEye's work is a reflection of industry's best talents behind it, and we want to keep improving and evolving. FarEye is working with a few of the industry's best names in India, Southeast Asia and Middle East. At the same time, we shall continue to march forward to create an impact in Europe and Americas.