

## **FarEye chosen as the Digital Disruptor 2017 at IDC Digital Transformation Awards**

*FarEye has been transforming the business operations of enterprises by making its logistics processes 'smarter'*

**New Delhi, 5 August, 2017:** FarEye, a global logistics management solution recently won the prestigious IDC Transformation Awards in the 'Digital Disruptor' category. Every year, the premier global market intelligence firm, IDC, recognizes organisations that are aggressively disruptive in the use of new digital technologies and business models, at the **IDC Digital Transformation Awards**.

FarEye, a leading global logistics management solution has been digitally transforming the operations of leading enterprises as it is aiming to make their logistics processes 'smarter' with cloud. FarEye sensed the need for an intelligent cloud based web and mobile solution, that was flexible, scalable and future oriented. With technology gaining pace in form of artificial intelligence (AI), machine learning, business intelligence etc FarEye is helping businesses realign their operations and logistics processes with minimal disruption.

**Kushal Nahata, Co-founder & CEO, expresses his delight,** "The demand for cloud based web and mobile solutions has been increasing in the recent years, owing to the pace at which the industry is moving. Today, enterprises have to be ready for Industry 4.0, and adapt to technologies to stay relevant. We are happy to be a part of the eco system that is riding the digital transformation wave, disrupting the industries in order to make their businesses 'smarter.' I would dedicate this win to each and every employee at FarEye - as they are undoubtedly the backbone of our organization."

Keeping the needs of today's enterprises in view, and in order to reduce the operational costs involved in delivering the superior customer experience, FarEye has developed the world's first Business Process Management Engine in order to streamline the logistics operations across the verticals and make the enterprises run better, faster and smarter. FarEye is currently serving the industry leaders like Amway, BlueDart. Maruti Suzuki, Godrej and many others across the verticals like - ecommerce, supply chain and retail.

Built on a world-class Business Process Management (BPM) Engine, FarEye's lateral-thinking solution has been helping enterprises in adapting to industry 4.0 requirements. By empowering deskless workforce with the help of a powerful web and mobile platform, FarEye is turning the organization's workforce into 'Brand Evangelists' and helping them deliver superior customer experience 'real-time'.

FarEye's intuitive dashboard delivers real-time visibility to CXOs to enhance their customer's experience and deliver their brand promise. FarEye's scalable, flexible and future-oriented solution is transforming the operations through its intelligent dispatch and machine-learning algorithms, empowering the enterprises to build a competitive advantage based on smart analytics.

FarEye's customers include Bajaj Capital, DTDC, Hero FinCorp, Hitachi Hi-Rel, Landmark Group, Dr Lal PathLabs, Namshi, Walmart India and Zalora, amongst others. FMCG. FarEye has been empowering the logistics wings of over 75 large organisations across 15 countries globally.

A snapshot from the Awards ceremony- Jaideep Mehta (Left), Managing Director, India & South East Asia giving away the trophy to Kushal Nahata (Right), Co-founder & CEO, FarEye.



**About FarEye:**

FarEye analyzed the grass-root level problem and developed a solution for the 1.3 billion deskless workforce globally - world's first Business Process Management platform for logistics operations to optimize supply chain and predictive analytics leading for improved efficiencies. FarEye's platform is a data-driven technology platform which helps enterprises build new products or accommodate any changes or additional requirements with a simple 'Drag-and-Drop' functionality, seamlessly with no down time. These new requirements can be executed with minimal disruption, keeping the organization agile and ready for new opportunities and revenue streams. FarEye helps brands deliver their promise real time, with complete visibility. FarEye helps in executing approximately 1 million transactions per day and has helped in increasing the first-time attempts by 25%, reducing the fuel expenses by 28% and increasing the customer visits by 66%.