

8 WAYS

CPG Companies Can Use Supply Chain Visibility to Thrive in 2022

According to the [Consumer Brands Association](#), **demand for consumer packaged goods (CPG) was up 8.5% in 2021**, but rising demand was met with record-breaking cost increases, putting pressure on already-strained CPG supply chains. CPG leaders need innovation, transparency and data to manage the market changes and thrive in 2022 and beyond. Real-time supply chain visibility is a key component of supply chain strategy for CPG industry leaders today.



✓ [READ ON TO LEARN WHY](#)

1 GET PROACTIVE WITH TRUE END-TO-END MULTIMODAL VISIBILITY

“

We have a very large export volume and one of our greatest struggles was visibility. We relied heavily on our forwarders and steamship lines for updates. With FourKites, we've been able to get live visibility to interruptions, monitor hand off points, be proactive to save shipments, and alert our customers if there will be a delay.”

BRYAN KENNEDY
TRANSPORTATION MANAGER-EXPORTS



2 DELIGHT CUSTOMERS AND REDUCE FINES

Kraft Heinz Co. began using FourKites to **track customer deliveries** as part of a broader effort to improve digitalization and delivery performance.



Using FourKites' Dynamic ETA®, powered by advanced machine learning, Kraft Heinz improved its OTIF score by

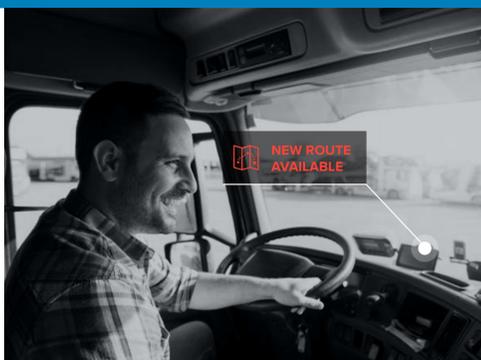
5%+ IN THE FIRST YEAR

3 BECOME A SHIPPER OF CHOICE TO YOUR CARRIERS

“

Our promise to the carriers is that with visibility, we start to make both businesses more efficient. How do we use visibility to reduce their dwell time? How do we use visibility to reduce empty miles? Those are all key things to a carrier. FourKites is more than just track-and-trace; it's around the visibility and how we're going to use it to start to drive efficiencies.”

PAUL AVAMPATO
HEAD OF INTERNATIONAL LOGISTICS



4 REDUCE INVENTORY WITHOUT JEOPARDIZING SERVICE



By **tracking SKU-level details** across both managed and unmanaged freight with FourKites' Network Visibility, Coca-Cola Consolidated significantly enhanced productivity of its warehouse and labor resources.



Coca-Cola Consolidated used FourKites to improve its in-stock position to over

99% WHILE ALSO REDUCING COSTS

5 MAINTAIN AGILITY THROUGH VOLATILE DEMAND

When pandemic-induced demand for PPE skyrocketed in early 2020, 3M relied on visibility data from FourKites to provide a **single, cross-functional source of information** about orders and loads in transit through its supply chain.



3M used **real-time data to shorten cycle times**, and increased its global production of respirators to

2 BILLION IN 2020

6 IMPROVE WORKFORCE PRODUCTIVITY



“

Real-time visibility is replacing very manual and mind-numbing tasks that our teams have to do. Instead of being on the phone with a customer or carrier for half an hour, they can just look in FourKites and see what happened. Our teams feel more productive, and they can do more valuable things with their time.”

ANDREEA CALIN
LOGISTICS TRANSFORMATION MANAGER, EUROPE

7 LEVERAGE VISIBILITY TO PROMOTE CSR INITIATIVES

SUSTAINABILITY

“

FourKites' new Sustainability Dashboard is an important new addition to our supply chain visibility toolkit. Implementing sustainable practices is one of Land O'Lakes' top priorities. By leveraging the Sustainability Dashboard, we are able to assess and validate our sustainability efforts on an ongoing basis.”



DUSTIN BRAUN
SENIOR DIRECTOR - LOGISTICS

HUMANITARIAN AID

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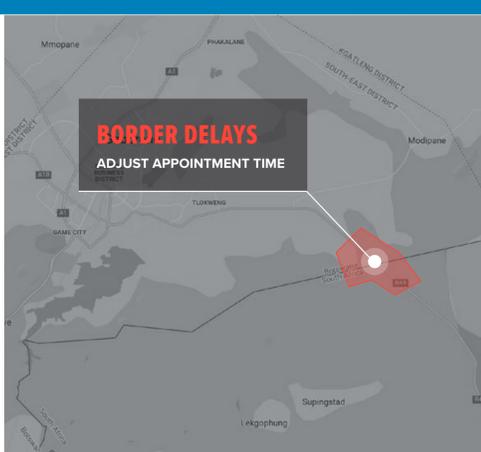
We recently shared visibility with one of our bottling partners in response to a hurricane where communities were desperately in need of water. We made sure every shipment was tracking in FourKites so everyone knew precisely when the water would arrive for crews to distribute.”

ROB HADDOCK
GROUP DIRECTOR PLANNING & LOGISTICS

8 IMPROVE RESPONSIVENESS TO DISRUPTION



One of Unilever South Africa's biggest challenges during the COVID-19 pandemic was establishing visibility on cross-border shipments of its most in-demand products. As cross-border wait times skyrocketed to more than 10 hours, Unilever leveraged FourKites' **Custom Geofence capability to automatically alert team members** when shipments were experiencing major delays at the border. This allowed Unilever's team to make quick data-backed decisions to adjust transportation plans when needed.



The world's top CPG companies trust FourKites for end-to-end supply chain visibility



1,000+
customers



2.5 MILLION+
loads tracked each day



7 MILLION+
connected facilities



18 OF THE TOP-20
global CPG companies