



Visibility as a success factor in logistics

With the latest version of its Internet-based information management system KN Login, Kuehne + Nagel is again setting the benchmark for the industry. The high-performance website provides clear access to all important data relating to a freight shipment, automated process monitoring and powerful tools for data integration, statistics and reporting. The modules of the system can be combined, allowing it to be easily adapted to the individual needs of a specific customer or industry

Trade and industry expect logistics services to meet ever higher standards of efficiency, flexibility and reliability. Increasingly complex and more finely branched supply chains and ever more frequent changes in procurement loca-

tion, production and distribution make the management of global supply chains an increasingly challenging task. The economic crisis has led to increased cost pressure. As a result, companies attach an even higher priority to the

reduction of inventory by shortening lead times in order to reduce tied-up capital costs.

This development is accompanied by a growing need for maximum supply chain visibility on the part of industrial and trading companies. Without a seamless overview of the process, they cannot be certain whether production supplies have arrived on time or their shipments have been punctually delivered. End-to-end visibility, real-time control of order books and stocks, shipping documents and delivery status are now a critical requirement.

Kuehne + Nagel is one of the pioneers of Internet-based tracking and tracing and order management solutions. As one of the first logistics providers to

offer its customers appropriate tools, Kuehne + Nagel has received a number of awards for its achievements. Since introducing the first version of KN Login at the end of the 1990s, the Company has consistently and successfully exploited the potential of Internet technology. With the worldwide introduction of the latest version, completed at the end of 2008, Kuehne + Nagel again set the benchmark for the industry in terms of efficiency, speed, user-friendliness and adaptability of the software.

Round the clock, KN Login offers its customers and business partners all over the world a uniform and detailed overview of all information relating to the location and status of their goods in the supply chain. Data from the Kuehne + Nagel operational system for sea, air, land transport and the contract logistics facility is linked via interfaces to KN Login, allowing continuous monitoring of the shipments, orders and articles via the Internet. The documents belonging to each shipment can be viewed electronically and easily shared if required.

All participants in the supply chain or procurement process can be linked via KN Login, which greatly simplifies collaboration in the logistics process.

As a result of the clear visibility and interaction with the customer's supply chain in KN Login, the system is simple to handle for all users. For instance, customers can access all important order and shipment data according to various criteria, using their own references such as order, product, and invoice numbers or shipment references. Individual users can be given access rights based on their area of responsibility. If required, data interchange with the customer's operational system can easily be set up.

Many customers also take advantage of the possibility of using KN Login to automatically monitor their supply and logistics processes. When important process steps are reached, or in the event of potential or actual service disruptions, the appropriate persons are automatically informed by e-mail, which eliminates the need to continuously

monitor the progress of individual shipments or products. This shortens the response time of the customers, facilitates decision making in the event of disruptions, and prevents complaints and costs related to the delayed receipt of information and products.

KN Login also includes powerful and easy-to-use functions for the creation of statistics and analyses. These reporting tools offer a wide range of possible applications for monitoring, performance measurement and continuous optimisation of complex logistics solutions. KN Login provides customers with a quick overview of their consignments, shipments and orders in the various processes including upcoming shipment departures and arrivals.

The modules of the information management system can be combined and are activated according to the needs of the individual customer or user. This makes KN Login into a precisely-tailored solution that can be extended at any time and provides customers with a wide range of possibilities for optimising their supply chains.

In addition to the basic KN Login modules for order and shipment monitoring, Kuehne + Nagel also offers special solutions to cover the requirements of specific branches of trade and industry. For instance, a growing number of customers entrust Kuehne + Nagel with monitoring their suppliers with regard to production and order fulfilment status. This order management process, which often takes place many months before the actual shipment, has an enormous influence on the reliability of the supply chain. Configured to customer-specific requirements, KN Login supports these monitoring activities with a high degree of efficiency.

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