

CASE STUDY

# How one global shipping leader demystified their supply chain with Craft



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## CLIENT

Top global shipping transportation company

## INDUSTRY

Shipping transportation

## TEAM

Enterprise supply chain management

## LOCATION

Europe

At the onset of the 2020 pandemic, one industry leader in shipping transportation promised on-time delivery to all of its clients. It was a big promise. The COVID-19 pandemic quickly and dramatically impacted global markets and supply chains across the world. And the shipping company soon discovered that one of its suppliers was going to go bankrupt – without this supplier, they wouldn't be able to secure bunker for their fleet, jeopardizing their entire shipping operation and risking costly delays in shipments.

To ensure an undisrupted supply stream, the company agreed to fund a couple years' worth of prepayments to keep their supplier afloat. This arrangement cost the company millions of euros and put pressure on the organization to minimize threats to their supply chain going forward – or they would run the risk of serious cash flow problems in the future.

## The need for visibility in the supply chain

With millions of euros invested in a supplier rescue package, the question then became: How do we look to the future to prevent this?

The company needed to anticipate and respond to problems before they turned into another crisis. To do this, they needed clear visibility into their supply chain to monitor supplier risks and identify potential problems and opportunities long before they create a negative impact.

The company set out to find a solution that could not only provide important supplier data but also delivered actionable insights into their supply chain. Before partnering with Craft, they considered several other options. But other platforms didn't have the comprehensive data integration they needed. They either required additional purchase and integrations or only supplied data without additional analytical tools or insights – making it difficult to use the data strategically.

Craft's powerful, user-friendly platform and robust supplier data sealed the deal for them.

## Comprehensive insights from one easy-to-use platform

Craft helps the company deliver on its original promise of on-time shipments and move forward with confidence through its robust alert system and comprehensive data monitoring.

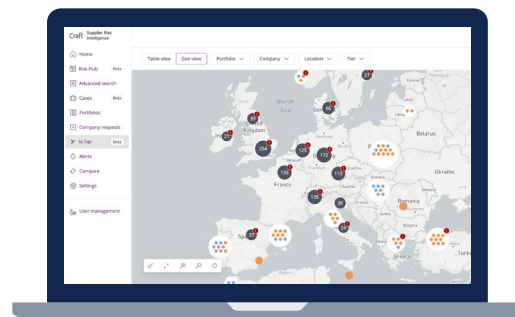
Today, they're using Craft to track over 1,500 suppliers – with plans to expand even further. They have discovered that financials aren't the only key indicators of future success and challenges. Since many of their suppliers are medium-sized private businesses, it can be difficult to access their financial information.

Craft bridges this gap, providing additional data points and a more holistic view of their suppliers so the company can make better-informed decisions and get a clearer picture of upcoming changes in their supply chain.

Craft's portal and alerts system notify the company of any major changes in the supplier data and all 1,500 strategic suppliers are listed in the portal for users to access and view in organized portfolios.

With alerts delivered in the portal and emailed directly to category managers, nothing gets lost in the shuffle. With the uncertainty of the next year surrounding COVID-19, it's more important than ever for the organization to have the right risk monitoring capabilities in place to identify and anticipate changes or problems early.

*“We were looking to gain better and deeper supplier monitoring capabilities from the start. No supplier is going to call you beforehand to tell you something negative is going to happen so using Craft to minimize mitigate risk much earlier has proved invaluable for us.”*



### EACH SUPPLIER'S DATA POINTS INCLUDE:

- Firmographics
- Financials
- Operation metrics
- Human capital metrics
- Financial trends
- News



# Craft is your partner on the path to supply chain resilience

## Our Proven Solutions:



### SUPPLIER INTELLIGENCE

Conduct checks in hours instead of weeks with comprehensive supplier intelligence you can trust



### SUPPLIER RISK MANAGEMENT

Continuously monitor potential threats and disruption to your supply chain with real-time alerts and deep insights into your suppliers



### SUPPLY CHAIN RISK MANAGEMENT

Expand your visibility beyond tier one suppliers to uncover potential risks and dependencies and take action with integrated collaboration tools

## Craft empowers organizations to strengthen their global supply chains

Our advanced data fabric and risk mitigation engine provides 360-degree visibility to quickly explore and evaluate suppliers, AI-driven insights to minimize disruptions, and collaborative tools to optimize supply chain strategies. With Craft, organizations can confidently navigate regulatory environments, uphold ethics, and drive business continuity and growth.

Ready to learn more about our solutions?

Connect with a Craft expert today: [sales@craft.co](mailto:sales@craft.co)