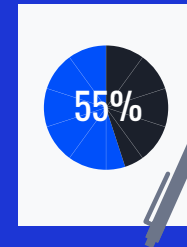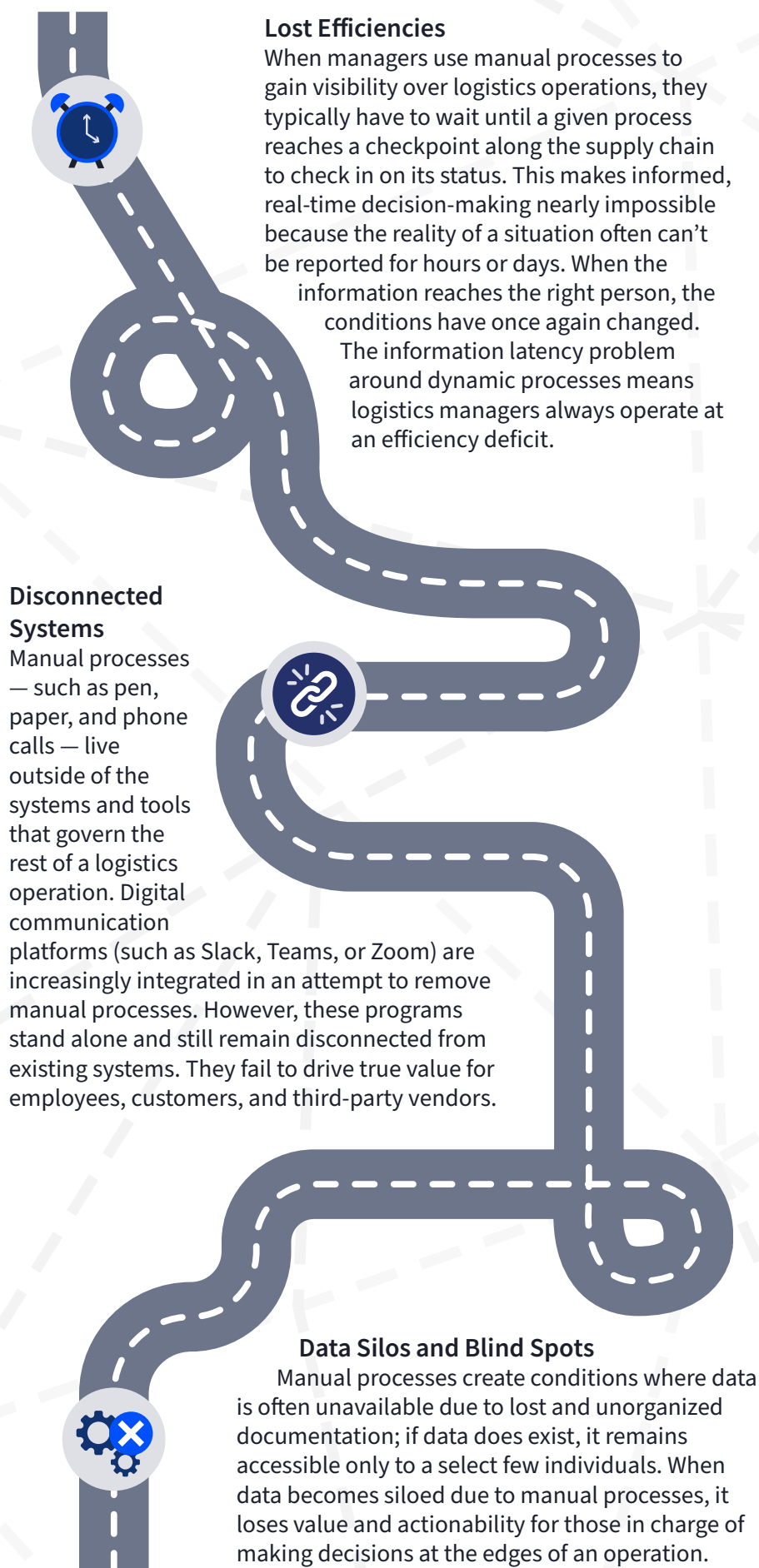# Coolfire

The Future of Collaborative Logistics

Traditionally, logistics operations have relied on manual processes to coordinate their supply chains, creating blind spots that lead to data silos and lost efficiency. This way of managing logistics, however, is poised to undergo significant change as companies find themselves needing greater mobility, agility, and visibility to remain competitive.

New collaborative logistics technology can provide operations with real-time data and contextual information that allows for consistent, actionable communication around a common operational picture shared by all stakeholders within a supply chain. This level of collaboration and shared visibility results in faster, smarter decision-making and optimized processes.

55%

Currently, more than half (55%) of organizations still manage omnichannel logistics supply chains using pen and paper.[1]

How Logistics Used to Operate

Lost Efficiencies
When managers use manual processes to gain visibility over logistics operations, they typically have to wait until a given process reaches a checkpoint along the supply chain to check in on its status. This makes informed, real-time decision-making nearly impossible because the reality of a situation often can't be reported for hours or days. When the information reaches the right person, the conditions have once again changed. The information latency problem around dynamic processes means logistics managers always operate at an efficiency deficit.

Disconnected Systems
Manual processes — such as pen, paper, and phone calls — live outside of the systems and tools that govern the rest of a logistics operation. Digital communication platforms (such as Slack, Teams, or Zoom) are increasingly integrated in an attempt to remove manual processes. However, these programs stand alone and still remain disconnected from existing systems. They fail to drive true value for employees, customers, and third-party vendors.

Data Silos and Blind Spots
Manual processes create conditions where data is often unavailable due to lost and unorganized documentation; if data does exist, it remains accessible only to a select few individuals. When data becomes siloed due to manual processes, it loses value and actionability for those in charge of making decisions at the edges of an operation.

How Coolfire Improves Logistics Through Collaboration

Eliminate Siloed Data and Workflows
When COOs and supply chain managers work around a common operational picture, they can better eliminate data silos and open up workflows and processes. Coolfire's software allows for internal and external teams across supply chains to access real-time, actionable data, which gives them more operational visibility and enables collaboration for solving operational challenges.

Make Entire Supply Chains More Agile
When teams work with manual processes, operational agility is one of the first casualties. To remain agile, logistics teams need instantaneous, task-oriented communication powered by frictionless access to the most current information possible. Using a collaborative logistics tool that streamlines the right information to the right people in real time ensures that companies enable faster, more informed decision-making to retain and increase their agility.

Create Increased Mobility
With manual processes, decision makers were chained to their desks, desktops, and phones waiting on process-critical information. Digital collaboration tools, on the other hand, allow them to receive urgent information on their cellphones or tablets wherever and whenever the information arises — in real time.

Coolfire Core Key Benefits

Transforming manual processes to digital workflows

Remove the need for paper records and endless phone calls by creating a shared digital environment that encapsulates workflows, communications, tasks, forms, orders, and files.

Creating mobility by untethering operations from a physical office

Extend operations to worksites, at home, or on the go to empower your distributed teams to function at maximum efficiency and effectiveness from anywhere at any time.

Ensuring agility through constant communication

Keep teams in sync and on task with simple, actionable communication that accommodates text, images, maps, files, video, and audio between individuals, groups, or entire organizations.

Establishing consistent and enforceable workflows

Create efficiencies by letting teams know exactly what to do and how long they have to do it by assigning tasks and roles manually or automatically through sensor and IoT integration.

Increasing visibility with a common operational picture

Organize and visualize information for immediate comprehension and actionability by putting data into context with location, time, and historical data presented alongside data from real-time inputs.

Gaining end-to-end control with Sessions

Gather and distribute information and updates regarding any operation in one easy-to-digest dashboard that can immediately populate with the appropriate teams, data inputs, forms, and reporting requirements. Or customize organization to gather relevant information however your company needs to receive it.

Sources:
1. https://www.zebra.com/content/dam/zebra_new_ia/en-us/solutions-verticals/vertical-solutions/retail/vision-study/fulfillment-vision-study-report-en-us.pdf

To learn more, visit **www.coolfiresolutions.com.**

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