



SPRINGBOARD

27th - 29th JULY 2022 | Medellín, Colombia

Executive Summary



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Foreword 6

Bridging the Gap between Will and
Power - **Renting Colombia** 8

Technology, Innovation and the
Power of Collaboration - **Solistica** 10

Integrated Technologies in the
Supply Chain - **Cerca** 12

The Challenges of Transport
and Logistics in the Supply
Chain- **Zebra** 14

Photo Gallery 16

Future Events 21





Foreword

Many have been looking forward to this second SpringBoard focusing on the LatAm region after a three-year pause due to global developments.

And the waiting was definitely worthwhile: our event partner, LOGYCA, selected the perfect venue in the outskirts of the beautiful Medellín valley, a museum castle with a big park and views of the city skyline.

With a focus on transportation challenges in the region, all participants learned and shared during the SpringBoard event, networking dinner and site visits. Four excellent speakers led us through the content during a packed day moderated by Leonel Pava, Director of LOGYCA.

Tom Rose from SPAR International, Retail Co-Chair of the Global CGF End-to-End Value Chain and Standards (E2E) Steering Committee, came to support and guide the participants through the rich discussions and exchanges. And, to help cement the importance of E2E's work in the region, Tom initiated the creation of the E2E LatAm Steering Committee, representing the global team building strong relationships.

I believe we all left this lively, surprising, distinct and elegant city of eternal springtime behind with a heavy heart, but also with much excitement about the work to be done and hoping to be able to return one day soon for the next collaborative event.

This was definitely a SpringBoard to remember, given the flawless organisation by the LOGYCA team, the perfect location and top-notch content from our sponsors.

The benchmark is high, and we all look forward to the next meetings and SpringBoards, in Spanish. The now-installed LatAm Steering Committee will play a pivotal role going forward and as we look to help drive positive change in the region.

Hasta la vista!

Ruediger Hagedorn,
Director, E2E Value Chain & Standards
The Consumer Goods Forum

For the community of LOGYCA Members, the work that has been developed together with The Consumer Goods Forum is very important and we take this opportunity to thank you for the trust you have placed in us to be your allies, especially in the work of the End to End Value Chain chapter. It is gratifying to know that the expectations are being fulfilled and that the Springboard and the Steering Committee E2E Value Chain created, become an innovative space to develop collaboration initiatives between the different sectors of the industry, but also, a meeting point and relationship that allows to know first hand the technological trends that can be used in the Value Networks of Latin America for the benefit of all.

Today, from LOGYCA we want to reach all regions and contribute with solutions to the needs of companies, working hand in hand with different actors, with a single purpose, to democratise collaboration to achieve efficiency, sustainability and resilience in the logistics processes of companies and their business relationships.

Retaking the spaces of face-to-face networking outside the daily routine of business, allows us to strengthen ties and strengthen relationships between different companies, which although

competitors, come together to create strategies with common goals and benefit equally and equitably to all organisations, but especially aiming to exceed the expectations of consumers.

Therefore, today we are already looking to the future and planning where in Latin America we will have our next meeting. So we invite you to participate and keep an eye out for the next agendas that we will develop within the framework of this important space.

We are sure that Collaboration Produces Results, you and your organisation will be the protagonists.

We look forward to seeing you all!

Leonel Pava
LOGYCA Director

Ruediger Hagedorn
Director, E2E Value
Chain & Standards
**The Consumer
Goods Forum**



Tom Rose
Head of International
Operations
SPAR International



Leonel Pava
Director
LOGYCA



Bridging the Gap between Will and Power

We welcomed **Ana María Echeverri Merizalde, National Manager of Corporate Segment** and **Fabio H. Carvajal Alvarez, Logistics Leader from Renting Colombia**, an institution that provides integrated solutions in vehicle leasing for large companies, government, SMEs and individuals. The two speakers talked about a revolution in the business world happening today: according to them, this is the era in which companies declare their reason for existence, transcending the products or services they offer to demonstrate their commitment to society and the planet.

Making Logistic and Mobility More Sustainable:

Large companies are called to be drivers of sustainable change and transformation. Logistics and mobility compose a universe that generates multiple externalities, and it is in our hands to transform, ask ourselves uncomfortable questions and challenge each limiting belief to take the next step.

“Only by closing the gap between will and power will we achieve logistics models with positive social and environmental impacts, without jeopardising the financial outcome.”

Ana María Echeverri Merizalde
National Manager of Corporate Segment
Renting Colombia



Fabio H. Carvajal Alvarez
Logistics Leader
Renting Colombia



Technology, Innovation and the Power of Collaboration

Strengthening collaborative relationships, as well as involving the use of technologies and innovation tools in the supply chain, will be fundamental in the implementation of strategies for the development of organisations, in markets that evolve day by day. Providing end-to-end visibility of logistics processes, leveraging innovation technologies as well as strengthening information flows along the supply chain, as well as linking its different actors, are some of the greatest challenges.

According to **Juan David Mejía, Latincentro Operations Manager of Solistica**, a 3PL logistics solutions enterprise specialising in distribution and warehousing services, collaboration is at the heart of potential solutions, including:

Mapping of information flows along the chain, understanding the inputs and outputs of each process and their effects throughout the end-to-end

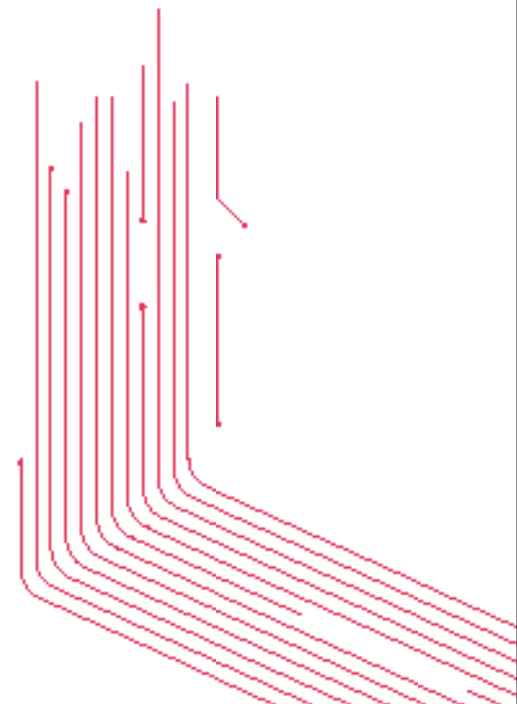
cycle, identifying from this analysis the opportunities for improvement;

Identifying technologies that contribute to visibility for the different actors of the chain in the end-to-end cycle, building infrastructure and integrations between information systems to generate agility and allow the analysis of information;

Building management indicators from systems data, in order to make effective and agile decisions to adjust joint planning with strategic partners and achieve timely deliveries.

In conclusion, **Mejía** stressed the need to define parameters for a new end-to-end collaboration model design and for operational planning for holistic deliveries.

“Consumers look for agility and visibility throughout the end-to-end cycle.”



Juan David Mejía
Latincentro Operations Manager
Solistica



Integrated Technologies in the Supply Chain

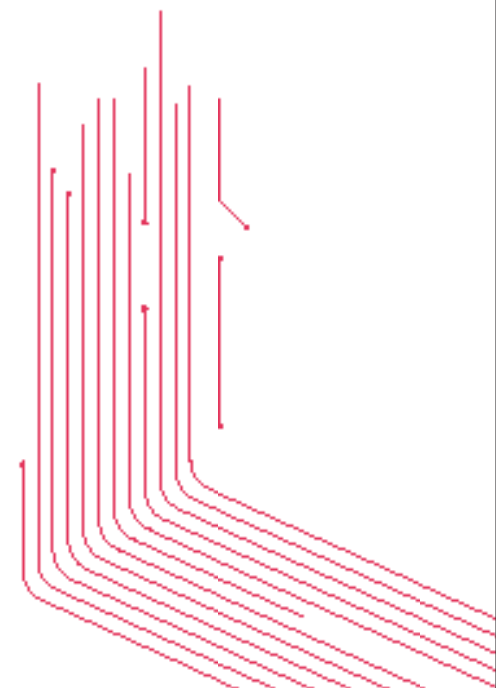
According to **Freddy Eduardo Arraiz Santana, TMS Professional Services Manager at Cerca**, a Latam service provider of supply chain software solutions, new technologies such as an integrated TMS platform have greater capacity to influence strategic components of the Supply Chain and the value proposition of a company, creating a holistic visual end-to-end and therefore promoting integration with other areas. It is important to have, create and develop a perspective on the strategic use of the tool and not just an operational visual, which are visions surpassed by a new generation of TMS capable of digitising all transport functions, simplifying them and allowing the rest of the organisation to focus on strategic aspects that can also be answered, enabled and/or executed through the TMS.

However, this has its challenges, such as accurately identifying strategic aspects of the transportation department within the organisation, tying these aspects to the operation and monitoring performance.

Santana outlined some potential solutions:

1. **Have a Commercial Perspective:** The TMS is able to elevate the service experience, traceability and delivery of products, include a commercial perspective and develop specific visualisations and indicators for monitoring. This is a first step to integrate different departments around a common goal and thus share strategies in order to raise the level of service, reduce costs and positively affect sales.
2. **Keep in Mind the Supply-Chain Matrix:** Supply chain requirements, service levels, reliability levels, cost, strategic relationships with suppliers and major improvement opportunities are analytical and decision-making processes. Answers to these questions are contained in the correct analysis of the transport operation; with a digitised and integrated TMS could be tracked much closer between the current performance of the distribution network vs. the ideal network. It is not just about the optimisation contained by operating with an integrated TMS, but also the ability to constant network optimisation.

Accurately processing these integrated technologies requires a collaborative contribution of all stakeholders along the supply chain to share the operational and strategic capabilities of an integrated TMS platform across the organisation.



Freddy Eduardo Arraiz Santana
TMS Professional Services Manager
Cerca



The Challenges of Transport and Logistics in the Supply Chain

If we have learned anything, it is that the future is uncertain. At any time a natural disaster can happen, geopolitical tensions, cyberattacks, strikes and much more can occur. All of the above pose new threats to the supply chain. According to **Cesar Zapata, Senior Key Account Manager at Zebra**, a provider of Supply Chain Software solutions in the LatAm region, these disruptions have become a catalyst for change in warehouses globally, where 85% plan to add contracted logistics services in the next five years.

The activity in e-commerce is causing problems for executives, operators and workers, because of certain demands pertaining to delivery times, the accuracy of the inventory and the administration of returns. The biggest challenge for the transport and logistics industry are high costs along the entire supply chain.

His presentation on the challenges of the transport and logistics industry stressed that supply-chain professionals adapt to the needs of the moment and use that

information to prepare for each possible scenario that may arise.

“We are not fortune tellers, but we can plan strategically to achieve this with operations that are agile, automated and resilient, learning from what we have already experienced”

Warehouse executives are aware of the need to modernise and innovate. According to Zapata:

- 80% agree that the pandemic was what motivated them to accelerate the modernisation of their processes;
- 87% plan to accelerate the timelines of modernisation projects in the next three years;
- And 87% agree that new technology is needed to be competitive in the on-demand economy.

From the Employee's Perspective

According to Zapata, we are in the era in which digital natives are already entering the labour market. They consider technology as a factor of great importance to make the work environment more attractive, especially in the logistics and transport industries.

Plans for the Future

The business ecosystem needs to be resilient and strong. Businesses must prepare to face the new demands of the market everyday and have real-time visibility into every step of industry processes to make better decisions, avoid losses or rework, and achieve greater productivity.

“It's time to optimise operations, build competitive advantage and increase employee satisfaction. With the right technological solutions, together, we anticipate the future”.

Cesar Zapata
Senior Key Account Manager
Zebra













[Click Here to See Full Photo Gallery](#)

Upcoming Events

Supply Chain Conference

24th - 26th October 2022

Amsterdam, The Netherlands



[Learn More](#)

About The Consumer Goods Forum



The Consumer Goods Forum ("CGF") is a global, parity-based industry network that is driven by its members to encourage the global adoption of practices and standards that serves the consumer goods industry worldwide. It brings together the CEOs and senior management of some 400 retailers, manufacturers, service providers, and other stakeholders across 70 countries, and it reflects the diversity of the industry in geography, size, product category and format. Its member companies have combined sales of EUR 4.6 trillion and directly employ nearly 10 million people, with a further 90 million related jobs estimated along the value chain. It is governed by its Board of Directors, which comprises more than 55 manufacturer and retailer CEOs.

For more information, please visit:
www.theconsumergoodsforum.com

About Logyca

We are a meeting point where different sectors identify and implement solutions to make industries more competitive. We facilitate and promote collaboration in business communities to generate value through better logistics practices and the adoption of standards.

We are pioneers in the generation of logistics knowledge development in Latin America and leand leaders in innovation in value networks.

For more information, please visit:
www.logyca.com

