AUTOMOTIVE INDUSTRY

'CoreFreight helps leverage IT to benefit automotive supply chain'

In the increasingly competitive field of automotive logistics, efficiency is a vital component that goes beyond the manufacturing process or the physical movement of goods along the supply chain.

Increasingly it's seen in terms of the associated data-flow – which should be able to provide improvements in both the actual processing of data within an IT system and visibility of progress as goods move along the chain, says Jonathan Sims of forwarding and clearing software service provider Core Freight Systems.

"With Core Freight clients serving a range of automotive brands – from high-volume manufacturers to exotic sports car imports – we see opportunities to leverage information technology for the benefit of the supply chain participants," says Sims. "These efficiency gains are not restricted to users of the functionality within the application itself but in the ability to interact with other applications in use by other parties servicing the chain."

Sims believes that a single IT application cannot provide a comprehensive cost-effective best-of-breed solution across the required activities in any supply chain of any consequence. "It is highly unlikely that one application will provide the optimum specialised functionality required in each aspect of operation," he told FTW. "For example, the application providing warehousing and distribution best suited to a client's operations may well not provide the best customs clearing management functionality, and the client should not have to compromise by taking a "bundled-package" solution that delivers generic performance at the level of the lowest common denominator.

"The CoreXchange module is a mechanism used to facilitate the connection of the specialised CoreFreight functionality with other pertinent independent solutions," he said.