



C.H. ROBINSON

## Create a demand-powered supply chain

### Boost your supply chain agility in today's rapidly changing transportation marketplace.

SAS and C.H. Robinson have joined forces to unlock a new, first of its kind integration of demand planning data and real time transportation data that will drive smarter, more agile supply chains.

#### What it means for you

With a demand-powered supply chain through SAS and C.H. Robinson, shippers can:



##### Reduce Inventory

Gain real time visibility to standing and in motion inventories, reducing raw material and finished good needs.



##### Improve Service

Align the largest pool of capacity to the specific needs of your demand plan.



##### Increase Savings

Dynamically match your demand planning data to quality transportation options that are aligned to your freight needs.



##### Gain Efficiencies

Sync your forecasting and transportation strategy into a unified, agile process.

*"Our work with C.H. Robinson and others at the MIT FreightLab has shown that the freight transportation industry needs innovation in procurement and demand-planning to reduce cost, minimize risk, and increase the level of service for shippers. This partnership helps move the industry forward in the right direction of a more responsive and agile transportation procurement solution."*

**Chris Caplice, Executive Director of the MIT Center for Transportation and Logistics (CTL) and FreightLab**





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## How it works

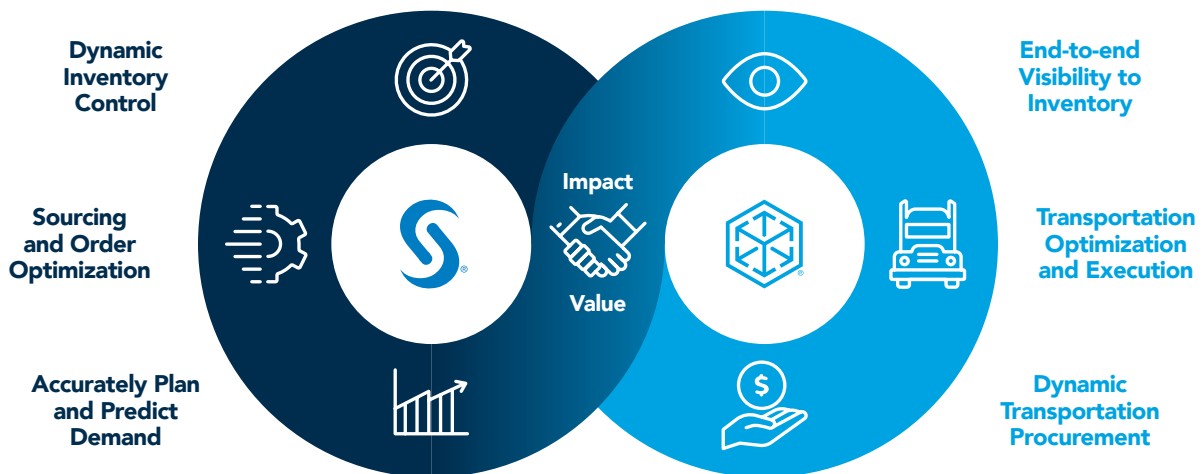
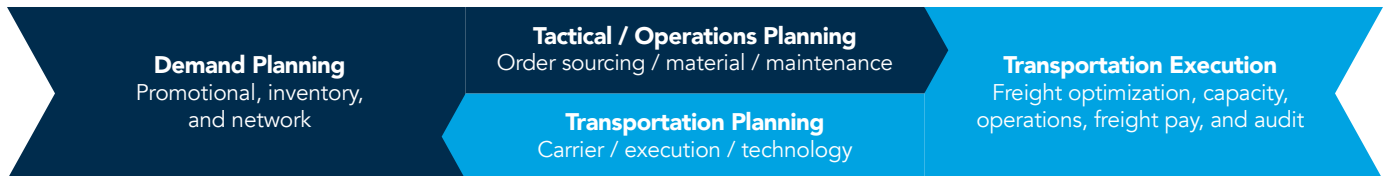
- Within an integrated data loop, SAS triggers a demand plan which feeds into C.H. Robinson's dynamic transportation procurement tool.
- In turn, that connects into the world's largest supply chain management platform, Navisphere™, to provide real time visibility of inventory, which then links back and informs SAS' Intelligent Planning suite.
- This means a retailer or maker of packaged goods, for example, can connect its corporate demand plans to products and freight on the move.

*"The C.H. Robinson and SAS collaboration uses data and analytics to solve a gargantuan supply chain problem – agility"*

Brian Kilcourse, retail and CPG analyst at RSR Group



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For more information on the SAS and C.H. Robinson partnership, visit [sas.com/chr](https://sas.com/chr)