



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





C.H. ROBINSON

Create a demand-powered supply chain

How it works

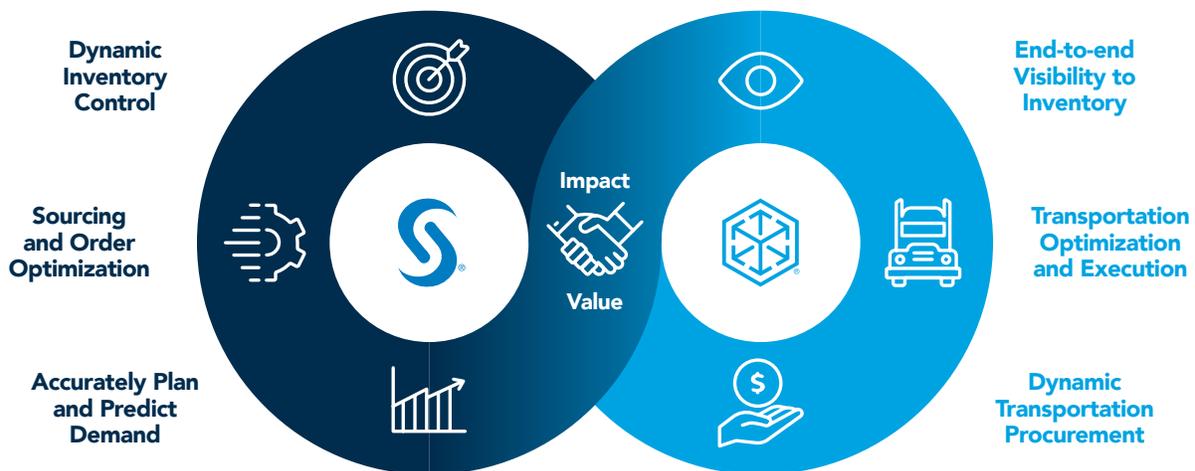
- Within an integrated data loop, SAS triggers a demand plan which feeds into C.H. Robinson's dynamic transportation procurement tool.
- In turn, that connects into the world's largest supply chain management platform, Navisphere™, to provide real time visibility of inventory, which then links back and 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



C.H. ROBINSON



For more information on the SAS and C.H. Robinson partnership, visit sas.com/chr