



Industry:
Transportation & Logistics

Geographies: Global

Challenges

- Odyssey Logistics' customers needed to know if their distribution sites were in the correct locations to meet end user demand
- Dependence on Excel and an Access Database didn't give Odyssey the visibility or agility to transform their customers' supply chains quickly
- SMEs needed to be empowered by an optimization tool in transportation and logistics, so people and technology needed to be a tandem focus

Solutions

- Supply Chain Design and Planning
- Coupa Supply Chain Modeler

Results

- Odyssey SMEs can more efficiently solve for key use cases like network, inventory, and transportation optimization
- Odyssey has identified and implemented over \$90M in actionable savings opportunities for one of its customers
- The ability to deliver and implement actionable insights significantly differentiates Odyssey's business, saves customers millions, and fuels its consultancy practice
- Odyssey has achieved inventory optimization for clients and successfully navigate COVID-19 transportation capacity challenges

Odyssey Logistics & Technology uses Coupa to operationalize outcomes for customers and build more resilient and sustainable supply chains

Background

Odyssey is a global logistics provider of intermodal, rail, ground transportation, warehousing, freight forwarding, managed services and consulting. With clients ranging from those who work with one mode of transportation in one industry to those who have multiple transportation modes across a number of industries, customers look to Odyssey to strategically manage their logistics operations.

"Customers come to Odyssey to leverage our expertise in the marketplace, whether that is through sourcing, with \$3 billion under management, our optimization efforts, load planning with freight audits, or the analytics and insights we can provide to the backend of their business," explains Director of Client Solutions and Data Services, Bradley Hulbert.

One such customer need was the ability to understand if distribution sites were in the correct locations to meet end user demand. Historically, Odyssey depended on Microsoft Excel to evaluate data by building it in an Access Database. They quickly realized that this need was horizontal across their customer base and the marketplace and, about eight years ago, began looking for a tool that provides visibility and flexibility to efficiently meet and exceed customer needs.

"The technology was very important to us, but so are our people," asserts Vice President of Odyssey Enterprise Managed Services at Odyssey, Bob Boyle. "Odyssey's subject matter experts (SMEs) don't just run the software; they interpret it to identify how to operationalize the outcomes for our customers. In tandem, technology and people has always been our focus," Bradley added.

Odyssey SMEs empower network optimization for customers worldwide

Eight years ago, leveraging an optimization tool in transportation and logistics was imperative, and it continues to be in today's dynamic global market with transportation capacity shortages and rising prices. Figuring out ways to optimize supply chains in uncertain times was both a challenge and opportunity for the Odyssey team.

Bradley and his team searched for a software solution that not only delivered quantifiable value to customers, but also made it easy for Odyssey's SMEs to leverage best-in-class software. Initially Odyssey invested in Coupa's Supply Chain Design and Planning solution including Supply Chain Modeler, to deliver value and results to their customers for use cases like network optimization, inventory optimization, and transportation optimization.

Odyssey continues to utilize the Coupa solution in multiple ways to enable value creation. For example, for specific clients, the platform allows Odyssey to quickly assess client networks to determine the impact of their current distribution sites on overall supply chain efficiency.

Beyond that, Odyssey has connected Coupa to its business intelligence platform, "Project Insight", which allows them to iterate with a customer in real-time to review scenarios for future planning.

"Supply chains are changing faster than ever. With Coupa, having the ability to conduct quick, agile studies to identify things like where demand shifts are occurring, for what products and locations demonstrates to our customers that we are looking out for their best interests. And, we no longer depend on Excel," Bob voices. Adding, "Odyssey's goal is to ensure customers are optimizing spend and Coupa enables our SMEs to deliver on that goal."

Successfully navigating COVID-19 capacity challenges facilitates inventory optimization

Since the COVID-19 pandemic struck, Odyssey has been utilizing Coupa Supply Chain in a more immediate sense to help navigate the capacity challenges that are occurring throughout the marketplace. Coupa enables Odyssey to be agile in understanding what's happening to their customers, identifying where bottlenecks are in the network, and providing innovative solutions on their customers' behalf to drive value.

"During COVID-19 we were able to quickly model different scenarios for this customer during an immediate construction delay that couldn't be changed. Leveraging Coupa, we modeled their future volumes to see what type of delays and impacts might occur across their customer base, and provide innovative solutions to ensure on-time delivery," mentions Bradley.

More recently, a client was faced with a multi-week bridge closure potentially impacting transit. Leveraging Coupa, Odyssey was able to quickly model scenarios to anticipate delays and impact across this customer's customer base, and provide solutions, such as shifting demand to another facility to ensure on-time delivery. Without Odyssey's adaptive approach, all the shipments would have been late and the customer would have likely faced financial implications for not meeting their on-time obligations.

What's next?

Odyssey believes that through short term, tactical strategies, they're able to create consistent value for customers. As they look towards the future, they will combine want to in-house expertise with technologies like Coupa Supply Chain expand their consultancy offerings and creating value for new and existing customers.

As they demonstrate project proficiency and effectiveness, the Odyssey and Coupa relationship helps drive long term growth as the amount of projects and transactions managed by Odyssey increase. "We have an organization full of supply chain experts and Coupa makes a connection from expertise to demonstrable results, which is critically important in our ecosystem," concludes Bob.

To see more Success Stories, [visit **coupa.com/customers**](https://coupa.com/customers)