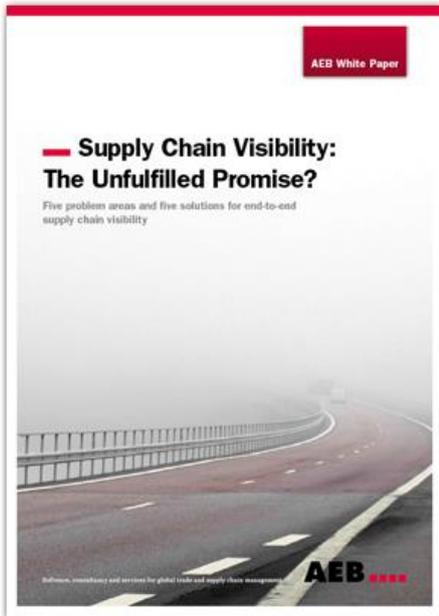


## Press Release

### New white paper from AEB: „Supply Chain Visibility – The Unfulfilled Promise?“

Five problem areas and five solutions for end-to-end supply chain visibility



Leamington Spa, 4<sup>th</sup> March 2015 – Supply chain visibility has been a major topic for businesses for several years. However, according to market research, many companies aren't particularly well positioned in this area. What challenges are they facing? In what areas of the supply chain is transparency particularly important? How should companies approach and implement visibility? A new white paper by software solution provider AEB offers answers and solutions to these – and other - questions. Titled „Supply Chain Visibility – the unfulfilled promise“, the white paper can be downloaded free of charge at [www.aeb-international.co.uk/uk/media/white-paper-supply-chain-visibility.php](http://www.aeb-international.co.uk/uk/media/white-paper-supply-chain-visibility.php).

Rising cost pressure and increasing customer demands represent real challenges for logistics. In addition, supply chains are growing more and more complex and international. Comprehensive supply chain visibility forms an essential foundation to master these challenges.

Effective supply chain visibility – interpreted as overview of all processes across the supply chain from supplier to end customer – leads to increased service levels and reduced costs, and also helps to mitigate risks. Companies who have achieved a high level of supply chain visibility also benefit from stronger performance levels and are more competitive. But in reality, many companies still compensate the lack of transparency by implementing costly measures, such as high levels of safety stock, changing carriers or modes of transport, additional delivery trips and overtime.

At the end of the day, the complexity of modern supply chain can only be mastered through comprehensive supply chain visibility and IT support across the entire network. But how can transparency be achieved? What are the critical success factors and requirements? In what areas does transparency add particular value? AEB's white paper „Supply Chain Visibility – the unfulfilled promise“ gives examples in the following five key business areas:

- Procurement: targeted information is in demand
- Customer satisfaction: how can visibility lead to increased service levels?
- Inventory management: Why dynamic markets require strategic inventory management
- Supply chain cost: how transparency helps to optimise the use of resources and decrease costs
- Risk management: Identifying and mitigating risks



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### **Notes to Editors**

#### **About AEB GmbH ([www.aeb-international.co.uk](http://www.aeb-international.co.uk))**

AEB is one of Europe's leading providers of supply chain logistics software, consultancy, and services and has been delivering solutions to customers for over thirty years. The company has over 5,000 customers worldwide, supported by offices in the UK, Germany, the Netherlands, Singapore, Sweden, Switzerland, and the US. AEB's core product - ASSIST4 - is the comprehensive solution suite for all logistics processes in global business. ASSIST4 offers a complete set of business services for end-to-end logistics, including international goods movements, making it possible to standardise and automate business processes in supply chain execution. ASSIST4 also creates transparency and provides a reliable basis for making the right decisions about the planning, monitoring, control, and continual optimisation of supply networks - even beyond the boundaries of the business. The ASSIST4 suite offers full functionality via a wide range of modules including Visibility & Collaboration Platform, Order Management, Warehouse Management, Transport & Freight Management, Customs Management, and Compliance & Risk Management.