

CASE STUDY

How GEODIS is getting access to real-time visibility of their ocean shipments with MarineTraffic solutions



GEODIS

Introduction

With more than a century of experience, over **165,000 customers** and a global reach in **170 countries**, GEODIS is a worldwide supply chain leader that provides their customers with comprehensive solutions, physical infrastructure, processes and information systems.

This case study discusses why GEODIS relies on MarineTraffic web and data services to provide them with vessel ship tracking and event updates, and how this contributes to achieving the company's ultimate goal; the complete satisfaction of every stakeholder at every step of the supply chain.

About the company

GEODIS is a logistics company using five business lines to apply their expertise in the areas of supply chain optimisation, freight forwarding, contract logistics, distribution and express & road transport.

They design innovative solutions that optimise their customers' economic, operational and environmental supply chain performance. GEODIS is responsible for managing supply chains by providing end-to-end solutions through the right infrastructure, people, processes and systems.

Company info

Industry

Transport & freight

Company size

53.000 employees worldwide

Solution

- **MarineTraffic Platform**
- **APIs** for expected arrivals and port calls

Location

Headquarters:
Brentwood, Tennessee



The challenge

GEODIS monitors the transit of millions of containers worldwide. In 2019 alone, they oversaw the movement of over one million TEU.

Knowing where the vessels carrying these containers are, and when they will arrive, is essential for scheduling shoreside activities and for providing excellent levels of information and service to their customers.

But what tracking information can enable GEODIS to get maximum visibility of their customers' cargo movements ensuring the continued supply of goods worldwide?

Reliable information on in-transit shipments is vital for keeping up with the speed of their customers and their shifting requirements, and helping to eliminate as many “blind spots” in the supply chain as possible, without the need to spend precious time chasing the carriers for shipment and schedule updates.



The solution

Keeping the optimisation of their customers' supply chain at the core of what they do, GEODIS launched '**Global Tracking**', a solution mainly for ocean and multi-modal-related-to-ocean transportation around the globe.

'**Global Tracking**' is a visibility and data management platform through which information about shipments and carriers is made available to GEODIS customers, enabling them to plan and make decisions with better insights.

When this solution was first launched, GEODIS relied on EDI messaging received from the carriers in order to be informed about container level information, and secure booking confirmation or find out about the content of each container etc.

This approach meant that the GEODIS team were spending considerable time validating certain milestones with manual research for the Estimated Time of Arrivals (**ETAs**), Estimated Time of Departures (**ETDs**), vessel arrivals and departures; and the results were only as valid as their sources were, often including discrepancies and gaps in the continuum.

To save time and improve the reliability of the data received, GEODIS started capturing both the estimated and the calculated ETAs from MarineTraffic web app. Soon after, they decided to integrate the powerful APIs for expected arrivals and port calls. Reliable ETAs are of the utmost importance when it comes to scheduling and making adjustments at the destination, and the sooner GEODIS can provide information on arrival time to their customers, the better.

MarineTraffic solutions are providing the forecasted ETA to them on a closer to real-time basis, and has proven to be much more reliable than what carriers provide via EDI messaging.

The results

The GEODIS Data Quality Team no longer needs to manually monitor or track vessels through the MarineTraffic web app. They feel confident in the arrival data they receive and provide via their platform.

By using MarineTraffic APIs, GEODIS increases the tracking visibility of containers, and assists their customers in improving the efficiency of their daily operations and achieving growth information on arrival time to their customers, the better.

Initially, our goal was to track around 175,000 containers a year. Since then, customers have grown and the solution through the inclusion of services like MarineTraffic has also expanded that into other lines of business with them. They are tracking more business units and fortunately, their businesses have grown also so now we're tracking upwards of around 1 million containers a year. The point is that growth for us is scalable as the technologies and sources GEODIS is using are supporting that growth.

Bob Broome

VP of eSolutions at GEODIS Americas



Take the next step

From seamless tracking and accurate ETA's to instant alerts and single-view dashboards, MarineTraffic data helps you work smarter and more efficiently.

Track the global shipping fleet with MarineTraffic

[I want to learn more](#)

Join the thousands of companies that are improving operations using MarineTraffic solutions. If you would like to see the MarineTraffic platform in action, **book a free demo** with our sales team.

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