

CASE STUDY

How Unilever powers their world-class Virtual Ocean Control Tower with advanced maritime analytics



Unilever

Introduction

When your products are used by over **2.5 billion people daily**, having visibility of your end-to-end supply chain is a key priority. Unilever, a leading Consumer Goods company and home to over **400 brands**, uses around **12,000 containers** on **1,500 ships** to get their products into the hands of the consumers in more than **190 countries worldwide**.

This case study discusses how Unilever relies on **MarineTraffic data** to streamline the sea freight logistics procedures and improve operational efficiency, using advanced AIS data and maritime intelligence.

About the company

Established over 100 years ago, Unilever is one of the world's largest Consumer Goods companies. Their products include Foods and Refreshments, Home Care, Beauty and Personal Care products, and are used by more than 2.5 billion people every day.

Aiming to reduce the environmental footprint and increase their positive social impact, Unilever is taking an innovative tech eye to all of its cargoes being shipped around the globe. Essentially, ocean shipping is a large part of Unilever's logistics procedures, where the global company continues to invest in.

Company info



Industry

Consumer Goods

Headquarters

London, **United Kingdom**

Company size

149,000+ employees
worldwide

Kpler solution

- Satellite and land-based
AIS Vessel position updates
- Port congestion intelligence

The challenge

As the world gets more interconnected and more unpredictable, global supply chains are getting more complex, facing many disruptions. Sea transportation involves numerous parties from customs agents and port authorities to inland transporters and freight forwarders, so operations can become a real challenge.

Knowing where containers are, and when they will arrive is critical for Unilever and all parties involved in each shipment. The biggest challenge for Unilever was to simplify the complex operating environment around their sea freight logistics, and gain **end-to-end supply chain visibility**.

Accurate information on in-transit shipments is vital for keeping up with the speed of their customers and their shifting requirements, and helping to remove operational silos across all stages of the supply chain. A unified solution was needed in order to have a single version of truth and be able to monitor shipments **24/7/365**, without the need to spend precious time chasing the carriers for shipment and schedule updates.

The solution

To optimise their ocean logistics processes, Unilever launched an innovative tool, the Virtual Ocean Control Tower, which aims to give the leading Consumer Goods company extremely accurate real-time visibility into their sea freight operations, and further boost their efforts to drive sustainability across the ocean shipping industry.

Among other partners, Unilever relies on MarineTraffic web app to access advanced AIS data and maritime intelligence.

The Virtual Ocean Control Tower is an application that connects 25 shipping lines, using AIS data to track more than 2,000 vessels and 400 ports, as well as hundreds of raw and pack material suppliers.

Unilever has a comprehensive view of ship locations and movements across the globe, and can easily access details of individual vessels and their cargo, anytime.

The results

By using the MarineTraffic web app, Unilever is able to access vessel location data effortlessly through a user-friendly platform. In this way, they can easily keep track of the status of all the vessels that carry their products and transit the oceans each month, getting frequent vessel positions in a day.

They are also able to leverage **Port Congestion data** to monitor over **300 ports on a weekly basis**.

Tracking a product from Manufacturing until the moment it reaches the Mustafa Centre (popular department store in Little India) in Singapore is now a real-life scenario, using MarineTraffic data.

Member of the Hindustan Unilever Limited (HUL)
Logistics Process Excellence team



Unilever has gained more transparency in each stage of the logistics process, removed the guesswork and is able to automate decision-making using actionable insights. These have also contributed to increasing customer satisfaction, user experience and brand loyalty.

The MarineTraffic platform enables the global industry leader to receive updates 24/7/365, and leverage the highest position frequency anytime, anywhere.

Simply put, Unilever was able to enhance their digital tool with accurate in-transit information, and truly transform their ocean logistics management.

Take the next step

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

Track the global shipping fleet with MarineTraffic

I want to learn more

Join the 100,000+ companies that are improving operations using Kpler products. If you would like to see the MarineTraffic web app in action, **book a free demo** with our sales team.

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