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 AC²
Ahead of the Curve

CASE STUDY

Global Airfreight boosts operational agility and expands business offerings with Infor WMS

Global Airfreight is the largest Singapore-owned freight forwarder in the contract logistics industry, with offices across East and Southeast Asia. Established in 1970, the company has since grown beyond its roots in airfreight services, and is recognized today as a leading provider of logistics services that include air and ocean freight, cross-border trucking, contract logistics, dangerous goods freight management, marine insurance, and door-to-door cargo delivery.

**Headquarters**

Singapore

Industry

Contract logistics

Infor product

Infor® WMS

Websiteglobalair.com.sg/

“With Infor WMS, we gained real-time visibility of our numerous warehouse stockpiles. This enabled us to reduce our customer’s inventory management costs and provide customers with a better logistics service experience—which contributed to our acquisition of a significant number of new clients.”

GOH WEE YAW

Chief Operating Officer, Global Airfreight International Pte Ltd.

Implementing a total logistics model

Global Airfreight's rise as a major logistics solutions provider was a direct result of the company's expansion of its warehouse management capabilities. This was made possible by leveraging the advanced warehousing functionalities of Infor® WMS, which enabled the company to finely orchestrate the movement of large volumes of goods across its disparate network of warehouses and transportation nodes. This also contributed to Global Airfreight's successful business transformation—under its “total logistics” model—into a provider of comprehensive, logistical services for various targeted vertical markets, including HVAC parts management, pharmaceuticals, automotive, and aviation.

Digital transformation with real business impact

Global Airfreight tapped into a number of the Infor system's agile warehousing capabilities, including order, cluster, and consolidation picking. The company also leveraged Infor WMS's dynamic allocation functions to optimize the complex allocations of various consignments to different customers.

Business challenges

- Correspondence on inventory status was slow, labor-intensive, and added additional costs
- Reserving and transferring warehouse stock had to be conducted manually

Prior to the company's adoption of these functionalities, reserving and transferring warehouse stock was conducted manually at the unit level by company personnel. This constrained the rate of business throughput, as well as the size of consignments the company could service, while increasing administrative costs. With Infor WMS, warehouse staff at Global Airfreight were able to execute streamlined block bookings over time, which effectively raised inventory throughput rates by 30%, while slashing logistics fulfillment costs by at least 15%.

Customer-base expansion through real-time inventory visibility

Global Airfreight and its customers gained unprecedented real-time visibility via Infor WMS. Previously, vendor-client correspondence on the inventory status of consignments was slow and labor-intensive, requiring Global Airfreight employees to manually prepare and subsequently disseminate documentation of various stock details.

“ Together with the professionalism and support of our channel partner AC2 Wave, whose prompt response times and deep industry expertise has helped Global Airfreight amply leverage the capabilities of Infor WMS, I'm confident that our company has selected the right warehouse management partner to support our business transformation.”

GOH WEE YAW

Chief Operating Officer, Global Airfreight International Pte Ltd

With the system's cloud-based support, Global Airfreight was able to grant customers automated, round-the-clock visibility of their relevant warehouse inventories, while doing away with most of the costs associated with manual correspondence. All of the company's efforts and resulting transformation since implementing Infor WMS have enabled Global Airfreight to radically improve the customer experience and see its customer base grow by more than 20%.

Business results

- Streamlined block bookings
- Gained real-time visibility of warehouse inventory levels
- Increased inventory throughput rates by 30%
- Reduced logistics fulfilment costs by at least 15%
- Grew the customer base by more than 20%

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