

Satellite Logistics Group: Making Fresh Tracks in the Beverage Industry

Oversimplified, the supply-chain is seen as mere order and delivery. But behind the scenes, multiple complex source and delivery processes work in harmony to achieve the lowest prices and fastest, most reliable shipping methods. With U.S. logistics costs escalating past the trillion-dollar mark, small- to mid-size beverage companies must find the balance between price and speed while keeping up with the ever-changing technological climate in the beverage industry.

Satellite Logistics Group (SLG) of companies, a globally respected supply-chain solutions provider for the beverage industry, recently launched one of their most ambitious service offerings yet – LogiTrax. Designed to aid in the technological growth transition that small- to mid-size beverage companies experience, LogiTrax began as a way to stem growing transportation costs and rampant administrative time. LogiTrax's completely modular suite of tools fully integrate into the complex "behind-the-scenes" supply-chain process to achieve noticeable results, simply and quickly.

"We consulted with several brewers, importers and distributors, and learned their recurring problem is tracking and managing assets in their supply-chains without making huge capital investments," said Kevin Brady, President of Houston-based Satellite Logistics Group. "We created LogiTrax for beverage companies to manage their products at a customizable level that's comfortable for them financially and operationally – with impactful results on cost reduction, efficiency and profit."

LogiTrax's offering begins with a web-based transportation management system, used to transition record-keeping from the still-common spreadsheet to digital records, allowing clients to monitor supply-chain progress remotely. The Freight Management program takes it one step further, involving Satellite Logistics Group in the tendering and tracking of loads to reduce administrative burden. Additionally, the Freight Bill Audit and Payment capability provides critical review of freight bill invoices for accuracy.

The savings derived from these tools varies depending on the amount of services utilized. According to the Supply Chain Digest, com-



panies that choose to improve their efficiency through the carrier management systems and other optimization opportunities can experience a cumulative savings of 15-50% on annual freight spending.

To further integrate their supply chains on a global level, companies will find LogiTrax's Carrier and Collaboration Management services helpful in elevating their freight management to a more strategic level.

The LogiTrax system, designed for use in the beverage industry and adaptable to others, attempts to overcome the hurdles that small- and mid-size companies face when implementing new technology, such as a lack of familiarity of technology options or expertise and the perception that technology is unaffordable. To help clients achieve the best results, Satellite Logistics Group provides an experienced team to train and mentor companies in their use of this advanced management system.

"We're steadily advancing the way beverage companies do business and interact with each other," said Brady. "With the management, tracking and support tools LogiTrax provides, and the kind of incredible savings it can deliver, beverage companies will be in a better position to compete."



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