Case Study: iPurvey & Telinno Consulting

Optimizing Freight *and Reducing Costs in* ***Global Telecommunications*** *Equipment Supply Chain*

Overview

Telinno Consulting, a leading telecommunications servicing company, specializes in designing, building, and maintaining telecommunications infrastructure. The company procures heavy-duty telecommunications equipment, including masts and other critical components, from international suppliers to support its projects across Africa. As Telinno expanded, its supply chain complexity increased, leading to challenges in managing freight logistics, ensuring on-time deliveries, and controlling escalating costs.

The Challenges

- ***Freight Delays & Equipment Shortages:***

  Due to disruptions in global logistics (port congestion, customs delays, and route bottlenecks), Telinno faced frequent delays in receiving essential equipment. These delays often led to project timeline extensions and cost overruns.

- ***High Freight Costs:***

  Telinno's reliance on both air and sea freight for transporting heavy equipment caused operational expenses to surge. Unexpected disruptions exacerbated this, resulting in costly last-minute logistical changes.

- ***Lack of Real-Time Visibility:***

  With limited visibility into the movement of its shipments, Telinno struggled to predict and respond effectively to disruptions. This often resulted in delays and reactive cost increases to expedite shipments when equipment was urgently required on-site.

Solution: *iPurvey's AI-Powered Freight Disruption Management Platform*

Telinno adopted iPurvey's AI-powered freight disruption management platform to optimize its supply chain and reduce operational costs. The iPurvey platform integrated seamlessly with Telinno's ERP system to provide real-time insights, predictive analytics, and actionable recommendations.

Optimized Rescheduling:

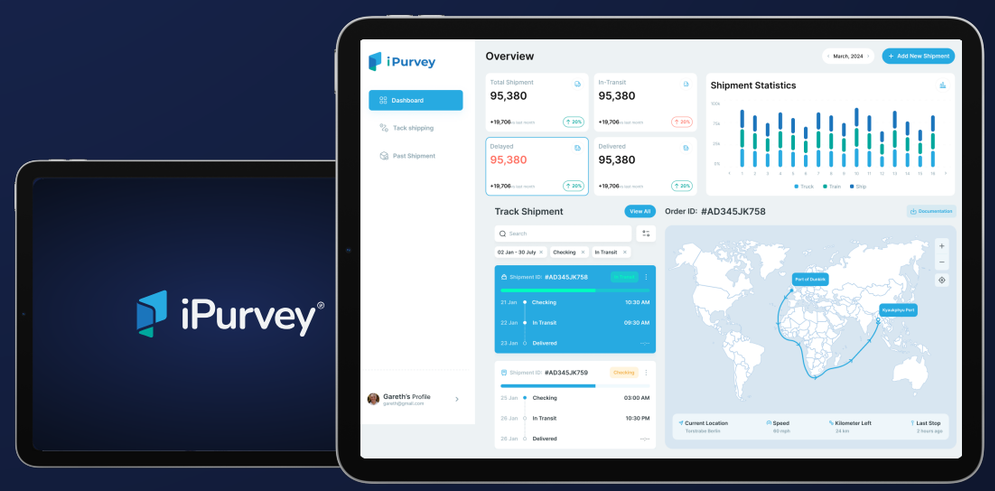
By using advanced algorithms, the platform provided optimized alternative routes and schedules, minimizing both downtime and delivery delays. This ensured equipment reached project sites on time without the need for costly air freight.

Predictive Disruption Management:

iPurvey's AI models predicted potential disruptions such as port delays and traffic bottlenecks well in advance, allowing Telinno to proactively adjust shipping schedules and avoid costly delays.

Real-Time Freight Visibility:

The platform offered Telinno complete real-time visibility into the status of their shipments, allowing the team to monitor the equipment's location, assess potential risks, and respond to changes instantly.



Cost Reduction & Sustainability Focus:

iPurvey helped Telinno reduce operational costs by efficiently balancing the use of air, sea, and land transport, ensuring cost-effective decisions were made in real-time. Additionally, optimized routing helped Telinno lower its carbon footprint by reducing reliance on energy-intensive shipping methods.

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Results

Reduced Freight Delays by 25%

By leveraging predictive insights, Telinno experienced a significant reduction in freight delays, ensuring more timely deliveries to project sites.

Lowered Shipping Costs by 18%

Optimized rescheduling options and better decision-making enabled Telinno to reduce the need for expensive last-minute air shipments and emergency freight solutions.

Improved Supply Chain Efficiency

Telinno achieved better resource utilization, ensuring that project timelines remained on track with minimal disruptions. The increased visibility also fostered improved coordination with suppliers, enhancing overall efficiency.

Sustainability Gains

iPurvey's AI-driven recommendations led to a 12% reduction in carbon emissions by optimizing Telinno's use of transport, aligning with the company's sustainability goals.

Conclusion

By partnering with iPurvey, Telinno Consulting has transformed its freight and supply chain management, ensuring reliable and cost-effective procurement of telecommunications infrastructure. The real-time insights and AI-driven optimization offered by iPurvey not only reduced freight costs and delays but also enhanced Telinno's operational efficiency and environmental sustainability.