CASE STUDY

With more than 80 years of experience in the chemical industry, Lenzing AG is an industrial leader in the manufacturing of wood based cellulose fibers for the textile and hygiene value chain, with over $2 billion in annual revenue. Lenzing's fiber products can be found in apparels made by such recognized brands as Lululemon, Zara, Gap, Levi’s, Pottery Barn, Jockey and more. Lenzing’s solutions are as innovative as they are effective when it comes to caring for their customers’ success, environmental sustainability, and people’s everyday needs.

Meet our Customer: Lenzing

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<th>ROI Highlights</th>
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<td>- 15% reduction in additional fees such as detention and demurrage</td>
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<td>- 70% reduction in manual time spent solving supply chain exceptions</td>
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<td>- Ease of Carrier/3PL performance management underpinned by fact based insights</td>
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ClearMetal’s Solution

In Q3 of 2018, Lenzing chose ClearMetal as a strategic partner to help transform the company’s supply chain efficiency. ClearMetal’s solution provides Lenzing’s customers with a Continuous Delivery Experience (CDX) via patent-pending data science and machine learning built on top of multiple data sources throughout the supply chain. With ClearMetal’s CDX Platform, Lenzing’s supply chain intelligence learns, adjusts, and drives constant improvement in freight delivery and experience for its customers. This differentiated technology enables Lenzing’s customers to make highly intelligent inventory and customer decisions based on continuously live, trustworthy data. Via the innovative enhanced CDX Customer Portal, Lenzing’s customers have instant access to shipment statuses using the portal’s self-serve option, giving them an Amazon-like customer experience and allowing them to plan and pivot when issues arise.

“We were impressed with ClearMetal’s relentless drive to innovate. ClearMetal gave us exactly what we needed: information in one central location and the ability to give our customers the collaborative experience they now expect in the supply chain. With the CDX Customer Portal, now we are able to address an exception and communicate with the customers within minutes, not hours.”

Parsan Chand
VP of Global Supply Chain at Lenzing AG
Challenges

As one of the largest global providers of wood-based cellulose fibers, Lenzing ships one million tons of raw material per year. To distribute that material, the company was applying fragmented, location-based solutions to manage each segment of the supply chain. Every location was autonomous, and with no central “nervous system” controlling the pipeline, it was difficult to deliver to their customers with speed and agility. As a result of this disconnected supply chain, there was a lack of accurate communication about delivery and shipment updates. The company needed a more cohesive delivery experience, transparency, and predictability if they wanted to foster customer intimacy and grow revenue.

Results

With ClearMetal’s CDX Platform, Lenzing today makes smart decisions on the fly, based on real-time (not static) data. The company has increased speed to market, reduced shipping costs, and is able to more efficiently manage inventory for downstream value chain partners. Additionally, customer retention rose significantly since utilizing ClearMetal, because customers are getting an unparalleled experience via the CDX Customer Portal, saving time and money with accurate insights and information.

What an Amazon-like Delivery Experience can look like for your customers