

## ***General Electric's Logistic Enhancements***

General Electric (GE) asked its freight forwarder to provide weekly updates on the best U.S. ports for its inbound product flows from Asia. In essence, the freight forwarder (logistics provider) becomes a key risk-mitigation agent by continually looking over the horizon on GE's behalf.

Companies can learn from this example, and employ a major third-party logistics provider with broad resources to provide *greater responsiveness to customer demands* by proactive analysis of changing market conditions, while reducing *costly inefficiencies* by forecasting in-bound and out-bound transportation capacities.

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