

[Connecting the Supply Chain]

LOGISTICS

INSIGHT ASIA

March-April 2009
www.LogAsiamag.com

MICA (P) 104/02/2009 PPS1672/12/2009 (028138)

SMART CONTAINERS
SUPPLIER RELATIONS
SHOW: PROMAT 2009

THE HUMAN FACTOR

See Success With Strategic Learning & Development

BUSINESS ENABLER FOR SME LOGISTICS PROVIDERS

At a time when many logistics service providers are downsizing their businesses, newly formed e-global Logistics Network (eGLN) is launching e-commerce driven solutions to help reduce costs, boost revenues and improve sales effectiveness enabling eGLN members, partners and customers to develop new opportunities during the global downturn.

eGLN is an e-commerce driven group of professional services companies providing on-demand software-as-a-service (SaaS) cloud computing solutions and mobile business applications.

Members provide consulting, supply chain, enterprise sales, channel sales and worldwide logistics and supply chain services. eGLN also provides global companies

with web based marketing, sales effectiveness, lead generation, pipeline development and demand chain management.

“e-global Logistics Network is being launched to provide SME logistics companies the opportunity to immediately improve their competitiveness,” said Steve Russell, president of eGLN. A 25-year software and logistics industry veteran, Russell was previously Asia Pacific chief of Salesforce.com, and EVP of Global Sales at EGL.

“In these tough times it is critical to find innovative ways to boost sales, reduce costs and leverage the partner community to add profits to the bottom line. More and more customers insist their supply chain partners provide scalable web-based services,” he added. ■



[e-global Logistics Network provides SME logistics companies the opportunity to immediately improve their competitiveness, says founder Steve Russell.]