



CASE STUDY / TAMA

How Tama Leverages Real-Time Visibility to Save Money and Stand Out from Competitors



FOURKITES

Tama is the world leader in manufacturing crop baling products. Based in Israel, the company combines agricultural experience with cutting-edge technology for farmers around the globe. Its vision is to supply customers with the highest-quality and most cost-effective products for the best baling results.

Every year, Tama receives around 2,500 purchased loads and ships around 3,000 loads of farming equipment via 25 sales companies around the world, which are produced in its 11 factories.

How COVID turned Tama's supply chain upside down

Tama's supply chain is seasonal, which means Tama produces and ships its products with high predictability in accordance with harvest schedules. Being able to anticipate customer demand has historically meant that Tama's customers always have enough stock.

But the supply chain crisis caused by COVID turned Tama's logistics operations upside down. Delivery delays caused by industry-wide mass shipping meant products weren't coming on time, and — even worse — Tama didn't know when their goods would arrive.

"Our customers were stressed. They started buying more than they needed and they wanted to know when their products were coming," says Noga Bomzon, Tama's Global Supply Chain Manager. "Unfortunately, at that time, we could only see that a container had shipped, not when it would actually arrive. It was a nightmare."

Partnering with FourKites

In 2021, Tama began using leading supply chain visibility platform FourKites® to track ocean shipments from Israel to North America, its largest market. The company immediately saw the benefit of FourKites' accurate and dynamic estimated times of arrival (ETAs).

Tama was so happy with the results they achieved through FourKites that, within a few months of launching the pilot, they expanded their coverage through the platform to track all global inbound and outbound deliveries.

“ Location data was worth more than money. We were able to keep our customers informed of the most updated arrival times for their goods. They loved this because they could confidently plan their operations around scheduled deliveries. At the same time, we were able to inform them when there was a delay and why a shipment was late.

NOGA BOMZON
GLOBAL SUPPLY CHAIN MANAGER
TAMA



Business Objectives Achieved

Lower Accessorial Fees

FourKites highlights at-risk shipments and possible delays long before Tama's customers call, which significantly reduces costs.

"FourKites gives us the timely, accurate data we need to make fast, informed decisions in the face of disruptions," Bomzon explains. "For instance, FourKites will proactively alerts us to significant delays at the New Orleans port, which then enables our team to adjust a shipping route to Houston. Things like this save us months of delays and millions of dollars in avoiding late fees, lost products as well as lost customers."

Reduced Stockouts

With FourKites, Tama's supply chain data on shipment location and other relevant information is updated and sent automatically to its internal and external supply chain stakeholders. As a result, Tama customers can better plan their remaining inventory.

"Our resellers get so much value from knowing where a shipment is and when it will arrive," says Bomzon. "It's so easy for them to run a report and get the most up-to-date information on order status whenever they need it. A representative from one of our sales companies even told me he has become addicted to FourKites!"

Improved Supply Chain Performance

The FourKites platform seamlessly integrates all relevant data and presents it to all of Tama's stakeholders in a single-pane-of-glass view. This eliminates siloed data and inconsistencies, while providing greater predictability and insight at every point along the company's global supply chain. Consequently, FourKites helps Tama's teams work efficiently and make smarter, more rapid decisions.

Tama also benefits from being able to customize reports. "We're able to color-code FourKites' data so shipments that are going to be late are displayed in red," Bomzon explains. "This ensures we're able to spot issues immediately and take action."



“FourKites enables us to stand out from the competition”

Tama’s goal is to ensure that its products arrive at their destination on time. This is crucial because its agricultural customers can’t postpone baling or picking crops. If the crops die, customers lose money and Tama loses business.

“The quality of FourKites’ location and arrival data enable us to offer a premium service to our customers,” Bomzon reports. “We can tell them exactly what’s going on with their shipments — from when they will arrive to if there are roadblocks. Our competitors can’t do that, which enables us to stand out in the market and attract new customers. That’s a huge value.”

“FourKites recently highlighted a significant delay in one of our ocean shipments. Thanks to that intelligence, we made the decision to send that shipment by air, which ensured it arrived on time for our customer.”

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About Tama



At Tama, we've got you covered – from protecting your crops to ensuring reliable and consistent baling –giving you one less thing to worry about. Leveraging over 70 years of agricultural and manufacturing expertise and experience, Tama is more than just a provider of high-quality crop baling products. As farmers, we understand your concerns and offer our range of world-leading, Crop Baling, Crop Storage, Pallet, and Cotton Wrapping Solutions. When the time comes to focus on baling, we accompany you throughout the process – from selecting the right product, through facilitating non-stop, trouble-free baling, to maximizing performance. By choosing Tama, you enjoy not only leading products and solutions, but also peace of mind, enabling you to focus on what you do best– being a professional farmer.

About FourKites



FourKites® is the #1 supply chain visibility platform in the world, extending visibility beyond transportation into yards, warehouses, stores and beyond. Tracking more than 3.2 billion shipments daily across road, rail, ocean, air, parcel and courier, and reaching over 200 countries and territories, FourKites combines real-time data and powerful machine learning to help companies digitise their end-to-end supply chains. More than 1,500 of the world's most recognised brands — including 9 of the top-10 CPG and 18 of the top-20 food and beverage companies — trust FourKites to transform their business and create more agile, efficient and sustainable supply chains.

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