



CASE STUDY / RAYBUL

The Mid-Size Belgian Truckers Who Punch Above Their Weight With Supply Chain Visibility



Digitisation of the Industry

Technology is allowing Belgian trucking firm Raybul to compete head-on with much bigger transport companies.

Raybul moves **1,000 loads a week** throughout Western Europe with its network of truckers and small trucking companies. It started using global supply chain visibility from FourKites to help its clients — and its own drivers — operate more efficiently. In doing so, it was also able to improve many processes that used to be done manually.

“Our mission is to be as agile as possible, and always offer services that improve our clients’ and partner’s businesses. We use technology to realise that mission. As a mid-size freight transportation company, this is how we stand out from bigger competitors.”

ARTHUR UMUGISHA
BUSINESS APPLICATION MANAGER, RAYBUL



“If we did 100 shipments a day, it would take an hour to get an overview of each shipment,” says Umugisha of the old system where a call would have to be made to each driver. “Much of the information we had was siloed, so we wasted time gathering it from lots of different sources. Now, with FourKites, it takes minutes. We can use the time we win for more value-added tasks.”



Partnering with FourKites

About a third of Raybul's business comes from one of the world's largest global food and beverage companies. It shifts around **300 loads a week** from the customer's warehouses to distribution centres and stores throughout Western Europe. It was this customer that first asked Raybul to use FourKites' platform.

The Raybul team started setting up the FourKites platform in early 2020. The process was fast and smooth, according to Umugisha, and Raybul saw the positive impact of FourKites immediately.

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FourKites managed the entire process, including connecting us with a GPS provider,” he says. “After a three-month trial period, we were able to scale our entire fleet to FourKites’ platform. We had very little work in the setup.”

Arthur Umugisha
Business Application Manager, Raybul

This means that the customer can now track its shipments no matter where they are. It knows that its products have arrived with customers on time. Even better, it is automatically notified of any upcoming delays, giving it an opportunity to proactively respond and avoid those obstacles.

Your Data, Centralised

Now, Raybul is tracking 80% of its loads with FourKites. The accuracy of the data means it can provide superior service to this and other customers.

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“Thanks to FourKites, we can keep an eye on key performance indicators more consistently and report these to our customer. All the data can be accessed centrally, which saves time. It also enables us to proactively provide information to our customer about the location of their shipments.”

Arthur Umugisha
Business Application Manager, Raybul

Turning Problems into Solutions

In the event of delays, supply chain visibility helps Raybul and their customer mitigate the effects.

“For our customer, it’s very important to know in advance if a shipment will be delayed,” says Umugisha. “Even if they only have an hour’s warning, they can inform stakeholders, like staff at a store, and come up with a solution.”

Raybul’s positive experience with supply chain visibility is helping it to attract new customers. “We can say we already have FourKites’ platform and can ramp up our carriers quickly,” says Umugisha. “In this era, it’s essential that all parties have visibility.”





About FourKites



Leading supply chain visibility platform FourKites® extends visibility beyond transportation into yards, warehouses, stores and beyond. Tracking more than 2.8 million 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 1,100 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. To learn more, visit <https://www.fourkites.com>.

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