

CUSTOMER SUCCESS STORY

PUMA future-proofs its freight procurement with SHIPSTA's autonomous technology





About PUMA

PUMA is one of the world's largest sportswear manufacturers, supporting over 18,000 employees and delivering an average of 85,000+ TEUs and 30,000 CBM annually across 120+ countries.

SHIPSTA X PUMA Partnership

Under its “FOREVER.FASTER.” mission, PUMA is always looking for breakthrough technologies to procure cost-effectively and with speed.

In 2022, their Global Logistics Procurement team chose SHIPSTA's autonomous platform to manage all their air & ocean freight tenders.

The Challenge

Gain global market transparency, while optimizing speed and execution power



Image Credits: PUMA

As in sports, agility and speed are key to win. PUMA aimed to:



INCREASE DATA VISIBILITY

Ensuring transparency across all lanes and LSPs was not only a challenge, but a **strategic priority to enhance its competitiveness.**



ACT FASTER TO CAPITALIZE ON MARKET DEVELOPMENTS

The increased **price volatility & unstable macro-economic uncertainties** were road blockers in tendering efficiently. PUMA wanted to ensure a unified, real-time benchmarking to **bridge the gap** between existing rates and the market reality.



OPTIMIZE EXECUTION POWER

The reliance on **manual processes** became extremely time-consuming and susceptible to human error, delaying the response quality and times.



OVERCOME GLOBAL TRANSPORTATION COMPLEXITY

The complexity of managing global **tenders across 35 markets** was a huge constraint in securing prices closer to the best market levels, while leveraging data-driven decision making.

The Solution

Flexible autonomous procurement to empower the team's productivity



Image Credits: PUMA

PUMA implemented SHIPSTA's autonomous functionality, empowering their procurement teams to **deal with market complexity** and **improve freight cost competitiveness**, while **optimizing time**.

From an **early adoption stage**, PUMA's team managed to start tendering effortlessly according to their strategic targets.



SHIPSTA allowed us to quickly reduce our teams' workload and increase our productivity.

Peter Stockhammer | Senior Teamhead
Global Logistics Procurement at PUMA

SHIPSTA'S SOLUTION FOR PUMA



The **digital rate engine** incorporated all the relevant data, while ensuring a streamlined connection to the LSPs.



Introduction of business rules into the autonomous tendering (such as pricing, fuel surcharges, lead times, sustainability, carrier allocation quota), enabling **data-driven decision making**.



The platform scanned the market, **validating rates against defined indices**, **proposing best actions** to the teams for approval and **creating the procurement requests** on their behalf when relevant deviations were noticed.



The Outcome

Unrivalled market visibility
and cost-effective
procurement performance

Image Credits: PUMA



Working hours
optimization
by 50%

through superior
execution power



Launching and
evaluating **global
tenders** in a
few seconds



SHIPSTA's real-time market benchmarking & action enabled our team to identify hundreds of cost optimization opportunities in a single click.

Peter Stockhammer | Senior Teamhead Global Logistics Procurement at PUMA

What defines a winner is not avoiding obstacles but overcoming them. PUMA's team uses SHIPSTA daily to beat market fluctuations with an innovative approach.

Collaborating with SHIPSTA enabled PUMA to **enhance competitive performance**, ensuring its rates are always aligned with the actual market levels and quickly **capitalizing on market opportunities**.

By centralizing tender and rate management, PUMA gained **unrivalled visibility** into its transportation data, while **strengthening the relationship with LSPs** through strategic dialogue.



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SHIPSTA is supporting us daily on our mission of procuring “FOREVER.FASTER.” and smarter by securing our logistics competitive advantage.

Peter Stockhammer | Senior Teamhead Global Logistics Procurement at PUMA

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Our partnership with PUMA is a game-changer in the industry towards freight procurement automation. We are proud to write this innovation story together and empower PUMA’s global teams to accelerate their execution and ensure their logistics competitiveness.

Christian Wilhelm | Founder of SHIPSTA



About SHIPSTA

SHIPSTA's Digital Freight Sourcing and Procurement Platform is **streamlining freight procurement** for 100+ enterprise customers across the world, connecting shippers & carriers to ensure a frictionless freight procurement process.

The platform helps businesses **control freight costs, manage risk** and **build efficiency** in their supply chain, automating complex tasks and providing complete data transparency. Interoperating with the supply chain ecosystem, it also provides connections with freight settlement, supply chain visibility, TMS Solutions and other legacy systems.

Designed and built by experts in logistics procurement, SHIPSTA's **customer-centric approach** and **AI-powered processes** ensure it is the **most powerful and user-friendly** platform for logistics sourcing and procurement, having been quickly adopted as the main partner for procurement and logistics teams in managing their freight rates and transforming their traditionally manual, work-intensive and costly approach to freight sourcing and procurement.

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