

# TPM24

ASF Case Study

Working Title

# **The Relationship Equation: A Case in How Relationships Deliver Transformative Business Results**

Navigating the ever-changing seas of the global freight forwarding industry is no small feat. With boom-bust cycles perpetually shaping the contours of the global shipping market, leaders grapple with a profound dilemma: the pull of long-term relationships versus the allure of short-term rate and volume pursuits.

Yet, the landscape has evolved. Disruptions are no longer anomalies but the norm, and the cyclical tides have grown increasingly tighter. Amidst this chaos, critical questions emerge: How can shippers maintain service consistency? Why would carriers forsake proven value for fleeting gains? And why might an NVO prioritize brief profit over sustained?

The answer is profound in its simplicity: Relationships are the difference.

In the intricate web of logistics, people are the threads that hold everything together. For all the strides made in technology and innovation, nothing can quite replace the transformative power of genuine relationships. Join Philip Ousley, the President of ASF, along with eminent representatives from (TBD - global BCO) and (TBD – global carrier), as they unravel a captivating case study. Learn how they've capitalized on the strength of their relationships to carve a path of sustained and lucrative success.

This session isn't just about relationships in the abstract. Instead, it seeks to codify the term, laying it out in a formulaic manner (see next slide). Delve deep into each component of this formula and embark on a journey to uncover the pinnacle of value realization.

Equip yourself with the insights to foster relationships that don't just last, but also drive transformative business outcomes. Be part of a conversation that transcends transactions, emphasizing connections that stand the test of time and tide. Join us and redefine your relationship equation.

# The Value Spectrum



## The Relationship Equation



**Wednesday, 6 March**

**11:10am - 11:55am (PST) / 2:10pm- 2:55pm (EST)**

## **The Relationship Equation: A Case Study in How Relationships Can Deliver Transformative Business Results**

Navigating the ever-changing seas of the global freight forwarding industry is no small feat. With boom-bust cycles perpetually shaping the contours of the global shipping market, supply chain stakeholders grapple with a profound dilemma: the pull of long-term relationships versus the allure of short-term rate and volume pursuits. And yet, the landscape has evolved. Disruptions are no longer anomalies but the norm, and the cyclical tides have grown increasingly tighter. Amid this chaos, critical questions emerge: How can shippers maintain service consistency? Why would carriers forsake proven value for fleeting gains? And why might an NVO prioritize brief profit over sustained growth? The answer is profound in its simplicity: Relationships are the difference. In the intricate web of logistics, people are the threads that hold everything together. For all the strides made in technology and innovation, nothing can quite replace the transformative power of genuine relationships. This case study featuring ASF Logistics, furniture company Haverty's, and a major global ocean carrier will unravel how three distinct companies have capitalized on the strength of their relationships to carve a path of sustained and lucrative success.

Speakers:

**Samantha Hasbrouck**

**Thomas Mathiesen**

**Phillip Ousley**

**Bill Mongelluzzo**