



## APL Logistics

# APL Logistics chose Orange to drive digital transformation to enhance customer service in fast changing global markets

“ APL Logistics has chosen Orange as our business partner because of their expertise in the marketplace, whether it is manufacturing or even in the service provider market. And they listen to us. That is the most important quality of a strategic partner. ”

May Chew  
CIO  
APL Logistics

### Highlights

- Global supply chain provider
- Need to quickly enhance IT capability to support rapidly growing business, while cutting costs and enhancing customer experience
- Orange Managed VPN, Global Meet, Skype for Business, Dynatrace and Application Performance Monitoring
- APL Logistics now has a reliable, secure communications platform and the ability to utilize new technologies to deliver new, better and innovative services to customers at lower cost



**110**  
Locations in  
60 countries



**200**  
Logistics facilities  
managed



**7,600**  
Logistics  
professionals  
globally



Business  
Services



## Issues and challenges

APL Logistics is a global supply chain provider headquartered in Singapore with over 7,600 employees across 110 locations in 60 countries. The company designs and operates smart, globally-integrated supply chains, with a focus on air and ocean freight and specialist experience in Asia. APL Logistics combines origin and destination logistics solutions with transportation services across all modes and regions of the world.

To continue to compete effectively, APL Logistics has devised a plan for digital transformation to drive innovation in all areas of the business. Key drivers are the need for greater agility and scalability, the use of artificial intelligence and automation to reduce costs and the ability to provide customers with access to better data about the services they are using.

As part of its digital transformation, APL Logistics decided to source a provider with in-depth experience of digital transformation projects and the expertise to bring in the right resources and partners to deliver strategic, tangible benefits to its customers.

### The objective

Accelerate digital transformation and IT capability to support the business in fast-moving, competitive global markets.

## The benefits

Orange Business Services is enabling APL Logistics to accelerate the role of technology in supporting this rapidly growing business in a fiercely competitive global market.

- Better collaboration aids faster innovation to develop new services
- Enhanced connectivity and communications with customers
- Increased agility and scalability of IT to support the business
- Platform for future technologies

## The Orange Business Services solution

- Orange Managed VPN and Business Together as a Service (IP telephony)
- Messaging: Global Meet, Exchange and Skype for Business (6,000+ users)
- Dynatrace APM (Logistics Super Suite)
- Application Performance Monitoring
- Project and Partner Management: Riverbed, Dynatrace

## The results

- Increased data analytics visibility for customers
- Improved productivity
- Lower costs

“ My digital journey with Orange has been a fantastic one. You have helped us with integrating our applications, including modernization, and continuous improvement with the latest technology. ”

May Chew  
CIO  
APL Logistics

For more information about Orange Business Services, visit [www.orange-business.com](http://www.orange-business.com)

For more information about APL Logistics, visit [www.apllogistics.com](http://www.apllogistics.com)

