

# B2B Challenges in the Packaging and Logistics Industry



# Meeting B2B Challenges in the Packaging and Logistics Industry



It's not uncommon for your business to business (B2B) customers to receive faulty or damaged products. If you know the cause, you'll want to do something about it. The solution might be simple and it will improve your cashflow and increase customer satisfaction.

However, it might be difficult to identify the exact pinch point in your supply chain. Or, the person who can solve the problem might be difficult to track down. When this happens hundreds of times every day huge opportunities to improve processes and save money are missed.

Identifying issues, finding solutions and implementing them effectively has potential to transform packaging and logistics operations. It will improve speed and efficiency for your business and increase customer satisfaction.

Seven out of 10 Chief Procurement Officers are now prioritizing risk management, supply chain resilience and increased supplier collaboration. An agile and responsive supply chain that's prepared for ongoing change is vital. Improved visibility between supply chain partners will help proactive identification, management, and mitigation of risks. Effective contingency plans and innovation will help everyone adapt to changing market conditions.

## Future-proofed packaging and logistics practices

### CHALLENGES

Labor  
Flexibility  
Costs  
Collaboration  
Resilience  
Urbanization  
Sustainability  
Supply chain optimization

### OPPORTUNITIES

Training  
Agility  
Analytics  
Communication  
Inventory visibility  
Multi-warehousing  
Integration  
Technology

More and more packaging and logistics companies are increasing their business to [business \(B2B\) online sales](#). Everyone from niche packaging manufacturers to global logistics providers can benefit. Businesses across the sector are simplifying their processes, saving money and scaling operations with [Cloudfy](#).

B2B companies are adapting their supply chains to respond more quickly and flexibly to changing market requirements. With purpose designed [B2B ecommerce features](#) you can improve planning, coordination, and fulfillment. When everything works together seamlessly you'll coordinate with customers more easily so everything happens on time.

When you [integrate](#) your enterprise resource planning (ERP) system and your B2B ecommerce platform you'll simplify and streamline your operations. With end to end [inventory visibility](#), [fewer errors](#), order tracking and strong security you can [boost sales](#) and improve service.

# Digitization in the packaging and logistics industry

The challenges faced by the packaging and logistics sectors affect us all. From labor shortages and increased regulation to political uncertainty and increased complexity, there's a lot to deal with. [Digital transformation](#) is the answer.



## LABOR SHORTAGES

In just a few years the [shortfall in drivers](#) alone could mean one in 10 vacancies will remain unfilled. While artificial intelligence (AI) and other emerging technologies can streamline warehouse operations, transport continues to represent a major challenge. At the same time, demand for packaging and logistics services is growing due to the expansion of ecommerce. Enabling movement of the right goods at the right time and the right price is a major challenge.

## PROCUREMENT PROCESSES

New [caps, controls, reporting standards and directives](#) are imposing additional requirements for documentation, tracing and tracking throughout the supply chain. While important for reducing carbon emissions and improving sustainability the pace of change is demanding. Across the sector accurate and reliable data has never been more important as businesses adopt more sustainable practices.



## BUSINESS SILOS

Data silos create an information traps that affect the effectiveness of the systems and complicate processes. Businesses could lose up to 30% of their revenue because their [business systems are difficult to use](#). Every part of the supply chain from ports to distribution hubs and transport providers rightly protects its data. Secure and effective systems integration and data sharing minimize the bottlenecks that hinder data flow and analysis and informed decision-making.



## GLOBAL TENSION

The ongoing effects of global events are often felt across the world's supply chains for years. Delays, rising freight costs and sourcing difficulties mean businesses need tools to support operational insights and agility. Uncertainty is one common factor across all sectors and in-built resilience is vital to minimize the impact of disruptions.

## COMPLEXITY

Uncertainty is adding to complexity in global markets. We have reached the point where there are too many variables to analyze manually. Predictive analytics is key to the ongoing effectiveness of the packaging and supply sectors. Managing relationships and maintaining standards will rely on [data-driven decision making](#).



# Packaging and logistics industry challenges and how to solve them



Packaging and logistics operations are evolving rapidly. It's essential to respond quickly to emerging trends and adapt to changing customer needs.

We've all been conditioned by our personal online shopping experiences to expect fast deliveries and easy returns. Like your retail counterparts, your B2B company must now find innovative solutions. For example, you might meet last-mile delivery challenges with robots or [crowdsourced delivery](#) networks.

Looking at every part of the supply chain, it's clear there are both challenges and opportunities.



## CHALLENGE 1-

### SUPPLY CHAIN OPTIMIZATION

Digital transformation is now a core principle for every part of the supply chain.

#### OPPORTUNITY 1

Blockchain technology, the Internet of Things (IoT), and artificial intelligence (AI) can all contribute to improved visibility, traceability, and efficiency. Blockchain is a transparent way to keep your records. IoT devices provide real-time shipment tracking and monitoring. AI-powered analytics allows you to generate useful business insights to improve planning, maintenance and demand forecasting.

## CHALLENGE 2-

### SUSTAINABILITY

According to [some estimates](#), the sector might account for 8% to 11% of global greenhouse gas emissions. Reducing this carbon footprint. requires eco-friendly packaging solutions, measures to minimize fuel consumption, and investment in innovative solutions.

#### OPPORTUNITY 2

Optimized delivery routes can help minimize fuel consumption. With business system integration you'll have end to end visibility of order life cycles. It can inform everything from the supply of raw materials & components to last-mile deliveries. It's also possible to engage customers at [checkout](#) by providing choices and useful information about environmentally friendly delivery options.

## CHALLENGE 3-

### URBANIZATION

As towns and cities become increasingly congested alternative delivery options will play an increasingly important role.

#### OPPORTUNITY 3

Strategically placed micro-fulfillment centers in or near major urban developments can speed up deliveries. It's a practical way to make the best use of electric vehicles (EVs), for example. With ecommerce [multi-warehousing](#) tools you can allocate the best fulfillment approach when an order is placed using location-based rules.





## CHALLENGE 4-

### RESILIENCE

---

In the recent years we have learnt the risk of inflexibility in supply chain management. Companies now understand the importance of diverse supplier networks, multiple transportation options and contingency planning.

### OPPORTUNITY 4

Risk management is a strategic skill for packaging and logistics companies. Secure data sharing is part of the picture. A commitment to online inventory visibility provides accurate near real time data about stock levels. Customers can order with confidence and sign up for automatic stock level notifications.

## CHALLENGE 5-

### COLLABORATION

---

Businesses have recognized that silos of data no longer meet the needs of the sector. They slow down processes and can lead to confusion, errors and inertia.

### OPPORTUNITY 5

Sharing resources, assets, and information can improve efficiency and reduce costs. Collaboration between shippers, carriers, warehouses, and technology solution providers creates an agile supply chain network. Customers can track their orders online and benefit from fast and efficient issue resolution.



## CHALLENGE 6-

### COSTS

---

Fuel prices, inflation, and increased transportation costs are putting revenue streams under pressure. Balancing efficiency and service quality is difficult but essential. Inventory visibility, detailed planning and flexibility will provide solutions.

### OPPORTUNITY 6

Technology helps businesses collect and evaluate huge amounts of data from ordering to fulfillment to improve decision-making. This helps to optimize routes, improve fuel efficiency, explore alternative transport options, and implement cost-effective inventory management strategies.



## CHALLENGE 7-

### FLEXIBILITY

Natural disasters, political tensions, and the ongoing effects of the pandemic certainly highlight the vulnerability of our supply chains.

### OPPORTUNITY 7

Companies that dedicate resources and effort to creating an agile culture can respond to change more quickly and effectively. Optimized leadership programs, internal resources and customer communication all contribute to agile business operations. Collecting and using accurate information effectively is an essential part of this process to ensure continuity and minimize disruptions. Automated notifications based on pre-set rules keep your customer informed with minimal administration.



## CHALLENGE 7-

### LABOR

From drivers or warehouse staff to skilled technicians, there's an urgent need to attract quality employees and develop specialized skills.

### OPPORTUNITY 8

Training and development programs with clear career paths into specialist operational roles are essential. Positive and proactive working environments, flexible working and realistic pay and benefits packages will attract employees. Understanding and using the latest technologies and processes throughout the supply chain will redefine key roles and attract new talent.



# Case Studies: B2B ecommerce success in packaging and logistics

## MACFARLANE PACKAGING

Macfarlane Group is the largest supplier of protective packaging in the UK and Ireland. The company aims to reduce packaging costs and enhance customer reputations with custom designed solutions. Customers are supported by a network of regional distribution centers, each with dedicated customer service, procurement, logistics and sales teams. Each warehouse is stocked with the widest range of packaging products ready for prompt picking and dispatch.



[Macfarlane Packaging](#) already had a well-established B2B ecommerce operation. It wanted a solutions partner to create a new platform to meet all its online ordering and customer self-service requirements. Direct integrations included [SAP Ariba](#) Supplier Management, [PunchOut](#) e-procurement, [warehouse management](#), [cXML](#) and [electronic data interchange \(EDI\)](#).

They chose Cloudfy to help them scale their business, providing customers with easy access to their range of bespoke and standard products. Cloudfy delivered an application programming interface (API) based integration for fast synchronization between their business systems and ecommerce platform. As soon as customers login they can see products specific to their company, location and purchasing level.



## INSIGHTS

[Insights](#) provides psychological assessment and training to individuals and businesses around the world. The company aims to deliver positive impacts within the workplace and in people's broader lives. They chose Cloudfy as the B2B ecommerce platform for global distribution of physical goods, training, and workshop materials.

The priorities were to upgrade their ecommerce capabilities, streamline operations and improve self-service options. A key requirement was enhanced integration with [Microsoft Dynamics 365 Finance & Operations \(F&O\)](#).

Their customized Cloudfy solution meets the requirements of their global wholesale operations. Transactions are streamlined and simplified and improved customer experiences have contributed to increased sales. Agile strategies, strategic functionality and thorough integration have supported this success.



## ECOMMERCE FOR THE PACKAGING AND LOGISTICS INDUSTRY WITH CLOUDFY

---

All of the industry's challenges are solved when data is used strategically to create actionable insights and improve customer experiences.

Digital transformation will continue to redefine packaging and logistics. You can future proof your business with fast and effective real time data capture and analysis. You will build an agile, data driven culture that's always prepared for change.

The industry now involves more than moving materials and products around the globe and requires added value at each step. Integrated systems and processes deliver transparency about pricing and inventory and personalized experiences to improve customer satisfaction.

The advantages and efficiencies of strategic B2B ecommerce make it essential for competitive operations in packaging and logistics.

Find out how Cloudfy can be part of the digital transformation of your packaging and logistics operations.

[Book a free demonstration today.](#)

## FAQs

### Why is B2B packaging and logistics different?

B2B packaging and logistics are essential to make sure orders are quickly and reliably fulfilled between one business and another. It includes everything from order processing, inventory management and packaging to supply chain management and last-mile delivery. It's tailored to meet the complex requirements of businesses, often involving high value and high volume orders and customized supply chain solutions.

### Why is B2B packaging and logistics important?

B2B fulfillment maintains relationships with sellers and buyers, directly affecting business success. Reliable fulfillment ensures businesses can operate smoothly because the materials and products they need are delivered on time. Efficient packaging and logistics can also reduce costs through improved supply chain and inventory management.

### Why is B2B packaging and logistics difficult?

The size and complexity of B2B packaging and logistics requirements means even small disruptions can have a significant down-stream impact. For example, precisely managing bulk orders requires efficient inventory control to prevent overstocking or out-of-stock situations. Coordination and communication between multiple suppliers and carriers demands seamless collaboration and data sharing. Specialized and customized packaging is often needed, adding another layer of complexity. Tight schedules, strict regulations and international tax compliance require accurate real time tracking and traceability. Changes in demand make scalability and flexibility key characteristics of modern B2B packaging and logistics operations.



## WORK WITH A **TRUSTED PARTNER**

To answer all these questions and the many others you will certainly have about the best B2B ecommerce software for your manufacturing, distribution, or service business [the expert team at Cloudfy](#) will be happy to help.

Cloudfy has been designed from the beginning to meet the needs of B2B ecommerce and you can launch a new site in weeks rather than months or even years. You can fully integrate orders, pricing, product and stock data with a range of ERP, warehouse and accounting systems.

**Upgrade your B2B Ecommerce Stack with ease**

REQUEST A DEMO

I HAVE QUESTIONS FIRST

**cloudfy.**