Are Your Logistics Services and Solutions Technology-Driven?

In today’s world of Logistics 4.0, logistics is evolving beyond simply transporting goods. A number of advanced technologies are being adopted in logistics, creating another transformation.

With its knowhow in logistics operation, advanced platform powered by cutting-edge technologies and global logistics network, Cello provides a complete range of innovative logistics services from air, sea, rail and road transportation to warehouse management and customs clearance.
Powered by Industry 4.0 technologies, such as big data, IoT, AI and blockchain, Cello helps you manage your complex global supply chain in a smart and intelligent way. Experience intelligent Cello logistics services.
Cello is All You Need.

Now, technology-enabled digital innovation begins in logistics. Cello brings technological innovation to your supply chain management. With a number of its logistics experts and extensive knowhow, Cello offers advanced logistics services.

From SCM planning to logistics execution of a wide range of industries, including e-Commerce, Cello is all you need.
Intelligent

Our advanced logistics platform powered by big data analytics and AI enables you to manage your supply chain in a smarter way.

Based on shipping status data collected from IoT devices, we enable you to check your shipment status – locations, volumes, etc. – in one place.

Cello solves everything in an intelligent way from supply chain planning to estimated delivery time and potential risk factors.

By adopting blockchain that prevents forgery or alteration, we ensure the provenance and supply chain traceability of high-value goods and food products to help you earn trust from customers.

We provide reliable, comprehensive logistics services by linking systems to automate a series of steps from selecting modes of transportation to invoicing.

We ensure convenience by enabling users to easily combine whatever services they need on our single platform.

Transparent

With its big data analytics, Cello analyzes accumulated data to forecast demand and freight volumes and suggests ways to optimize operations.

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With our platform tailored to customers’ needs, we provide integrated logistics services from traditional logistics operations to e-Commerce logistics.

Convenient

On Cello, you can get whatever services you need from SCM planning to logistics contracts/executions.

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Cello
Logistics Service Platform of Samsung SDS.

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Service Coverage of Cello

**Supply Chain Planning**

We plan global SCM based on market demand forecasting and resource optimization.

When we plan your SCM, we take into account all potential risk factors across your supply chain.

Using heuristic engines and in-memory I/O, we quickly come up with the most optimized operation plans.

We help you plan your supply chain in detail by providing AI-based analysis tailored to your own needs.

**Freight Forwarding**

We select the most optimal LSPs, considering your transportation modes of air, sea, intermodal, road, as well as freight rates.

Using IoT devices, we monitor in real time temperature, humidity, shocks and other status of your shipments.

We let you know an ETA of your shipments by comparing past shipping routes with the current transport status.

We provide a systemic monitoring of global volumes in real time 24/7. In the event of anomalies, we respond to them promptly according to pre-defined scenarios.
Warehousing & Distribution

We create an effective warehouse management environment by standardizing all tasks and processes in a distribution center.

We maximize operational efficiency by applying cutting-edge technologies to warehouse operations from loading to picking.

With optimization engines, we increase shipping efficiency, from transport plans to routes.

With automation technologies, we provide innovative shipping and distribution center operations.

e-Commerce Logistics

From ordering, shipping tracking, customs clearance to issue handling and invoicing, we streamline your operations by using open APIs.

We reduce your total logistics costs by working with LSPs optimal for each route which provide competitive rates and service quality.

We enable retailers to check the status of their shipments at a glance at one place and provide automated verification via system-based invoicing.

Our blockchain-powered distribution tracking and product authentication service help retailers earn trust from customers.

Premium Logistics

We collect a wide range of data on logistics execution and provide analysis of different types.

By leveraging big data analytics, IoT and blockchain, we maximize operational efficiencies across the entire supply chain.

We provide various analysis services by adopting video analytics and other advanced technologies.

We develop an optimized execution plan by analyzing accumulated data with AI-based machine learning. We also reduce inventory and logistics costs by forecasting volumes, reflecting promotions and other variables.
Supply Chain Planning

Key Services

**Global supply chain planning**

We help you develop your global resource plan which is optimized for you to overcome limits in supply chain and meet demand.

**Real-time simulation**

We enable you to run real-time simulations as you can modify simulation items on engine memory and check the modified plan on UI.

**Scenario management system**

By supporting hierarchical scenario management, we enhance visibility between different scenarios and increase storage space efficiency.
Demand Forecast

Demand forecasting services
We help you create more sophisticated and reliable sales plans by using machine learning for actual sales analysis, forecasting and promotion planning.

Customized analysis services
We automate analysis operation with AI to provide quick and accurate analysis results tailored to each customer.

Standardization of forecasting model
With standardized forecasting model powered by AI and machine learning, we offer customized service for each customer.

Greater Work Efficiency

AI-based reporting
We provide automated analysis reports after carrying out a gap analysis between sales forecasts and performance and figuring out the cause of abnormal events.

Staging Model Manage (SMM)
With in-memory technology which helps overcome limits of database, we create an interface of massive amounts of supply chain planning data in a short time and greatly shorten time for planning.

Rule-based event management
By defining a range of response scenarios as a rule, we support you to have different rule-based response plans in place.
Freight Forwarding

Key Services

Selecting optimal LSPs
Considering analysis of previous transport data and logistics execution KPI, we select LSPs optimal for your supply chain and requirements.

Selecting optimal routes
We recommend the most optimized shipping routes for your operation by analyzing your previous transport data and the lowest available rates.

Congestion analysis & ETA forecasting
We forecast congestion level by looking at how vessels are spread and moving around ports and calculate more accurate ETAs.
Visibility Service

Cargo status monitoring
Using IoT technology, we enable you to check and monitor the current location, status, etc. of your cargo using IoT technology on a dashboard.

Cello Flow
We provide a systematic monitoring service of your global shipments 24/7 according to risk levels (normal events vs. emergencies). We also provide focused monitoring and impact analysis on certain risky shipments.

Risk management
By carrying out big data analysis on transport data collected from IoT, AIS, GPS, we figure out risk levels and respond to anomalies according to 20+ pre-defined response scenarios.

Work Process Automation

Automated order registration
From ordering to invoicing and tracking, we ensure automation on an IPA*-based single platform, thus increasing work efficiencies and saving time and money.

Automated registration of shipping requests
When making shipping requests to air or sea carriers, we enable you to register shipping requests conveniently with IPA-based document classification.

Dynamic dashboard
From ordering to the entire shipping processes, we provide visibility and KPIs tailored to each customer.

* IPA: Intelligent Process Automation
Warehousing & Distribution
Key Services

W/H & Delivery Planning

W/H operation optimization
We calculate standard working hours and required resources per warehouse task to develop the most optimized warehouse operation plans.

Cargo consolidation
We enable you to run loading simulations according to W/H or destination locations, loading/unloading capa. and vehicles and develop an optimized consolidation plan.

Shipping route optimization
Based on the latest route algorithm, we plan optimal routes by reflecting your departure/arrival locations, procedures, ETA, etc.
Warehouse Operation Optimization

Putaway strategy optimization
With VWS-based ABC analysis which helps develop an optimized putaway strategy, we optimize workers’ travel distance and maximize operational efficiencies.

Greater picking efficiency (Vision Picking)
With our picking solution powered by AR technology, we create a paperless work environment, increasing efficiencies and reducing picking errors.

Pallet loading optimizer
We maximize pallet load efficiency with a 3D scanner which automatically measures volume/size and a loading optimizer which takes into account a range of constraints, such as the number of boxes, patterns, etc.

Delivery Optimization

Greater truck/container load efficiency
With a loading optimization engine powered by heuristic algorithms, we improve load efficiencies of trucks/containers and forecast how many trucks you would need.

Non face-to-face delivery service
We deliver your shipments to unattended warehouse or stores safely by connecting smartphones, smart door lock and CCTVs.

Delivery monitoring
We provide real-time visibility and ETA services by leveraging data we’ve collected from IoT, GPS/AIS devices.
e-Commerce Logistics

Key Services

Online One-Stop Service

Delivery request process automation
By connecting with a customer’s system via open API, we automate the entire process from pickup requests to delivery tracking.

Customs clearance agent services
Partnering with professional customs agents, we provide simplified export declaration service to enable you to handle customs clearance online.

Quick and easy returns
We automate identification of returned goods on our online platform and ensure convenient return process by partnering with customs companies.
Tailored Optimization Service

Selecting optimal LSPs
We select LSPs optimal for you by route based on our competitive rates which can hardly be secured by small-sized companies.

Real-time issue sharing & handling
On our single dashboard, relevant parties can all share delivery updates and status as well as communicating in real time via texts, voice, screen on PC and mobile devices.

Demand forecast & Inventory optimization
Using big data analytics, we forecast demand and freight volumes to help you optimize inventory operation and total costs.

Transparent Logistics Service

Automated invoicing
We ensure transparent invoicing service with our intuitive UI-applied automated cost verification and easy invoicing.

End-to-end visibility
You can track your shipments in real time across the entire supply chain with open API-enabled website and mobile app.

Supply chain traceability/ product authentication
Leveraging cutting-edge technologies, such as IoT and blockchain, we enable you to track and trace the entire logistics process of your shipments, from ordering to delivery tracking and customs clearance.
Premium Logistics
Key Services

Distribution Center/
Delivery Optimization

Inventory analysis with video analytics

We enable you to manage your inventory in a smarter way with video analytics and other advanced analysis services.

AI-based route risk analysis

Our AI solution analyzes previous data on robbed goods, unsafe areas per shipping route and recommends safe shipping routes for your shipments.

Real-time analysis of workers’ travel in a warehouse

With IoT technology enabling us to look at travel of forklifts and workers in a warehouse, we analyze their productivity and congestion and optimize routes to maximize operational efficiencies and productivity.
Supply Chain Optimization

Demand Sensing
We forecast demand using machine learning of historical data, manage promotion plans to prevent losing sales opportunities, and optimize the level of inventories.

Cargo volume forecasting
By analyzing previous data and SOP plans of a warehouse, we forecast its outbound shipping volumes and put required resources in place earlier.

Supply chain network optimization
We suggest clustering-based warehouse locations optimal for your operation by calculating warehouse operation costs as well as transport costs per scenario.

Blockchain Supply Chain Traceability

Supply chain traceability
From provenance to processing/manufacturing dates, we use blockchain to ensure transparent supply chain processes of food products. Consumers can check if their food products are safe simply by scanning QR codes.

Luxury product authentication
We manage the entire distribution processes of luxury goods from Europe with blockchain and enable consumers to check key distribution data on a smartphone app.

Integrated monitoring
Our blockchain-based Cello platform helps you manage distribution history of your shipments and check out their shipping status in real time.
Leveraging operation knowhow and advanced technologies, we create an intelligent environment for logistics to maximize your business efficiencies.
We provide a broad range of services tailored to customer needs on a single platform, which supports the entire supply chain from SCM planning to logistics execution.

Based on our extensive global logistics network and knowhow in logistics operation, we provide comprehensive logistics services on our own platform powered by advanced technologies.

We ensure efficiency of your logistics operations by tailored designing standard processes based on our global logistics operation processes.

On-Demand

Beyond Visibility

We provide real-time visibility by leveraging data we collect using advanced technologies, such as IoT, blockchain, AIS, etc.

We increase operational efficiencies and transparency of logistics costs by automating a series of processes involving invoicing/payments and verification.

We provide a systemic monitoring of global volumes in real time 24/7. In the event of anomalies, we respond to them promptly according to pre-defined scenarios.

SCL Intelligence

We provide forecasting services by carrying out big data analysis of the past and current data.

Using our optimization engines, we optimize your logistics across the entire supply chain, including distribution center, delivery, sourcing, etc.

We provide more intelligent logistics services by adopting cutting-edge technologies such as AI to provide forecasts over the entire supply chain.
Greater credibility among manufacturers, LSPs and financial institutions

In international trade, many different stakeholders involved and complex processes are creating operational inefficiencies.

Now, our blockchain platform applied in ocean transport has simplified verification processes and increased credibility over shipments as well as operational efficiencies.

Enhance customer satisfaction with transparent shipping monitoring

Food manufacturer A was dealing with issues in warehousing and shipping as it couldn’t monitor temperatures of its food products during storage and transport.

By adopting IoT devices to monitor temperatures of its warehouse as well as trucks on the road, its customer satisfaction has greatly improved.
Maximize sales with quick and accurate demand forecasting

Electronics manufacturer B was having difficulties in forecasting monthly sales and planning promotions based on the forecast.

By analyzing previous sales data and running promotion simulations using AI-based demand sensing, the company has maximized its operational efficiencies and sales.

Reduce logistics costs with simulation-based loading optimization

At Distribution Center C, loading operation was done heavily dependent on skilled workers and their experiences.

With Cello’s automated volume/weight measurement and optimization analytics engines, loading simulations are created. This has helped the center increase operational efficiencies and reduce customers’ logistics costs.