

**PRESS RELEASE**  
**For Immediate Release**

## **Geodis Wilson Boosts Productivity with ediEnterprise**

*- Global freight management company consolidates on single global  
database -*

**Sydney, Australia, October 9, 2012** — CargoWise®, a global leader in technology solutions for logistics service providers (LSPs) announced global freight management company Geodis Wilson has successfully rolled out ediEnterprise in its operations in Australia, Singapore, New Zealand, Belgium, Taiwan, Peru, Spain, Canada, the USA, China, Norway and Hong Kong.

Announced in December 2010, the €20 million project is gradually replacing separate software applications and databases with a single, centralised corporate database, which is expected to yield productivity improvements of up to 25 percent across the company's global operations.

With 12 countries now operating off a single ediEnterprise customer database, and 1/3 of company transactions being processed through the system, Geodis Wilson CIO Håkan Nilsson, is looking to accelerate the roll out of the software in 2013 with the outlook of having all 5,000 Geodis Wilson operators using the system by April 2014.

“This project is key to our on-going success as a company, and we have very strong expectations in terms of productivity enhancements,” says Nilsson. “Rather than rebuilding suboptimal processes, we are building a system which is optimised around the entire transaction. The major benefit is the electronic handshake which automatically transfers data from the export side to the import side. This provides massive productivity benefits as well as a leap in the quality of the service we can provide to our customers.”

Chosen from a field of more than 17 different software vendors, including some of the world's largest and most successful software companies, ediEnterprise from CargoWise was selected as much for its present functionality as for its on-going program of research and development.

“It was important to pick a vendor not just because it had the leading software at a particular point in time, but because there was a strategic fit to our company’s vision. CargoWise has an approach to innovation and development, as well as a road map that ensures they will remain at the leading edge in development well into the future. This is a project which will impact our company for the next 15 to 20 years,” says Nilsson.

Having recently visited Geodis Wilson’s headquarters in Sweden, CargoWise CEO Richard White says he is delighted with the project’s success thus far, as it provides further proof of ediEnterprise’s capacity to support the very largest companies in the freight forwarding and logistics sector.

“The Geodis Wilson project again validates that our flagship product, ediEnterprise, is capable of supporting thousands of employees, and millions of transactions on a single global database,” White says. “We set out to design and build an integrated system, able to run a large global company with many divisions in many countries with many thousands of employees, and I am delighted that this project again validates the quality and success of our efforts.”

#### **ABOUT CARGOWISE®**

CargoWise is a global leader in logistics technology solutions that improve visibility, efficiency, quality of service and profitability. CargoWise is renowned for its next-generation solutions, including ediEnterprise, the industry’s only integrated single platform supply chain logistics management system with truly global capability.

With clients holding more than 90,000 licenses across a customer community of 4,500 sites in 75+ countries, CargoWise solutions are an integral part of the global supply chain. The company operates worldwide from offices across the U.S., Europe and Asia. For more information visit [www.cargowise.com](http://www.cargowise.com)

CargoWise is a key product brand of WiseTechGlobal, an international technology development company dedicated to delivering innovative, market-specific software solutions worldwide. For more information visit [www.wisetechglobal.com](http://www.wisetechglobal.com)

#### **ABOUT GEODIS WILSON**

Geodis Wilson is a leading global freight management company. With 7,300 employees in more than 50 countries the company delivers tailor-made, integrated logistics solutions to customers enabling them to operate as ‘best in class’ in their industry.

Geodis Wilson is the freight forwarding arm of Geodis Group which became part of the French rail and freight group SNCF in 2008. With its 46.000 employees in 120

countries 'SNCF GEODIS' ranks among the top 7 companies in its field in the world.

For further information about Geodis Wilson's innovative approach, please visit [www.geodiswilson.com](http://www.geodiswilson.com)

**CARGOWISE CONTACT  
CONTACT**

Lisa Tree, Marketing Manager

Communications Director

Phone: +1 847 364 5600

Email: [lisa.tree@cargowise.com](mailto:lisa.tree@cargowise.com)

[michael.zuchold@hq.geodiswilson.com](mailto:michael.zuchold@hq.geodiswilson.com)

**GEODIS WILSON**

Michael Zuchold,

Phone: +49 174 909 8788

Email: