

# How Forto solved their global freight trading strategy problem

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# Intro to Jacob



Over 5 Years at Forto



Fast growth



Interesting Years



Product Management



# Intro to Andy



Wide Industry  
Experience



15 Years  
Consulting



4 Years at  
Equal Experts

# Freight Forwarding

Freight Forwarders aggregate the many steps and services required to move freight from A to B into a single product.



Picking up  
empty  
container



Bring  
container to  
port



Export  
customs in  
China



Sea  
Freight



Import  
customs



Bring  
container to  
Warehouse



Bring back  
empty  
container

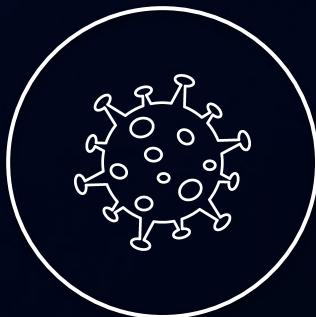


# Intro to @forto

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The  
Industry



The  
Challenges



How  
Things Work

2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

# Challenging times...

SCFI



# Balancing supply and demand

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# Nominations



# The problem space



# Solution space

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# Iterative Model Development

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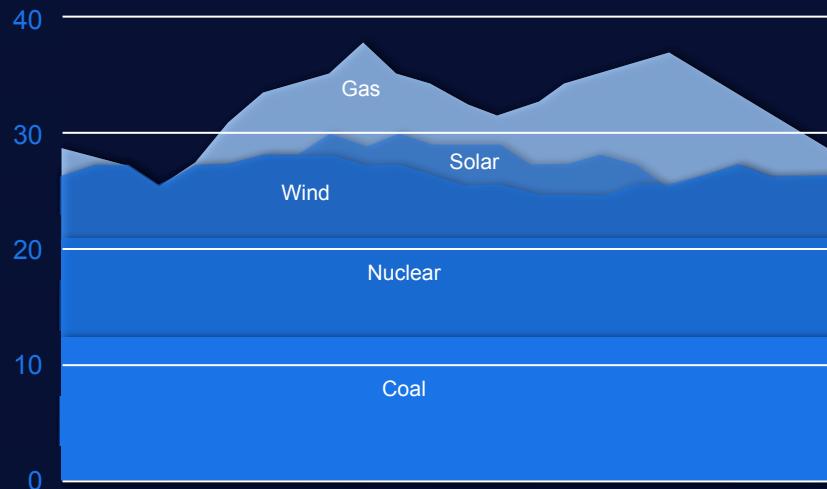
Talking to people all around the business

Discovering existing innovations in business process

Collaborating to invent new business processes

# Familiar Patterns

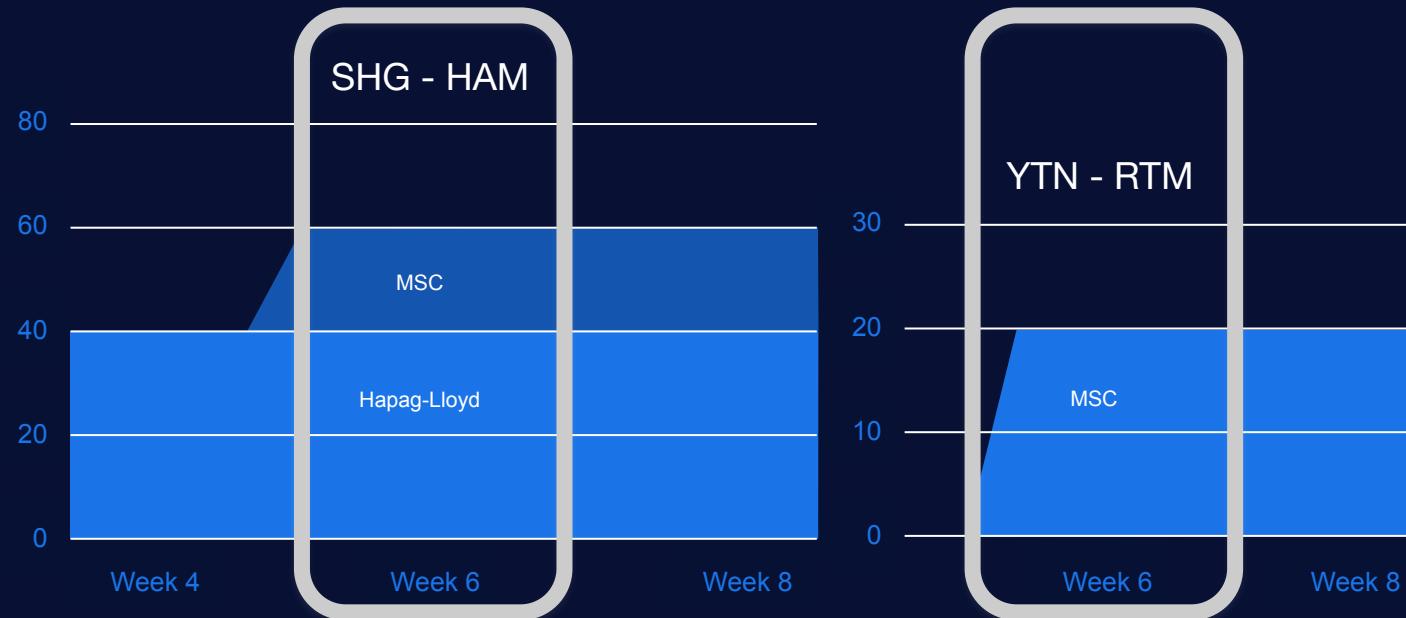
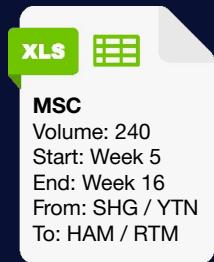
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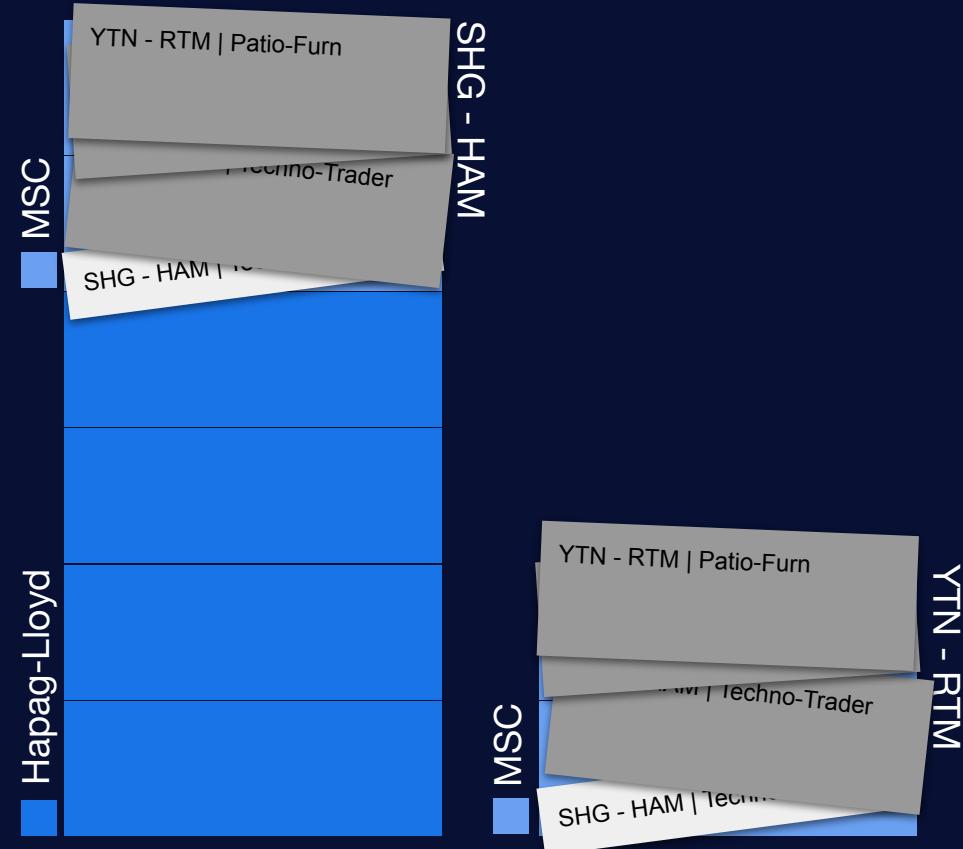
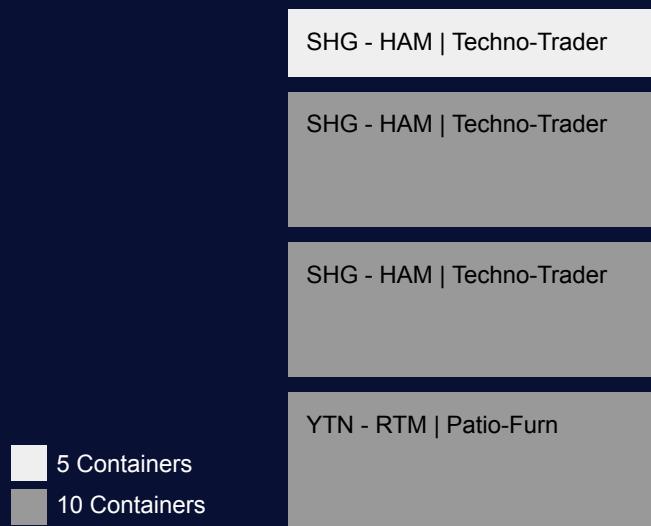
# Modeling Demand



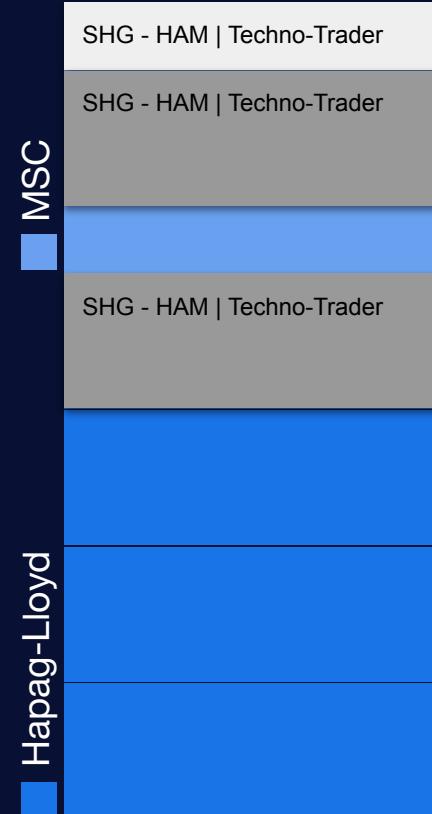
# Modeling Supply



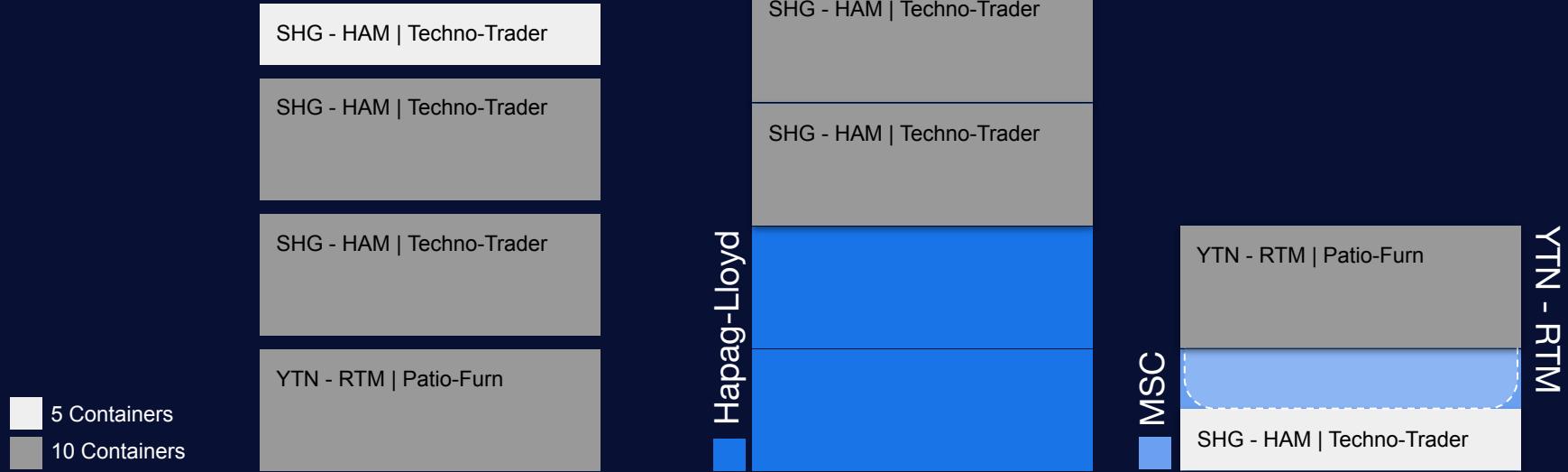
# Simple Nomination



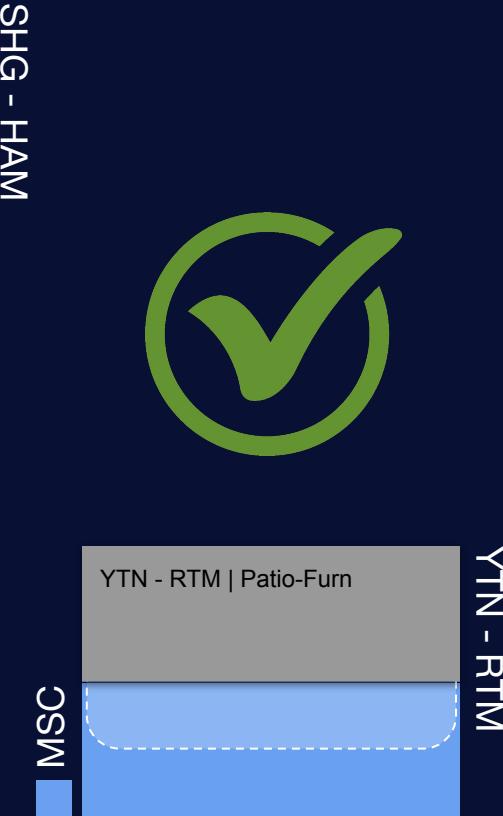
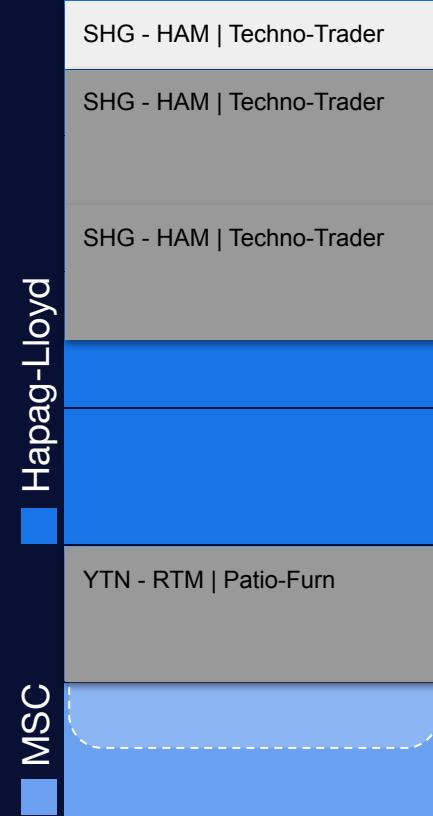
# Considering Consumption



# Allocating Capacity



# Contract Pools



# Solve the right problem

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Optimisation

Communication



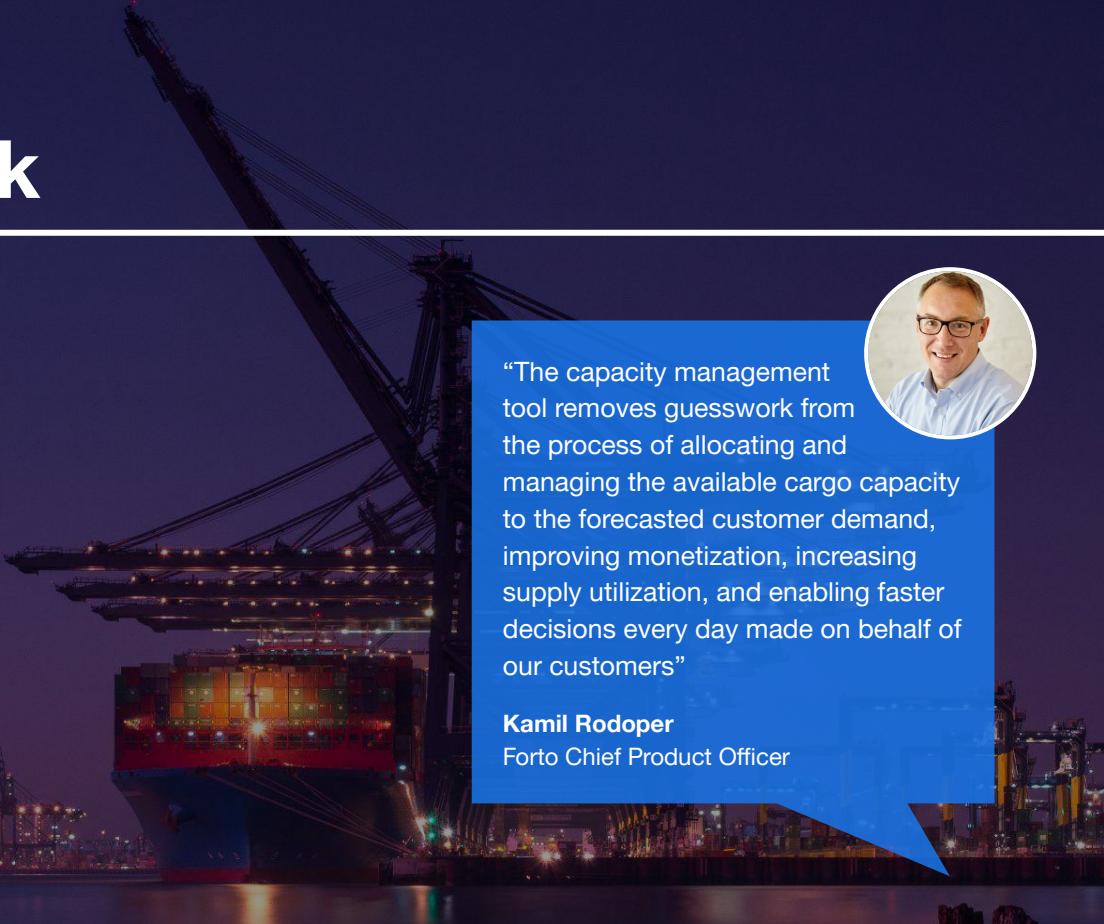
# Impact of the work



Increased Gross Profit



Increased Productivity



"The capacity management tool removes guesswork from the process of allocating and managing the available cargo capacity to the forecasted customer demand, improving monetization, increasing supply utilization, and enabling faster decisions every day made on behalf of our customers"

**Kamil Rodoper**  
Forte Chief Product Officer

# The Silo

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Our problems are not as unique  
as we think

Other industries are facing  
similar problems

And sometimes they figured out  
a solution already



# MVPs work



Turn an abstract idea into a usable functionality

Create a feedback cycle with the actual end users

Keep iterating



# More problems to solve...

- Getting all supply and demand data into our systems - AI improved OCR
- Back to optimization - system driven allocations based on user-generated context and AI driven market forecast
- Get closer into the customers supply chain and understand demand as early as possible

How to build a system where humans and AI collaborate on the same or similar tasks



<https://www.linkedin.com/in/brank-jacob/>



andy.duncan@equalexperts.com

# Thank you.