With Jcurve's strategic guidance and expertise, CTI Logistics successfully implemented NetSuite ERP, achieving greater operational efficiency, seamless business integration, and a more streamlined workflow across the organization.

"NetSuite distinguishes itself with its advanced automated workflow capabilities, significantly streamlining approval processes. Moreover, its highly customizable reporting functions empower each department with accurate, real-time insights tailored to their specific requirements."

Mr. Wuttinan Unprasert
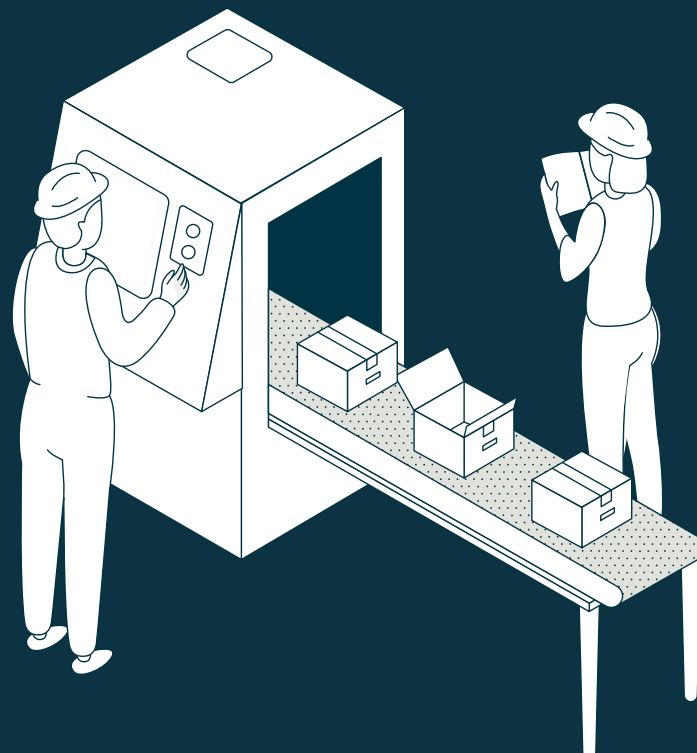
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Challenges

Given the extensive volume of logistics data and the high frequency of daily transactions, it is essential to centralize data collection and enable real-time processing to support various operational functions efficiently.

Wuttinan, Financial Planning & Analysis professional, explained that before implementing an ERP system, the company utilized a Freight Forwarding Management System to oversee both front-end and back-end operations. However, integrating data across these two functions posed significant challenges, particularly in report generation, customizing reports to align with department-specific needs, and managing diverse transactions. As a result, the complexity of reviewing and utilizing reports increased, as each department required unique data formats and reporting structures, leading to inefficiencies in decision-making and operational execution.

These challenges led to several key issues:

- **Lack of Centralized Data Management:** The organization's data was fragmented across multiple systems, preventing seamless integration and centralized oversight.
- **Challenges in Internal Control:** The absence of robust data matching mechanisms complicated internal audits and verification processes, increasing the risk of inconsistencies.
- **Manual Reporting and Limited Customization:** Report generation and customization relied on manual processes, leading to inefficiencies and a higher likelihood of errors.
- **Inefficient Approval Workflows:** The approval processes lacked automation, resulting in delays and reduced operational efficiency.
- **Inaccurate Inventory Forecasting:** Existing data limitations hindered the accuracy of inventory predictions, impacting demand planning and supply chain optimization.

Company : CTI LOGISTICS CO.,LTD.

Head Office : Bangkok, Thailand

Industry : Logistics & Transportation

Product : Logistic solutions

Solution : Oracle NetSuite

Financial Planning & Analysis : Mr. Wuttinan Unprasert

CTI Logistics Co., Ltd. is a leading and well-established company specializing in comprehensive logistics services, including freight forwarding, customs brokerage, warehousing, land transportation, logistics solutions, and aviation activities. With nearly 50 years of industry expertise and a global presence spanning over 18 offices worldwide, the company stands out for its excellence and reliability in the logistics sector.

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Solutions

We conducted a comprehensive evaluation of multiple **ERP systems** to identify the most suitable solution for our business and operational needs. After a detailed assessment, **Oracle NetSuite ERP** emerged as the optimal choice due to its **robust reliability, operational efficiency, and seamless business process integration**, making it the preferred solution for **CTI Logistics**.

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>
> **Mr. Wuttinan Unprasert**
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As a **unified cloud-based platform, NetSuite** seamlessly integrates **front-end and back-end operations**, ensuring all departments operate from a **single source of truth**. Its **automation-driven workflows** enhance operational efficiency, facilitate seamless transaction processing, and enable executives to make timely, informed decisions with ease.

Key Benefits

After the implementation and adoption of NetSuite, Wuttinan shared feedback from various departments, highlighting how the system effectively addressed several challenges:

Enhanced Reporting Efficiency: Users can independently generate reports, minimizing dependence on IT support and accelerating decision-making.

Tailored Reporting Capabilities: Departments can customize reports to align with their specific operational requirements.

Centralized, Cloud-Based Data Management: A unified, real-time data repository ensures seamless access and collaboration across teams.

Superior Data Accuracy and Integrity: Real-time, high-quality insights enhance strategic decision-making and operational efficiency.

Optimized Inventory Management & Transaction Auditing: Real-time monitoring improves inventory control and ensures accurate transaction tracking.

Automated Approval Workflows: Streamlined processes eliminate manual bottlenecks, enhancing operational efficiency.

Unified Data Ecosystem: A single source of truth fosters data consistency and alignment across all departments.

Accelerated Financial Closing: The finance team benefits from a 25% faster closing process, driven by accurate and real-time financial data.

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Impressions of Jcurve

With Oracle NetSuite ERP, CTI Logistics has enhanced reporting efficiency, enabling users to generate and customize reports independently. The centralized, cloud-based system ensures seamless real-time access, while automated workflows streamline approvals and eliminate bottlenecks.

CTI Logistics has significantly improved operational efficiency, accuracy, and automation, supporting its continued growth and scalability.

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Through our discussions with the Jcurve team, we quickly recognized their deep expertise and ability to address our business challenges. Jcurve provided practical, tailored solutions, particularly in report customization, which was crucial given the unique complexities of the logistics industry. Their team demonstrated exceptional consulting expertise, responded swiftly to our inquiries, and remained highly committed to supporting us throughout the process. Their dedication gave us the confidence to move forward with this transformative implementation.

Mr. Wuttinan Unprasert

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With Jcurve's strategic guidance and expertise, CTI Logistics successfully implemented Oracle NetSuite ERP, achieving greater operational efficiency, seamless business integration, and a more streamlined workflow across the organization.

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For more information, visit our website :
jcurvesolutions.com