

Gravity's New White Paper Advises 3PLs on Implementing New Logistics Technologies

HONG KONG – July 26, 2016 – [Gravity Supply Chain](http://info.gravitysupplychain.com), a developer of cloud-based apps that helps companies modernize the management of their global supply chains, today announced the publication of its new white paper, “How to Close the 3rd Party Logistics Technology Gap.” It advises medium-sized third-party logistics providers (3PLs) on how to leverage new logistics technology solutions to compete with the industry’s giants and grow their businesses. This new resource is available to download free-of-charge on Gravity’s web site:
<http://info.gravitysupplychain.com/3rd-party-logistics-technology-gap>.

Shippers expect their 3PLs to provide the technologies and services that provide them with real-time visibility over their entire supply chains. That’s creating a technology gap between what shippers demand, and what most medium-sized 3PLs are able to deliver.

The dilemma for medium-sized logistics providers is whether to invest the time and money in building their own supply chain management solutions, or partner with a third party vendor. The Gravity white paper examines the advantages and challenges of both, and offers readers guidance on how to decide which approach is appropriate for their companies.

“Global supply chains have never been more complex and difficult to manage, which presents 3PLs with the opportunity to differentiate themselves by going beyond offering the traditional transactional services,” said Darren Palfrey, Gravity’s COO and contributor of the white paper. “Leveraging new logistics technologies enable 3PLs to help their customers control costs while also increasing their agility and responsiveness.”

To download the white paper “How to Close the 3rd Party Logistics Technology Gap,” please use this link: <http://info.gravitysupplychain.com/3rd-party-logistics-technology-gap>.

About Gravity Supply Chain

Gravity Supply Chain connects your end-to-end supply chain, with apps that are both effective and intuitive. Our suite of cloud-based apps are developed by supply chain people for supply chain people. We make it easy to manage sourcing, supply, transport and inventory activities anywhere in the world. We can also help customers optimize their finance and working capital, mitigate risks and match supply with demand. Companies use Gravity to manage their supply chains end-to-end, not their spreadsheets.

To learn more about Gravity's suite of cloud-based apps and request a one-on-one demo, please visit www.gravitysupplychain.com

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