

## **BSA Logistics Partners with Gravity to Offer Shippers Real-Time Visibility in Southeast Asia**

**HONG KONG – November 23, 2017** – Gravity Supply Chain today welcomed its newest community member BSA Logistics. The international and domestic 3PL is Gravity's first customer in the Southeast Asia region.

Indonesian-based BSA, part of the Sinar Mas Group who are one of the largest conglomerates in the region, will deploy a white-label version of Gravity's cloud-based application. This will enable BSA to deliver on-demand visibility to their customer base. With the Gravity technology BSA's customers will be able to see in real-time their end-to-end logistics movements, as well as drive automation and efficiency across their own internal operations.

BSA Logistics, established in 1992, provide global integrated logistics services focused in the energy, mining, construction, oil and gas and consumer goods sectors across Asia, often in restricted access areas and with specialized cargo handling needs. With over 800 employees in Indonesia, BSA are also members of the WCA, the world's largest network of independent freight forwarders.

"At the same time as we are experiencing tremendous growth in all our core service offerings and sectors, our customers are demanding greater real-time visibility and actionable insights into their end-to-end supply chains and logistics operations" said Paul Good, Managing Director, of BSA Logistics. "We selected the Gravity platform as it fulfills two needs – firstly, it will give our customers the visibility they need to leverage a supply chain built around speed and agility, and secondly, enable us to be more productive and increase our operational service levels through automation and the removal of manual processes and data capture" said Good.

"We are very excited to welcome BSA Logistics to our rapidly expanding community" said Darren Palfrey, Chief Operating Officer, Gravity. "They will be our first member headquartered in the South East Asian region, an area experiencing rapid growth in its consumer base and associated consumption, and which is renowned for its logistics obstacles. Our visibility and execution platform will support BSA to solve some of the most complex challenges their customers will bring them."

## **About Gravity Supply Chain**

Gravity Supply Chain Solutions, voted one of the Top Logistics Technology Companies in 2017, provides managers with real-time visibility over their global end-to-end supply chains so they can be more proactive and effective in reducing costs and identifying issues that will impact customer service levels. Gravity accelerates and streamlines the collection, analysis, and sharing of real-time data to improve collaboration and decision-making among all supply chain partners anytime, anywhere.

Gravity uses Web APIs, AI Bots and proprietary algorithms to unlock and gather data scattered across not just an organization's immediate supply chain, but throughout the multiple tiers that support it. It also collects what is happening out in the world – including the latest weather, labor strikes, the impact of natural disasters, providing you with instant awareness of potential supply chain disruptions.

To learn about future events hosted by Gravity, sign-up for email updates, or visit [www.gravitysupplychain.com](http://www.gravitysupplychain.com).

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