

# WHY LOGISTICS IS THE MOST POWERFUL FORCE IN BUSINESS TODAY. (AND WHY YOU SHOULD UNDERSTAND IT.)



In a global economy, logistics is the secret to opening markets, satisfying customers, creating sustainable supply chains and avoiding volcanic eruptions. (Story below.)

It wasn't long ago that the most important rule of business was "location is everything."

If you had location in your favor, you were more or less protected against competitors of every shape and size.

Things are different now. Business is global in a way we could only imagine ten years ago. Markets are everywhere and new ones open constantly. Suppliers shift, supply chains adapt. And location has been supplanted by a new force in business: logistics.

## WHAT IS LOGISTICS?

Logistics is the art and science of getting things exactly where they need to be exactly when they need to be there.

Logistics is how you reach out to new customers and connect with new markets.



We invest a billion dollars a year in technology. You benefit.

Logistics is how you make your current customers happier and save money — potentially a lot of money — in the process.

Logistics is the secret to making your supply chain more sustainable — and giving your customers the choice of going green.

Logistics is how you deal with the kinds of problems and issues you never had to deal with before — like volcano eruptions. (More on that in a second.)

Logistics is a force you have to deal with whether you are a one hundred thousand person company or just one — managing



Logistics travels on planes, trains and this sporty little number used in Italy.

resources and getting things where they need to go on an ever more unforgiving schedule.

And in this world, where logistics can make the daily difference between success and failure, between happy customers and angry customers, between a competitive advantage and a competitive threat, there is no more powerful resource to have in your corner than the people and systems of UPS.

## LOGISTICS, A COMPETITIVE ADVANTAGE

UPS operates the best globally integrated logistics system on the planet. A seamless network that brings together air, sea, rail and ground resources to help you reach new customers and new markets, improve service, lower costs and make your supply chain greener. No one knows global logistics better than UPS. No one.

UPS logistics helps you succeed in a world where things change quickly and problems and opportunities appear overnight. One top-of-mind example: when the volcano *Eyjafjallajökull* erupted unexpectedly — abruptly shutting down air traffic over most of Northern Europe — UPS was able to quickly reroute many of our shipments automatically from air to ground. Our customers didn't have critical parts sitting out on the tarmac, and their supply chains kept supplying.

Of course, in a global economy it's not just the unforeseen problems that logistics can help with. It's everyday headaches like customs clearance. UPS clears more shipments through customs than any other company on earth. In a world where time equals money more than ever, that's a real benefit.

Logistics means having people and experience in the air as well as on the ground.

In the form of one of the world's largest air fleets, for one. In the form of constantly testing, improving and advancing digital tools, for another.

Each and every year UPS invests more than a billion dollars in logistics technology. New software and new systems that give you ever more accurate information,

more control and more options that work for you and your business.

How logistics can work for you depends on what kind of business, and what kind of industry, you happen to be in.

The logistics of temperature-sensitive pharmaceuticals works differently than the logistics of getting fresh lobster to seafood restaurants. UPS knows because we work with them all. There's no one-size-fits-all solution.



Global reach: UPS has one of the world's largest air fleets.

And yet, even entrepreneurs working out of their basements can take advantage of the power of logistics via The UPS Store®. Tens of thousands of them do — allowing very small businesses to run highly complex and highly professional operations with customers and suppliers across the planet.

## LOGISTICS FOR ALL

Essentially, we have entered the era of Logistics For All. A time when virtually any company of any size will have to understand the power of logistics and how to put it to work for them. A rather enormous challenge.

But in the end, all you really need to know is this: Nobody but nobody can put the power of logistics to work for you and your business like UPS — the company and the people who understand the power of logistics better than any other company on this earth.

Put our passion, our pride, our experience, our innovation and our resources to work for you today.

To learn more, go to [thenewlogistics.com](http://thenewlogistics.com)



WE ♥ LOGISTICS™