

Kewill and LeanLogistics rebrand as BluJay Solutions, unveil world's first global trade network

BluJay radically transforms supply chain economics, helps customers achieve greater trade velocity and disruptive advantage

Manchester, U.K. – 6 March, 2017 – Kewill and LeanLogistics today announced that the companies have rebranded as [BluJay Solutions](#). In conjunction with the rebranding, the company has also unveiled the BluJay Global Trade Network, a fundamentally new model that goes beyond automation to help organisations harness the full power of the global supply chain ecosystem.

“It’s no longer just about multi-modal, omni-channel and booking tools – we’re moving toward a new era of business where global trade shifts to the forefront, and supply chain becomes today’s battleground,” said Doug Braun, CEO, BluJay Solutions. “BluJay delivers the expertise, breadth of cloud-based software applications, and end-to-end collaborative visibility that organisations need to make speed a competitive weapon, and optimise their future in the global economy.”

The new BluJay Solutions brand reflects the company’s unique ability to help customers achieve greater velocity of global trade and operate at the speed of business – even in the face of dynamic market forces and fluctuations in customer demand. With more than 40,000 carriers, shippers, forwarders, suppliers, and LSPs, the BluJay Global Trade Network is the largest in the world, creating a powerful network that delivers the benefits of universal connectivity among participants.

“Our customers’ success is the standard by which we measure our own,” added Braun. “The BluJay Global Trade Network exemplifies our commitment to equipping customers with the technology, services and connections they need to deliver exceptional service.”

“Traditional supply chain solutions focused on optimisation from the point of view of an individual company. But as companies moved to more outsourcing and increasing reliance on global supply chain partners, the traditional software architecture has become increasingly less relevant,” said Steve Banker, vice president, supply chain management at ARC Advisory Group. “A modern global trade network model gives

companies access to multiple delivery options and carrier choices so they can quickly seize new opportunities and enjoy frictionless and more efficient movement of goods across any border.”

With BluJay, organisations can easily manage goods and services across an integrated Global Trade Network; rapidly onboard services, carriers, customers and business units; and actively collaborate with trade participants to expedite trade logistics. BluJay captures all data streaming across the network, so that organisations can analyse and operationalise it to their advantage.

BluJay Solutions’ rich domain expertise in all areas vital to global trade – transportation, parcel, warehouse, and customs management, as well as freight forwarding and compliance – combined with four decades of experience, make the company a trusted choice of more than 7,500 customers spanning more than 100 countries. BluJay customers include five of the top 10 food and beverage companies, 32 of the top 40 logistics service providers, and 24 of the top 25 freight forwarders. With BluJay, 1.9 billion transportation transactions are processed and 4.5 billion boxes shipped annually.

In December, [Kewill completed the integration of LeanLogistics](#), which it acquired in May 2016, bringing together supply chain execution and global trade management in one comprehensive and integrated portfolio of logistics applications, analytics and services – all delivered through a scalable, multi-tenant cloud.

For more information about BluJay Solutions and the BluJay Global Trade Network, visit: www.blujaysolutions.com.

ENDS