

The Sussan Group and Explorate Partnership Wins ASCL Award for Achievements in Supply Chain Efficiency



Brisbane, Queensland Nov 29, 2024 ([Issuewire.com](https://www.issuewire.com)) - Leading Australian fashion retailer [The Sussan Group](#) and dynamic digital freight forwarding company [Explorate](#) have been named winners of the prestigious Australian Supply Chain and Logistics (ASCL) Big Data, IT & Business Intelligence Award, a recognition of excellence within the industry.

The Sussan Group (encompassing Sussan, Sportsgirl, and Suzanne Grae) and Explorate joined forces in 2023, forging a partnership that delivered remarkable advancements in supply chain efficiency through the strategic application of digital technology, data, and business intelligence. This collaboration has placed them at the forefront of innovative supply chain management, earning them the ASCL award among esteemed finalists, including industry leaders like Adiona and StarTrack, Coca-Cola Europacific Partners, Coles Group Ltd, and Team Global Express.

"We are incredibly honoured to receive this prestigious award in recognition of our transformative journey with Explorate," said Robyn Batson, Group People & Community Partnerships Manager at The Sussan Group. "Our collaborative partnership has fundamentally shifted how we operate, enhancing both capability and process efficiency across our Supply Chain. We are now better equipped to focus on proactive planning, enabling us to deploy our resources more effectively and adding significant value to our Group"

Conor Hagan, Co-CEO of Explorate, highlighted the impact of the award-winning project on the retail sector: *"Retailers manage incredibly complex supply chains, and logistics providers must simplify*

these processes for them. This project is proof that retailers don't need to fear digitalisation or changing vendors—as long as they adopt a collaborative, data-driven approach. As the logistics industry evolves, technology and data-driven strategies are no longer exclusive to giants like Amazon, Coles, and Woolworths; they are accessible to all retailers, regardless of size.”

“This recognition underscores the potential of technology to redefine standards in retail supply chain management. By addressing critical challenges like data ownership, visibility, and sustainability, our partnership with The Sussan Group has demonstrated how businesses can thrive amidst rapid industry changes, setting a benchmark for excellence that benefits the entire market,” Mr Hagan added.

About the ASCL Awards: [The Australian Supply Chain and Logistics Awards](#), now in its 62nd year, celebrates the achievements of Australia's top supply chain and logistics professionals and organisations. The ASCL Awards spotlight industry excellence, fostering collaboration, innovation, and success across the supply chain sector.

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Source : Explore

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