These insightful words by the Greek philosopher, Aristotle, are at the heart of the philosophy that drives the excellence of Logenix International—a preeminent provider of global logistics services to and throughout the developing world.

In many parts of the developing world, the infrastructure is so abysmal that it is hard to imagine shipping and distributing essential supplies in tough-to-reach areas. Not to mention the policies, regulations, and enforcement measures that are constantly in a state of flux. This makes the flow of goods even more difficult in war-torn and disaster-stricken areas.

"We are what we repeatedly do. Excellence, then, is not an act, but a habit."
In 2001, drawing upon his wealth of industry experience, Cruse established Logenix, an integral cog in the rebuilding of Afghanistan and the reconstruction of Iraq. Logenix has come a long way since then and now operates in over 140 countries annually. "I hired the best and the brightest, and here we are today. I believe we are the most reliable and cost-effective operator serving to and through the developing world, owning to our deep-seated knowledge and extensive experience. We, in fact, outperform even the biggest companies in the world," shares Cruse.

Navigating the Supply Chain Complexities in the Developing World

Every developing country has a different set of rules and regulations that can change capriciously. Adding to the complexities are the challenges posed by the pandemic, including limited transportation facilities, sky-high transportation costs, and customs clearance, to name a few. To untangle these complexities, Logenix follows a two-pronged approach—intelligence gathering and extensive training. Intelligence gathering is a 24/7 operation that involves collecting and storing information and insights about day-to-day activities in developing countries. With the help of Logenix’s internal IT tools this information is available to staff in real time. This information typically revolves around the situation in a country at that moment in time—the status of airports or ports, travel guidelines, or border measures—which are subject to constant change.

Logenix updates the information on its management system in order to help the team internalize it. The company provides specialized training to its employees to help them be flexible and adapt to unexpected, unfavorable situations arising in various countries. Whether it’s strife, famine, volcanic eruption, or the COVID-19 pandemic, the Logenix team is up to speed with every event and is well equipped to handle such complex challenges.

Comprehensive Suite of State-of-the-Art Global Logistics Services

Logenix has developed an industry-leading web-based tracking system, the Logenix Tracking System (LTS)—the company’s own custom IT platform. LTS is a full-fledged SCM (Supply Chain Management) solution that enables real-time updates of the data. What distinguishes Logenix from many industry behemoths is its approach to training professionals. Unlike many companies that train their teams in just one tiny sphere of the supply chain for years, Logenix educates everybody in its team on every aspect of the supply chain. "We call it training to be a steely-eyed forwarder. Our senior managers ensure that our middle managers take out sufficient time to pass on detailed supply chain knowledge to their team members to help them learn and clearly understand the entire process," informs Cruse.

Logenix’s journey over the years has been nothing short of inspirational, and the company will continue pushing new boundaries with the same vigor in the years to come. By penetrating the Indian market, Logenix has grown by leaps and bounds over the past three years to emerge as one of the largest providers of logistics services for commodities ranging from medicines to construction and power equipment. Steering ahead, the company plans to expand further in Europe, growing its current presence in the U.K. and Netherlands. As organic growth strategies have worked the best for Logenix, the company plans to take advantage of more such opportunities across Asia.

Logenix will continue to add experienced professionals to improve its capabilities and continue to do what it does best—delivering unparalleled, cost-effective, and reliable supply chain services to and throughout the developing world.