# Cabrella:
# Revolutionizing Risk Management with Parcel Perform's Data Intelligence

Shipment Data

Warehouse

Time schedules

Carrier

Trade lanes

Parcel delivery

Product size

# Cabrella leverages Parcel Perform's data intelligence to enhance and fortify existing risk management practices

## Key Metrics:

✓ **25-30% improvement in data latency** compared to previous provider

✓ **Proactive risk mitigation** for shipments across 118 countries

✓ **Scalable platform** supports Cabrella's growing customer base.

✓ **Customized latency triggers** for specialty shipments

In the unpredictable world of global logistics, shipping high-value goods is like navigating a minefield. Disruptions are inevitable, and the financial fallout from lost or damaged cargo can be devastating.

That's why Cabrella, a leader in shipping insurance and risk management, sought a more robust solution that enables them to protect their clients' valuable assets.

# The challenge:
## Navigating Murky Waters with Limited Visibility



*"As our customer base and logistics network rapidly expanded, we recognized the need for advanced tools that would allow us to better manage risk,"* says Benjamin Meskin, President and Founder of Cabrella. *"Because we are committed to providing the highest level of service, the increasing complexity of our operations required a more sophisticated approach to proactively identify and mitigate potential risks."*

To maintain their commitment to providing top-tier service in the face of this growth, Cabrella sought a solution that could offer real-time visibility, reliable data, and intelligent insights, empowering them to proactively identify and mitigate potential risks.

## Cabrella's Strategic Advantage: Parcel Perform's Data Intelligence

With Parcel Perform, Cabrella found the tools they needed.

Parcel Perform's logistics data intelligence platform offered the real-time visibility Cabrella was looking for:

**Comprehensive Real-Time Tracking:**
Cabrella leverages Parcel Perform's extensive data pipeline and carrier network to gain unparalleled visibility into their shipments across all carriers and regions.

**Data Standardization**

Cabrella achieves consistent and reliable data through Parcel Perform, eliminating the need for manual intervention and reducing errors.



**AI-Driven Insights**
Cabrella harnesses the power of Parcel Perform's AI-driven platform to analyze data, identify trends, and predict potential disruptions, allowing for proactive decision-making.

**Customized Latency Functionality:**
Cabrella uses Parcel Perform's advanced customization capabilities to set customized latency triggers for special customers, catering to their unique needs.

# The Results:
## A Reinforced Risk Management Ecosystem



Cabrella has bolstered its risk management capabilities through its partnership with Parcel Perform, reaping a range of benefits:

**Proactive Risk Mitigation:**
*"Parcel Perform's real-time data gives us higher visibility for our risk management,"* says Meskin. *"We can now more effectively monitor shipments and take swift action to mitigate risk."*
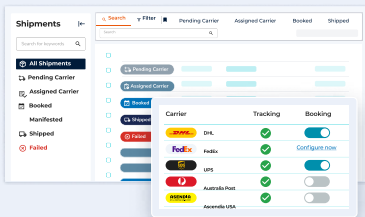


**Improved Operational Efficiency**
Cabrella, leveraging Parcel Perform's robust data capabilities, has optimized its operations, achieving a significant reduction in errors and expedited claims processing. *"The improved data quality, latency, and faster updates we get from Parcel Perform directly impact our bottom line. We're seeing fewer errors, faster claims processing, and increased customer satisfaction,"* adds Meskin.
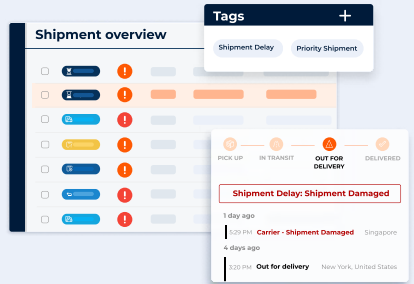
**Enhanced Customer Experience:**
Real-time tracking visibility and proactive issue resolution have increased customer satisfaction and trust. *"Our clients appreciate the transparency and peace of mind that comes with knowing their shipments are being closely monitored,"* says Meskin.
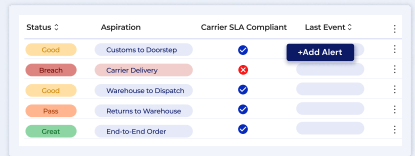


**Business Growth and Profitability:**
Cabrella has gained a competitive advantage by utilizing Parcel Perform's added functionalities and customization options. *The ability to customize latency triggers with Parcel Perform is a massive competitive advantage. It allows us to tailor our monitoring to the unique needs of each shipper,"* Meskin notes. *"Thanks to Parcel Perform, we're seeing increased business acquisition and client satisfaction."*

But beyond the technological advancements and measurable benefits, Meskin emphasizes the importance of the human element in this successful partnership.

**"**

Our partnership with Parcel Perform isn't just about technology - it's about trust. Their team's expertise and dedication have made a tangible difference in our business, and we're excited to continue innovating together.

**Benjamin Meskin**
President and Founder of Cabrella
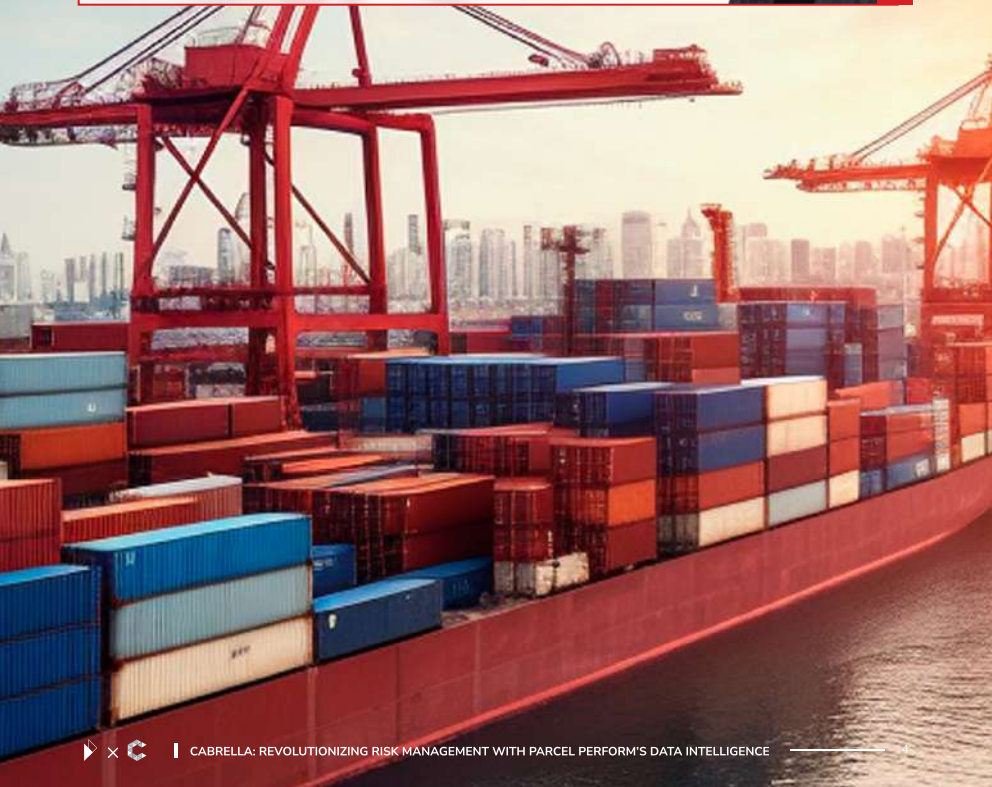
# The Future of Shipping Insurance:
## Real-Time Visibility and Proactive Risk Mitigation

Cabrella's success with Parcel Perform showcases the power of data-driven logistics for effective risk management in the shipping insurance industry.

By using Parcel Perform's tools, Cabrella has strengthened its operations, improved customer satisfaction, and solidified its position as an industry leader.

As the complexities of global shipping continue to grow, the need for proactive risk mitigation becomes increasingly vital. With Parcel Perform as a trusted partner, Cabrella is well-equipped to navigate these challenges, providing clients with top-tier protection and peace of mind.

Together, they are shaping a future where businesses can confidently ship valuable goods worldwide, knowing their cargo is safeguarded by cutting-edge technology and industry expertise.

## Pushing beyond post-purchase

Parcel Perform is the next-generation E-Commerce Data & Delivery Experience
Platform that pushes beyond traditional post-purchase boundaries. We empower businesses to streamline every stage of the e-commerce journey, from checkout to delivery and beyond, including returns, logistics operations, and data-driven management.

Built on the industry's most comprehensive data foundation, our AI-driven platform eliminates data silos, ensuring the insights and agility e-commerce businesses need to adapt and thrive. We offer end-to-end solutions with a future-proof approach, guiding businesses along a best-practice path for rapid time-to-value and long-term success.

Our global reach and extensive carrier network make us the ideal partner to fuel growth for ambitious e-commerce businesses, marketplaces, and top-tier 3PLs worldwide, such as Nespresso, Shopify, Zalando, Puma, Wayfair, Geodis,and Overhaul.

# parcelperform

## 2016
Founded, 8 years of development

**TÜV SÜD** ISO 27001 · **GDPR** · **99.9% UPTIME**

Enterprise-level security & privacy

## 1,045+
Carriers Integrated

## 100m
Daily tracking updates

USA

UK

Netherlands

Germany

Singapore

Vietnam

NESPRESSO · UB SEND · SNOCKS · MISTER SPEX

zalando · wayfair · shopify · emma · bikesonline

babymarkt · DHL · GEODIS · PUMA

OVERHAUL · SECRET SALES · BAUHAUS