origin by sandfield

2025

Origin Logistics Tech Outlook

The state of ANZ logistics technology and the race for a competitive edge

Contents

Introduction

Welcome to the first Origin Logistics Technology Outlook Report. A project we've been wanting to bring to life for some time. Technology is moving fast in our industry, but the reality is not everyone is moving at the same pace, or in the same direction. We created this report to take an honest look at where ANZ logistics companies really are with technology and to uncover what's working, what's not, and where the opportunities lie.

This report matters because our industry is strongest when we learn from each other. The more we share what works, and why, the better positioned we are to collaborate, innovate, and deliver the level of service customers are demanding.

One of the most encouraging things to come from this year's report is the optimism in the industry. The penny has dropped and the majority of logistics companies now see themselves as technology-led businesses, not just service providers that happen to use technology. There's always work to be done, but this shift in mindset is a powerful foundation. It shows a willingness to invest, adapt, and lead with technology as a core part of how they operate and compete.

A big thank you to the industry bodies who supported this work, and to the many operators who took time out of their day to share their experiences. Your openness and input have made this report possible, and I hope it sparks valuable conversations across the industry.

Alan Dowsett
Head of Origin at Sandfield

A special thanks to our supporting industry bodies and their members for participating

The Chartered Institute of Logistics and Transport

Container Transport Alliance Australia
Dedicated. Connected. Better.

Te Ara Aotearoa Transporting New Zealand

CBAFF New Zealand

National Road Carriers

Executive summary

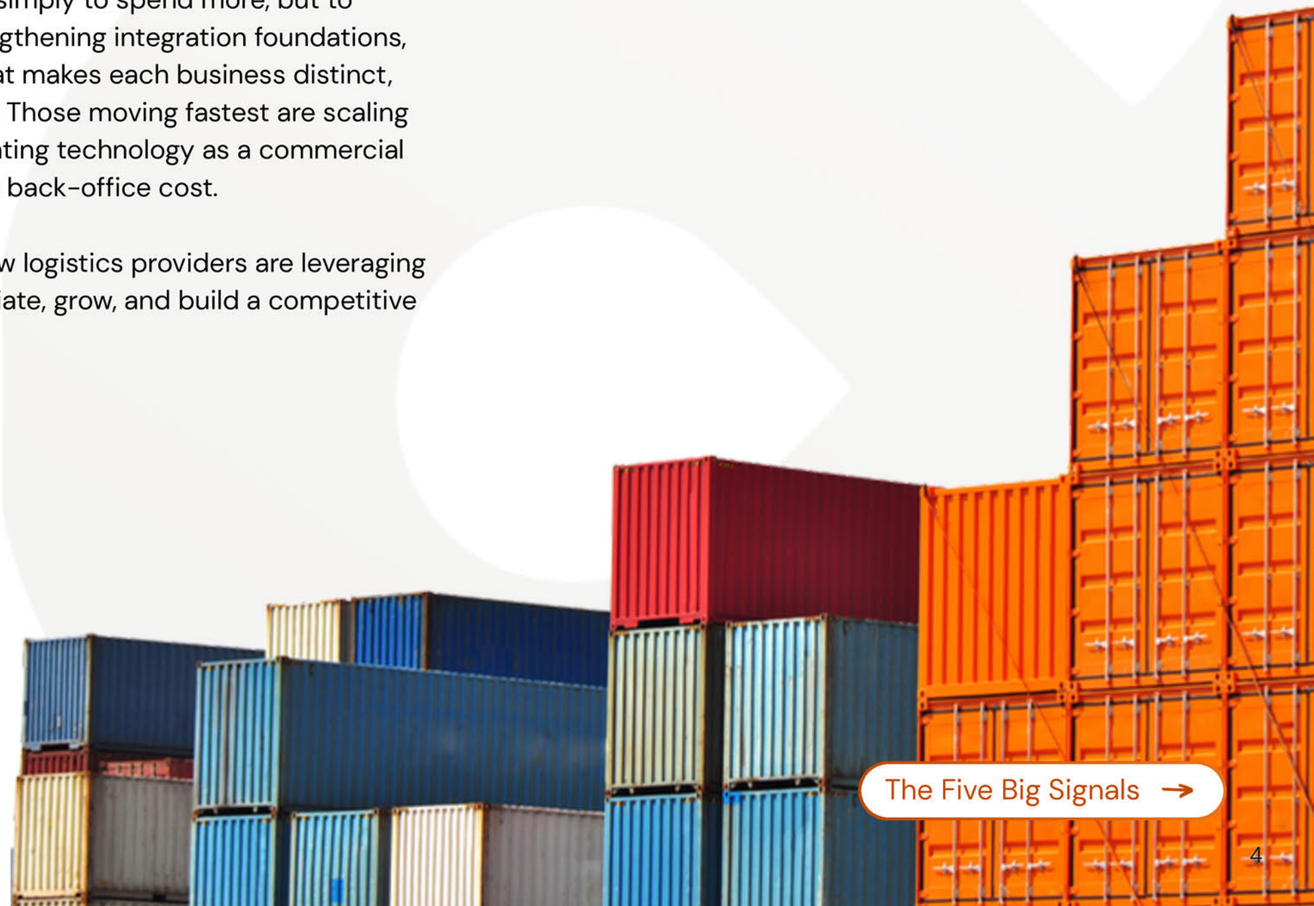
The pace of change across the logistics industry is picking up. While most businesses are increasing investment in technology, only a small minority are confident they're moving fast enough. Customers are demanding more visibility, internal systems are being pushed to their limits, and many are questioning whether they have the right foundations for scalable, customer-focused tech.

This report draws on insights from 85+ logistics and transport operators across New Zealand and Australia. It surfaces what's working, what's not, and where opportunities lie for companies wanting to build digital capability and competitive edge.

What stands out is that even with rising investment, results don't always follow. Too often, operators find that the way technology is packaged and sold i.e. "all-in-one" promises, integration brushed aside, or AI claims made before the basics are in place, leads to mismatched expectations. Good businesses can be led astray by assumptions that later need to be remedied.

The opportunity is not simply to spend more, but to spend differently: strengthening integration foundations, aligning systems to what makes each business distinct, and proving value early. Those moving fastest are scaling their strengths and treating technology as a commercial differentiator, not just a back-office cost.

This report explores how logistics providers are leveraging technology to differentiate, grow, and build a competitive edge.



The Five Big Signals →

The five big signals in 2025

01 Pace and satisfaction are tightly linked to how you implement.

- Only 14% of those using off-the-shelf SaaS are satisfied with their tech progress.
- Meanwhile, 42% of those co-developing with a tech partner are satisfied or very satisfied.

Your tech engagement model matters. Flexibility, alignment, and the ability to adapt to customer needs are proving more valuable than 'quick starts.'

02 Integration is make-or-break and most aren't there yet.

- 56% rate their integration as just adequate, poor or very poor.
- Among those who are very dissatisfied with tech progress, 75% also reported poor integration capability.
- On the flip side, 100% of companies with full customer visibility had excellent or good integration.

Integration is the enabler of visibility, automation, and customer experience — and it's the weakest link in most operations.

03 Tech isn't being pitched — and it should be.

- 80% say technology is Important or Critical for a competitive edge.
- Only 35% say they always highlight their tech when trying to win new business.
- 45% of companies say sometimes or never.

Your supply chain assets, people, and service are the backbone of your business. Technology is the amplifier. The right tech stacks turn operational strength into a lasting competitive edge.

04 Most companies are investing — but not measuring.

- 77% of those dissatisfied with their tech progress do not measure the impact of past investments.

Without proving ROI, future budgets stay under pressure, decisions stay political, and momentum stalls.

05 AI has arrived — but it's still early innings.

- 48% are planning, piloting or already using AI in production.
- Interestingly, 81% of those already using AI are small to mid-sized businesses (revenue under $250M).

The uptake is real and it's not just for the enterprise players. AI is being used to reduce cost-to-serve, automate admin, and improve data flow.

About the study

The *Origin Logistics Technology Outlook 2025* is the only report of its kind focused exclusively on technology adoption in the ANZ logistics industry. It captures the challenges, priorities, and progress of businesses facing increasing pressure to modernise their operations, meet rising customer expectations, and unlock new efficiency through technology.

- **85+ logistics and transport operators** across Australia and New Zealand participated.
- Respondents represent a mix of 3PLs, freight forwarders, warehousing operators, and transport carriers – from small independents to enterprise-scale providers.
- The survey captures both operational and leadership perspectives, offering a rich view of where the industry is investing and where the bottlenecks are.
- This analysis combines quantitative data with free-form responses and cross-tabulated insights (e.g. satisfaction vs. enablement approach, AI use by company size, etc.).

What **country** are you based in?

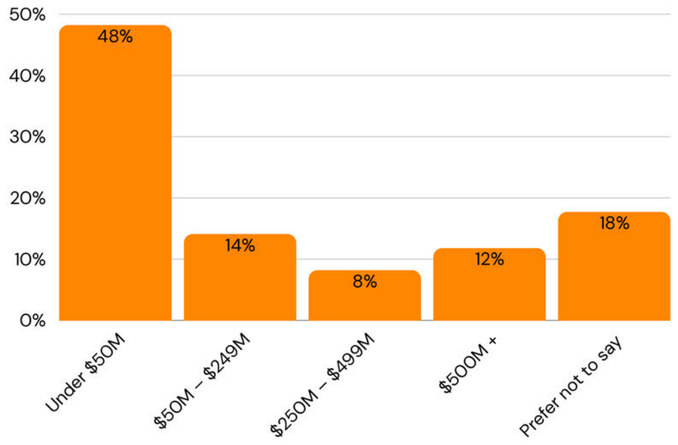
Australia 34%

New Zealand 66%

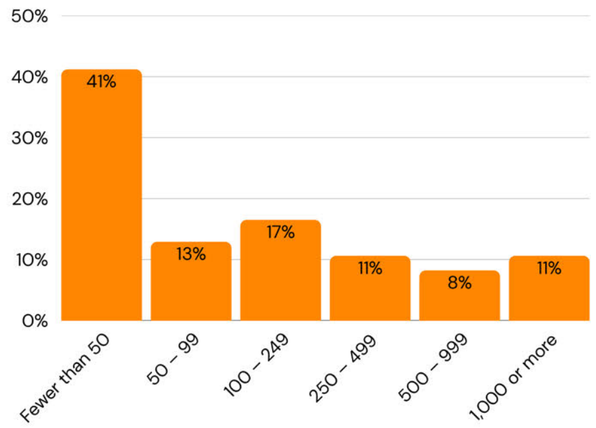
Which **logistics services and functions** does your organisation offer?

- 57% Container Transportation
- 51% Warehousing & Contract Logistics (3PL)
- 48% Bulk Freight Transportation
- 40% General Freight & Line-haul Transportation
- 33% International Freight Forwarding
- 27% Container Freight Station (CFS) / Empty Depot
- 19% Port or Terminal Operations
- 19% Rail / Intermodal Transport
- 11% Shipping Line / NVOCC
- 14% Other

What is your **company's annual revenue**?

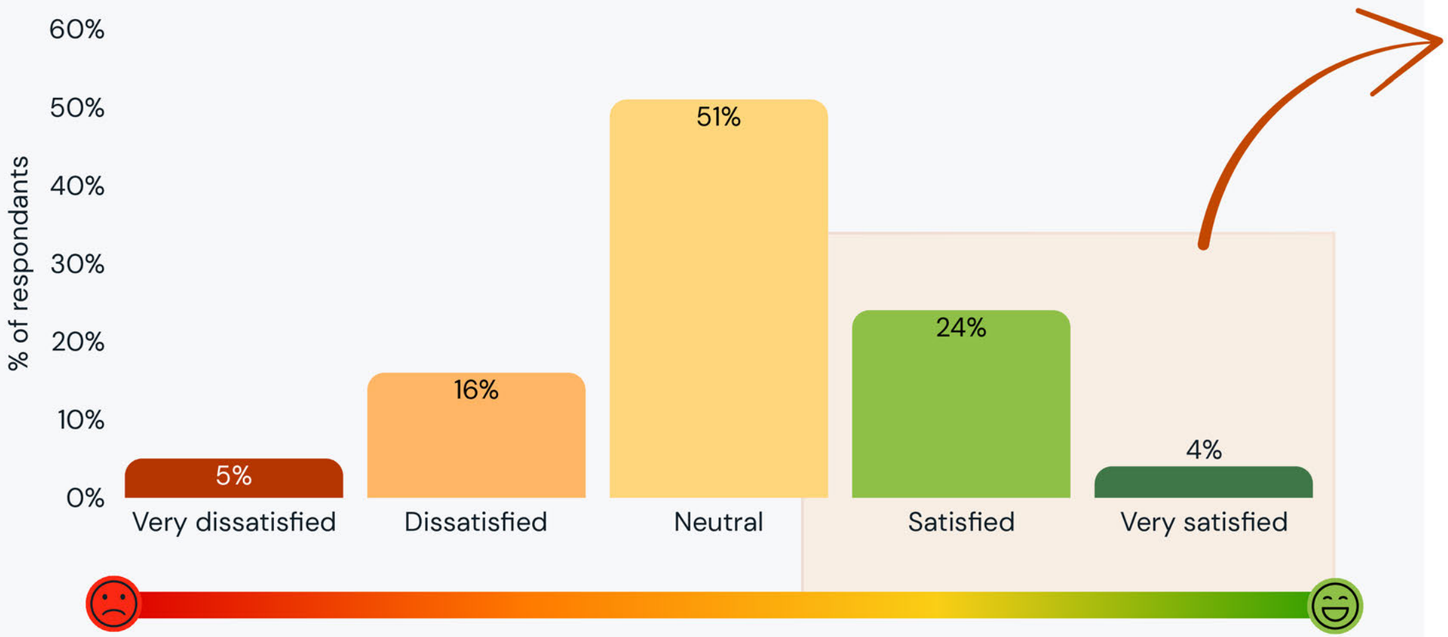


What is the approximate number of **full-time employees** in your business?



Stuck in neutral:

Why tech progress is stalling



Only 28% of companies say they're satisfied

with their pace of technology change, with over half of respondents 'stuck in neutral'.

That's less than a third of operators who believe their tech investment is delivering at the speed they need. For everyone else, transformation feels stuck, not due to a lack of intent, but because execution is falling short or they are still caught playing catch-up.

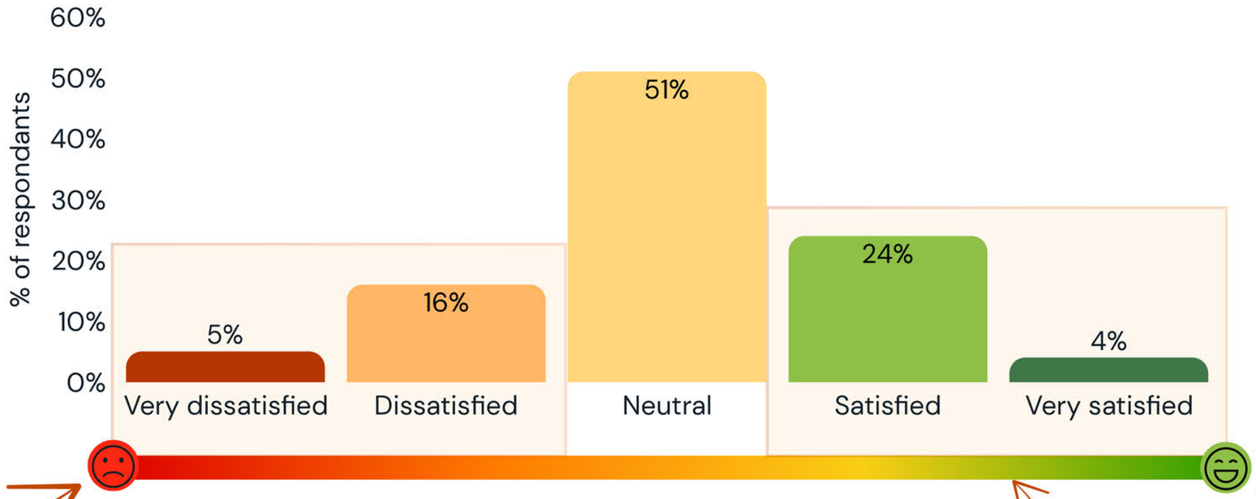
With tight margins and competition, "good enough" may not cut the mustard. So what makes the high-performers more satisfied?

Top tech satisfaction drivers →

The top 3 satisfaction drivers

- Clear measurement, clear momentum
- Choosing the right implementation model
- Integration unlocks efficiency

Overall, how satisfied are you with your current pace of technology change?



Clear measurement, clear momentum

You can't improve what you don't measure and the data proves it.

77% of those dissatisfied with their progress don't measure ROI.

By contrast, companies who track outcomes can prove value, unlock budget, and iterate with confidence.

Choosing the right implementation model

Satisfaction isn't just about the tools, it's about how you select them.

Only 14% of companies using off-the-shelf tech are satisfied with their pace of change.

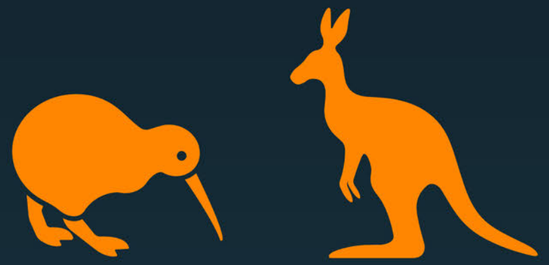
But 42% of those co-developing with a tech partner are satisfied — 3x more.

Integration unlocks efficiency

The most satisfied businesses are those that integrate well. Not just internally, but across partners, modes, and systems.

81% of companies who reported excellent or good integration were satisfied or very satisfied.

Who is more satisfied with the pace of tech change?



24% satisfied **32% satisfied**

What makes Aussies more satisfied?

- More likely to customise tech in-house or with a partner.
- They are more likely to spend more on tech.
- Have better integration capabilities.

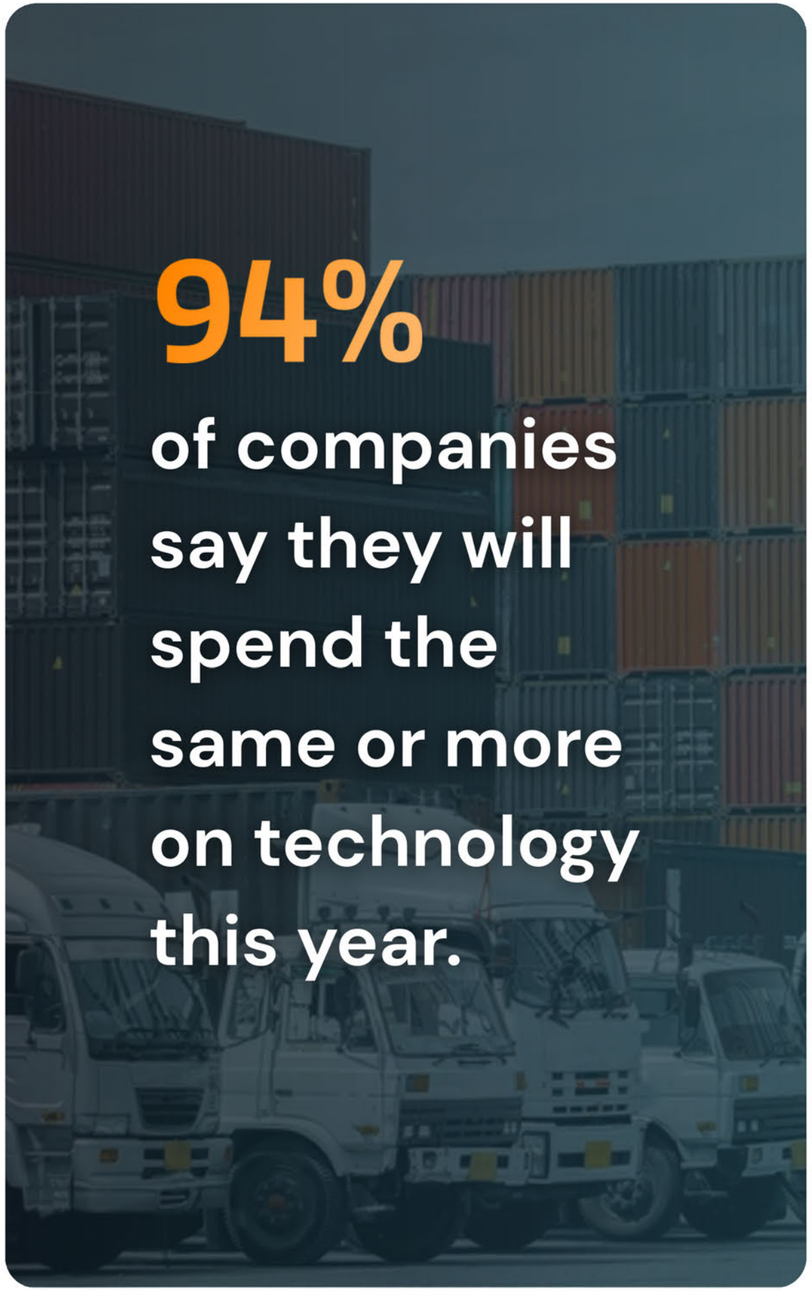
Australia and New Zealand take different paths on tech progress

Across ANZ, logistics operators are investing more in technology but satisfaction with the pace of change isn't the same everywhere. Australians are more likely to feel satisfied overall, while New Zealanders are pushing harder into areas like AI adoption and pitching tech as a differentiator.

- **Satisfaction levels:** 32% of Australian operators are satisfied or very satisfied with their pace of change, compared to 24% in New Zealand.
- **Pitching tech:** NZ companies are more likely to highlight their digital capability when selling — 59% mostly or always pitch tech, versus 47% in Australia.
- **AI adoption:** 50% of NZ operators are planning, piloting, or using AI, compared to 42% of Australians.
- **Integration capability:** This is where the tables turn — 50% of Australians report good or excellent integration, compared to just 40% in New Zealand.

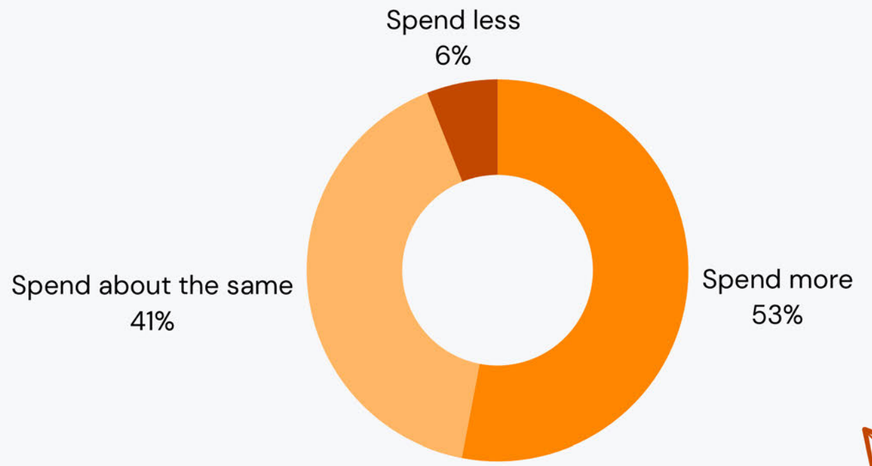
The two standout signals of satisfaction are the implementation model and integration capability. Australians lean less on off-the-shelf SaaS and report stronger integration, both linked to higher satisfaction. While New Zealanders are less satisfied overall, they are pushing into areas that could define future competitiveness.

Satisfaction is only part of the story. Australians feel further ahead today but New Zealand companies are leaning into the capabilities that will shape tomorrow.



Spending more on tech? You're not alone.

How do you expect **technology spend** to change in the next 12 months?



If there's one thing the industry agrees on, it's this: **tech investment isn't slowing down.**

- **100% of Australian** companies surveyed plan to **maintain or increase spend.**
- And among those **dissatisfied** with their pace of change? **100% are ramping up investment** to catch up.

Larger operators are leading the charge

The bigger the business, the more likely they are to increase tech budgets.

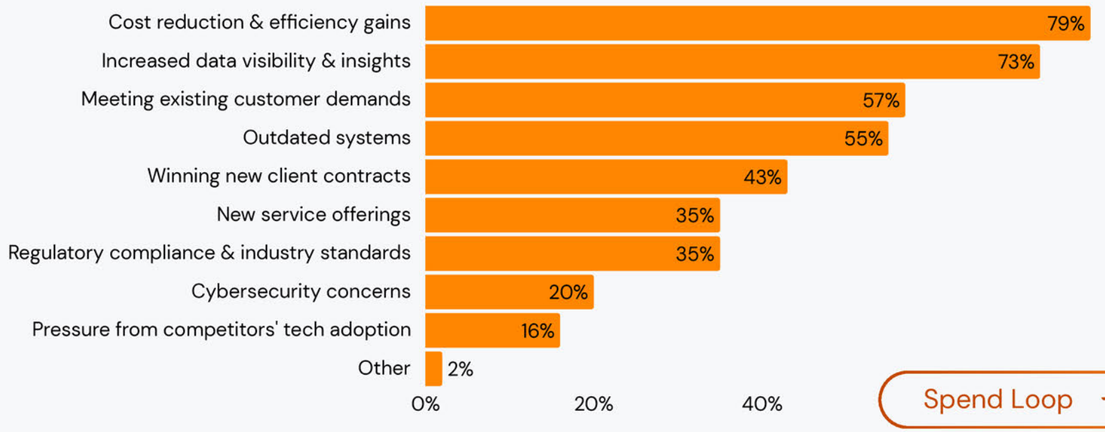
But even smaller and mid-sized companies are backing technology as a path forward.

The cost-to-serve crunch is accelerating tech investment

The drivers for tech investment are clear and compounding:

- **Cost reduction and operational efficiency remain dominant drivers**: Operators are investing to lower their own cost to serve and help customers do the same.
- **A need to share data visibility**: Operators need better systems to report and share data to clients, Customer Portals are the second most cited application for upgrade or replacement in the next 12 months.
- **Legacy systems are holding operations hostage**: They're a top barrier to change and a top reason for replacing tech.
- **Customer expectations are rising fast**: Self-service, real-time data, and visibility are now the minimum.

Which factors **influence your adoption of new technology** the most?



Spend Loop →

But there's a catch:

The spend loop

77% of companies dissatisfied with tech progress aren't measuring impact.

Budget constraints are frequently cited as the #1 barrier — yet very few can prove ROI to unlock the next round of investment.

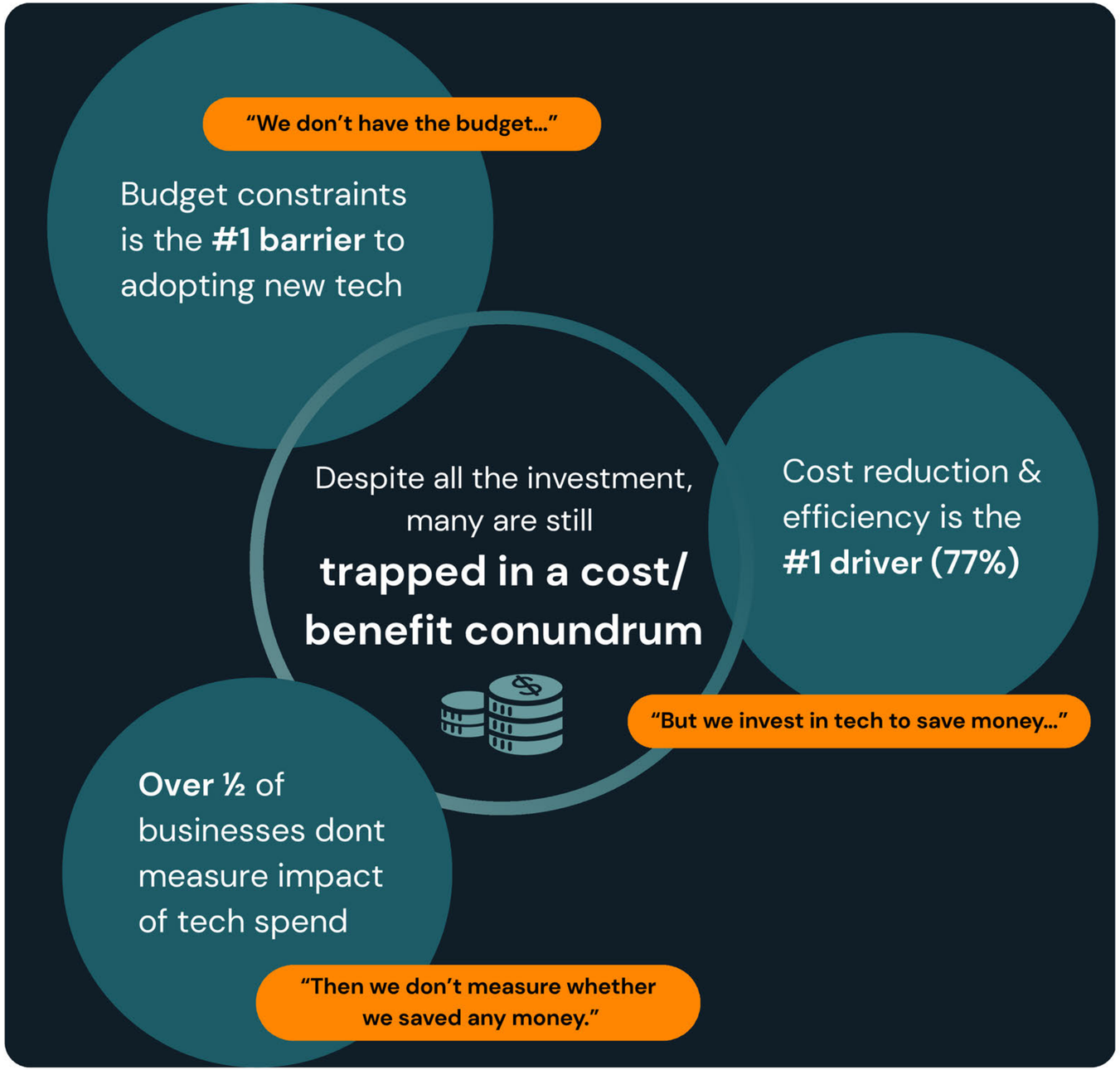
This lack of measurement keeps companies in the dark about whether their tech investment is paying dividends, and if they have the confidence to double down on it.

INSIGHT

Spending more isn't the strategy. Spending smarter is.

To make it count, you need:

- A system worth investing in and evolving (not patching up)
- An integration layer that connects the dots
- And a method to track the impact, not just the spend. This is where vendors need to lift their game in helping operators measure ROI.



Where its going:

The core stack is being rebuilt

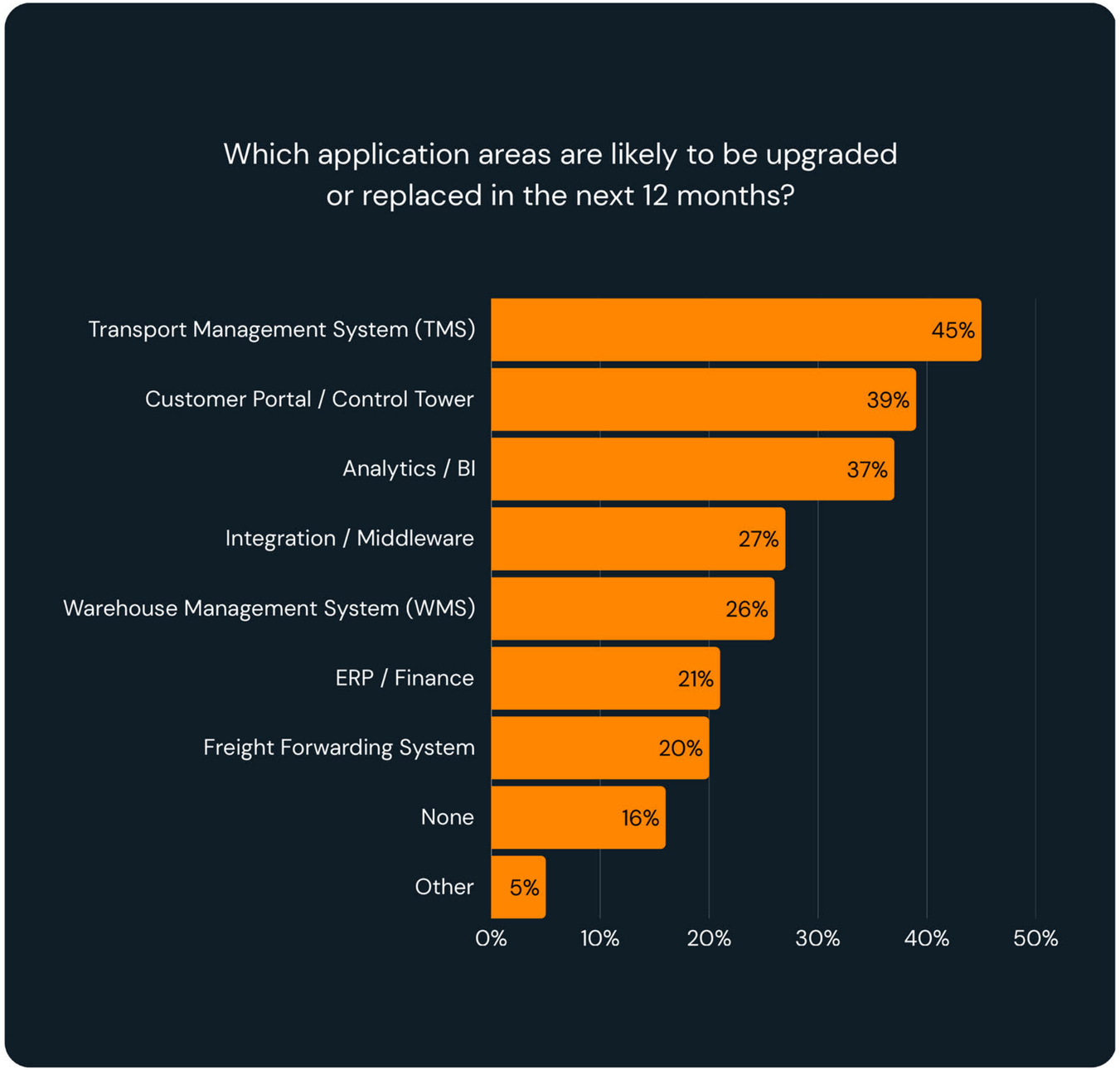
Foundational investments in Transport Management Systems, Customer Portals, and Integration capabilities are topping the tech priority list for logistics companies.

It's a strong signal that operators are getting their digital house in order, laying the groundwork for the next wave of tech-enabled supply chains, where AI, automation, and real-time customer experiences take centre stage.

And this isn't happening in isolation.

65% of companies are upgrading or replacing more than one system.

WMS, ERP, Finance, and Freight Forwarding Systems all get strong mentions for upcoming system changes or enhancements.



Roadblocks and detours

Despite growing urgency and increased spend, many logistics businesses are still struggling to make meaningful progress with technology. And the barriers aren't just technical, they're structural, cultural, and often self-imposed.

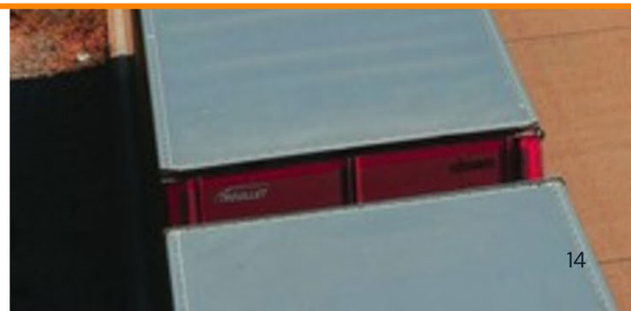
The top barriers ranked:

01 Budget constraints	When ROI isn't measured, tech spend becomes a gamble, making it hard to prioritise against other operational demands. Many are caught in a loop of spending to save, without proving what was saved, creating a fear of throwing good money after bad money.
02 Legacy systems	Old tech becomes legacy the moment it can't adapt. These systems often can't integrate, automate, or scale, turning every improvement into a workaround and every upgrade into a major project.
03 Skill shortages	The pace of change is outstripping internal capability. Without the digital expertise to drive transformation, even the best tools gather dust or fail to launch entirely.
04 Vendor availability	Good partners are in high demand. When you finally decide to move, your preferred vendor might be months away from delivery or lack the supply chain depth you need.
05 Change resistance	Transformation doesn't fail on tech, it fails on mindset. When teams (or leadership) don't back the change, momentum dies and projects stall in the gap between idea and execution.
06 Capacity issues	Everyone's already stretched. Without someone owning the digital roadmap, tech initiatives get buried under BAU firefighting, and progress slows to a crawl.

INSIGHT

The companies breaking through these barriers are:

- Prioritising outcomes, not tools.
- Assigning ownership to digital progress - arise the Transformation Manager role!
- Choosing partners that understand their business, not just the technology.
- And selecting/building systems that flex, not freeze, under pressure.



The cost of rigidity: The legacy tax

Legacy systems are often defined by their age, but in reality, many older platforms still perform well. The 'legacy' tag should be reserved for systems that can no longer evolve to meet the needs of the business. Once a system's rigidity prevents adaptation—whether to new processes, customer expectations, or integration demands—it stops being an asset and starts imposing a silent tax on operations.

Remember the top drivers of tech adoption from this report i.e. cost reduction and real-time visibility? These priorities often come into sharp focus when your existing systems can no longer deliver them.

Breaking down the hidden costs of legacy systems

The admin tax:
Time spent on manual re-keying, chasing data, and correcting errors is a direct drain on resources.

The margin tax:
Revenue leakage from inaccurate invoicing and missed surcharges quietly erodes profitability in a high-volume, low-margin industry.

The customer service tax:
The labour cost of answering routine customer inquiries that could be solved through self-service tools becomes a significant overhead.

The innovation tax:
The inability to say "yes" to new service models or customer requirements because your technology can't keep up.

INSIGHT

Avoiding the "rip and replace" cycle means choosing and building systems that evolve with you.

Budget pressure isn't solved by doing less. It's solved by doing it right the first time.

Systems that flex = fewer overhauls, lower total cost of ownership, and the ability to scale without starting over.

Choose your partners wisely based on their knowledge, location, and willingness to modify and maintain your systems in the areas that matter most.

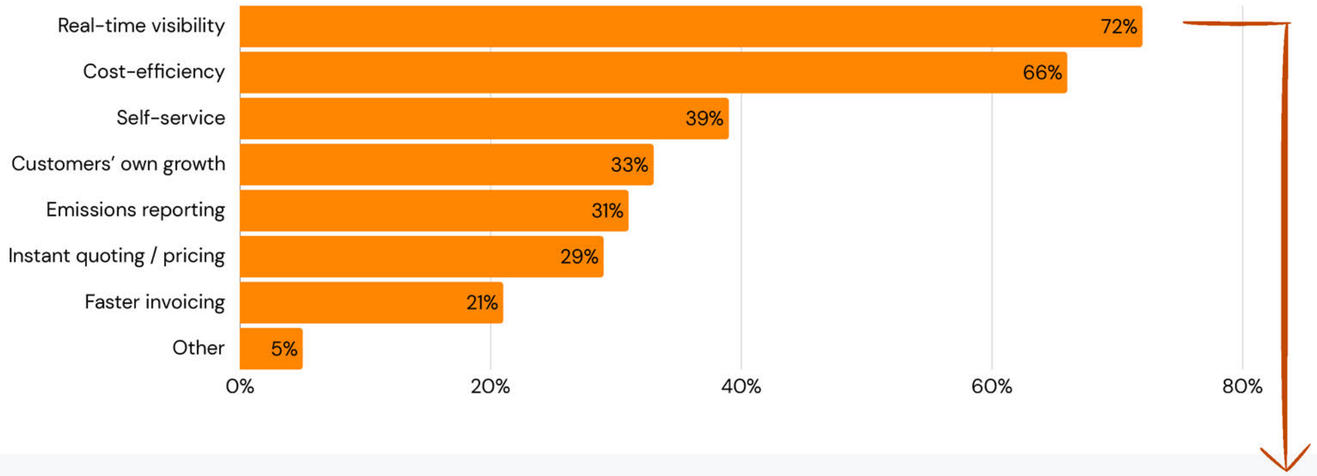
Customer visibility is the new SLA

Tech decisions are no longer just internal operational moves; they're directly tied to how you attract and retain customers. Visibility, self-service, and digital responsiveness have gone from "nice to have" to "must have."

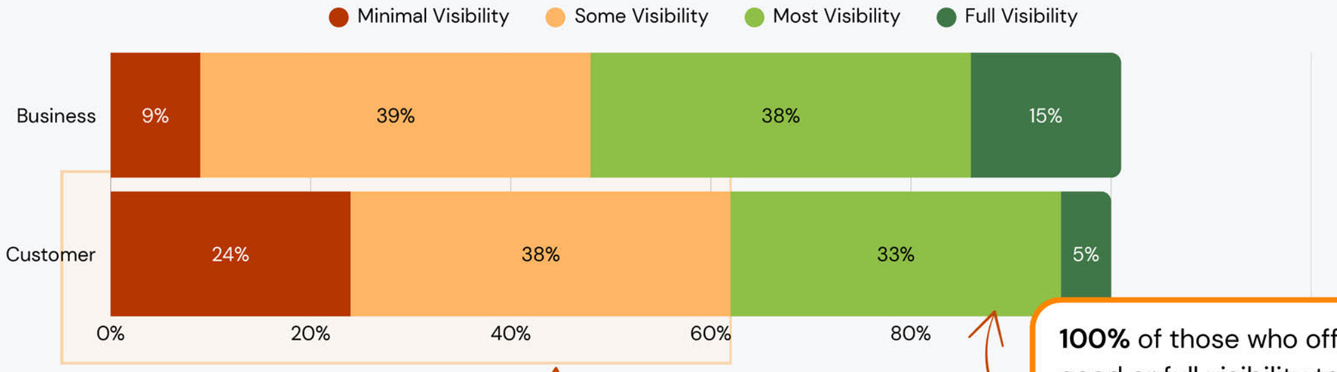
This is why so many operators are investing in portals, dashboards, and integration, it's not just for internal benefit. It's to make their customers' lives easier.

72% of companies say real-time visibility is a top customer expectation.

Which customer pressures are pushing you to adopt new technology?



What level of visibility does your organisation have across its supply chain?



And yet, **62% of customers** only receive *partial or minimal visibility* — far from the experience they're demanding.

100% of those who offer good or full visibility to customers also report having **excellent or good integration**.

AI adoption: Early moves, real momentum

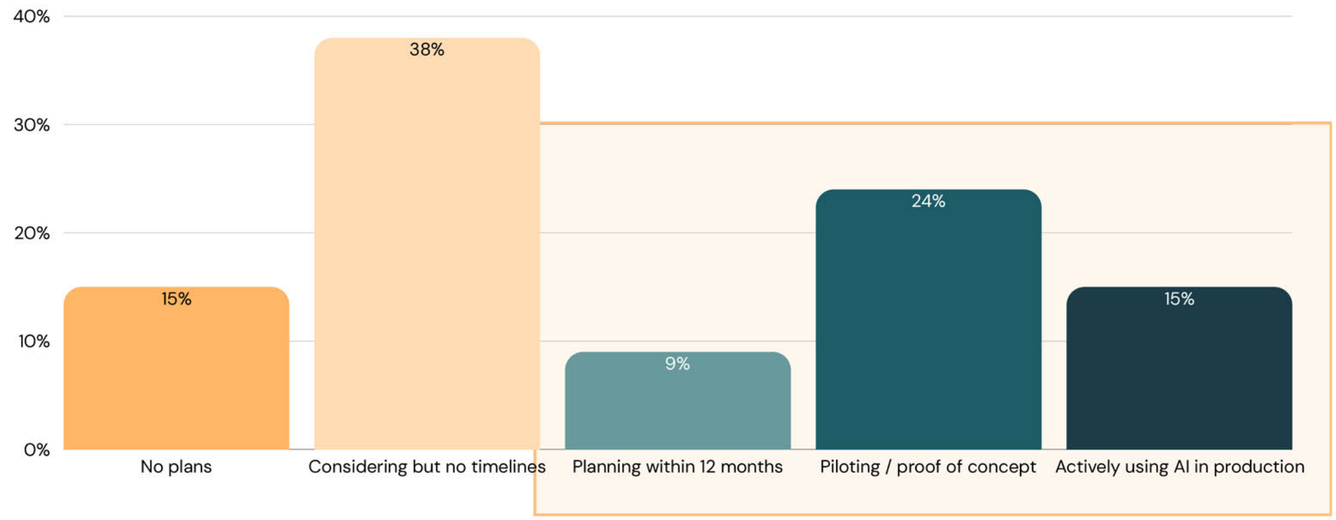
Artificial Intelligence has arrived in logistics. Not as hype, but as a tool already being tested, piloted, and deployed. While use cases are still maturing, the industry isn't waiting around.

48% of logistics companies are either planning, piloting, or already using AI in production.

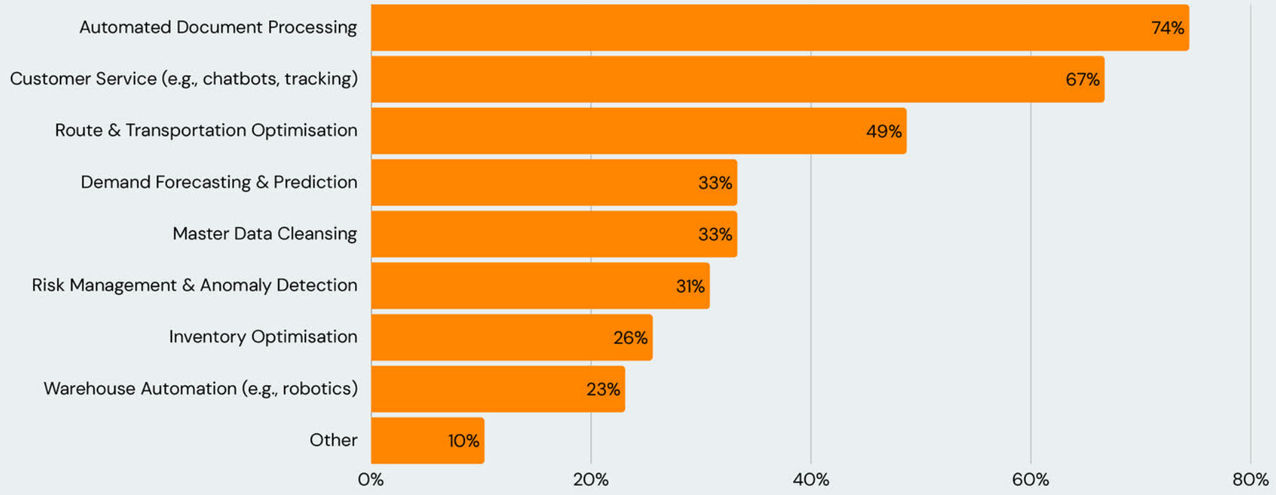
And it's not just the large players — 81% of those already using AI are small to mid-sized companies (under $250M in revenue).

This signals a real shift: AI is no longer reserved for the enterprise tier. It's being trialled on the ground in transport planning, admin automation, customer service, and data analysis.

Which best describes your current AI adoption?



In which areas are you applying or planning to apply AI?



Why AI?

Lowering cost to serve is the common goal

The early focus areas for AI reflect the broader pressures in logistics:

- Reducing manual admin
- Accelerating quoting, reporting, and data analysis
- Improving accuracy in dispatch and delivery
- Improving health and safety
- Supporting customers with faster answers and smarter tools

This aligns tightly with the top customer expectations:

- Cost savings
- Fewer touchpoints
- Faster responsiveness

But it's still early days

Most companies are still:

- Exploring pilot use cases
- Learning how to manage AI within existing workflows
- Figuring out the balance between automation and human oversight

Few have made AI a core part of their platform yet,
but the pace is picking up.

AI and automation were the **most mentioned tech improvements** in the past 12 months

- "AI to do mundane tasks like data entry"
- "AI supported CCTV to improve safety systems"
- "AI In-cab camera monitoring systems."
- "International AI quoting platform"
- "AI Email Threat Protection"
- "AI for drafting emails and brochures"

Need some inspiration?

AI Agent use case example:

A transport company **receives hundreds of emails a day**, requesting status updates, requesting quotes, and requesting changes to jobs. The AI agent monitors the company's shared email inbox, it reads every incoming email, classifies the email, and extracts key information.

Based on the intent of the email it can either action the request (by calling an API and then replying to the email), or pass the email on to an appropriate team in the business.

Tech as a competitive edge:
From back office to front line

Technology has traditionally lived in the background — powering operations, automating admin, supporting dispatch. But that's changing fast.

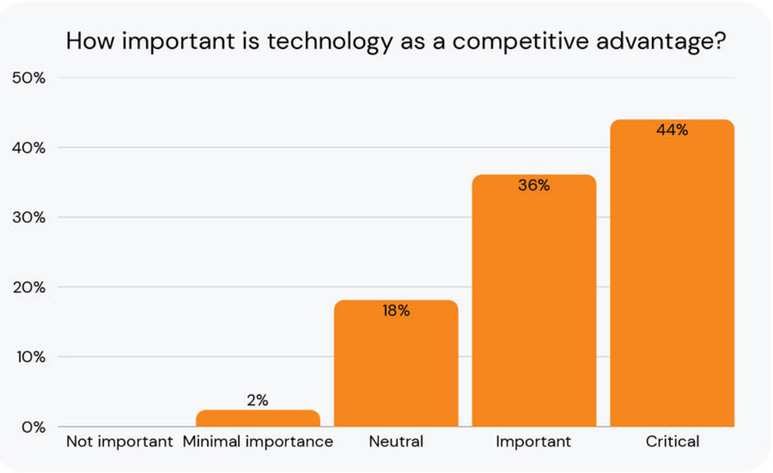
Today, tech is moving to the front of the business. It's becoming part of the pitch, part of the service, and in many cases, the reason customers choose one provider over another.

80%

of logistics companies now say **technology is important or critical to maintaining a competitive edge.**

Yet paradoxically, 45% also say they only sometimes or never highlight their tech when pitching to new clients.

There's a clear opportunity being missed.



Tech capability is becoming a commercial capability

Rates, fleet size, and warehouse footprint need to translate into a better customer experience through tech.

What customers want is:

- Visibility they can act on.
- Responsiveness they can trust.
- Integration they can plug into.
- Reporting they can build into their own systems.

If your technology delivers on those — that's not back-office plumbing. That's frontline value.

Tech isn't just for you
it's the value your customers feel.

So promote it.

Most logistics companies buy tech from vendors who pitch them hard on outcomes: faster workflows, lower costs, better insights.

But very few logistics operators apply the same mindset when selling their tech-enabled service to customers.

If you're offering real-time visibility, self-service, or integrated workflows — ask yourself:

How much admin are you saving your customers?

How much faster can they respond to disruptions or delays?

How much better is their own planning, reporting, and service because of the tools you provide?

Are these measurable, repeatable outcomes?
Then they're worth selling.

The best logistics companies are learning to pitch tech like tech companies, not just listing features, but showing the value they create for their customers.

Your approach to tech matters

Not all tech journeys are created equal. While most logistics businesses are investing in digital tools, how they enable and deliver that technology has a massive impact on success. We've found interesting correlations between satisfaction of the pace of change, how likely they are to pitch their tech to win new business, and where the next set of investments are headed.

13%

opt to **build bespoke in-house**. Yet these operators take the most pride in their bespoke tech and pitch it more regularly to win new business.

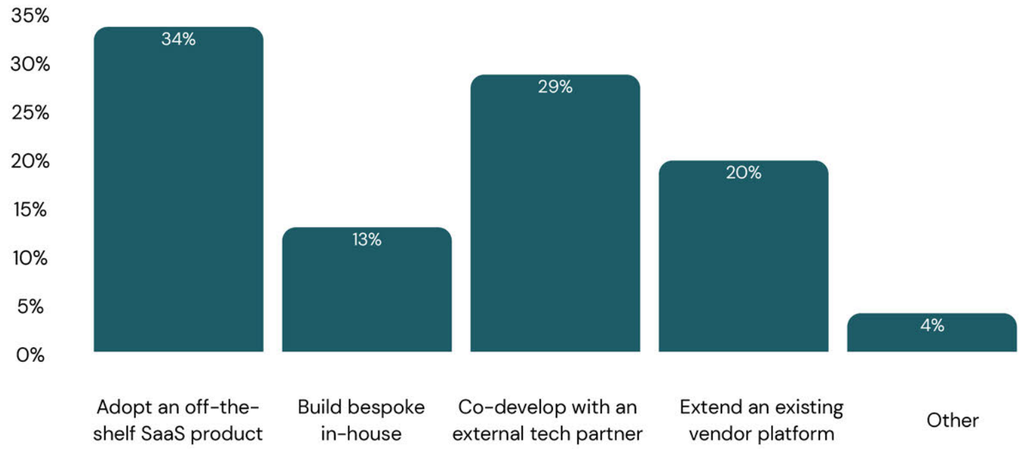
71%

of those who primarily use SaaS solutions are 'stuck in neutral' for pace of change satisfaction. This indicates that generic systems may be delivering generic results.

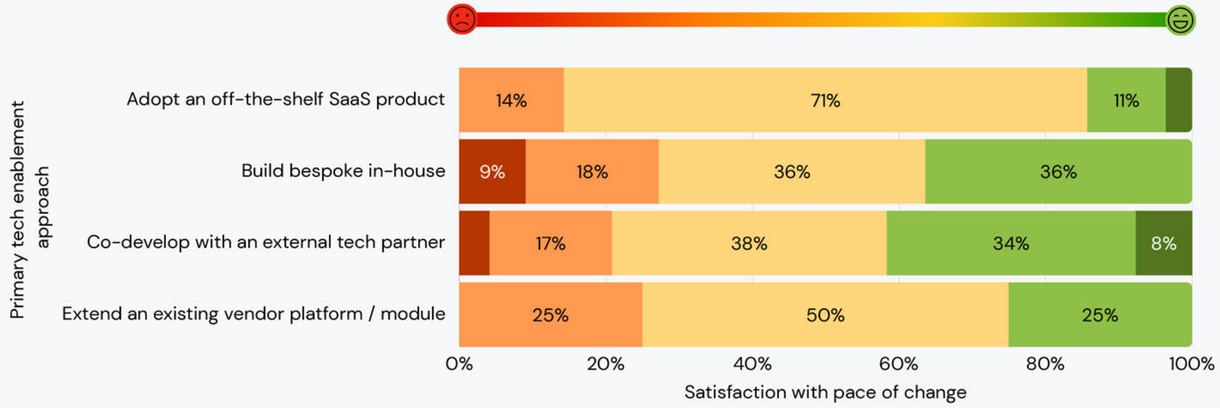
42%

of companies that **co-develop with a tech partner are satisfied or very satisfied** with their pace of technology change.

What is your primary approach for implementing technology?



Satisfaction with the pace of change vs primary approach for implementing technology



Why this Matters →

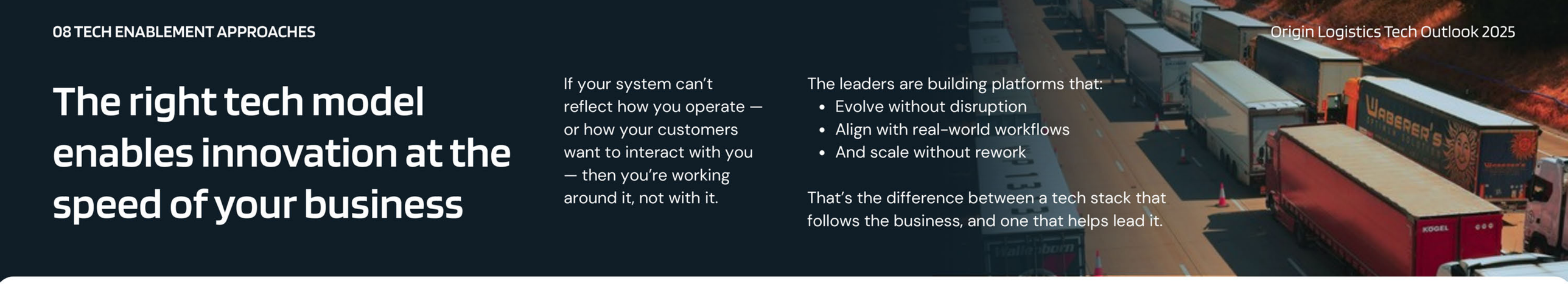
The right tech model enables innovation at the speed of your business

If your system can't reflect how you operate — or how your customers want to interact with you — then you're working around it, not with it.

The leaders are building platforms that:

- Evolve without disruption
- Align with real-world workflows
- And scale without rework

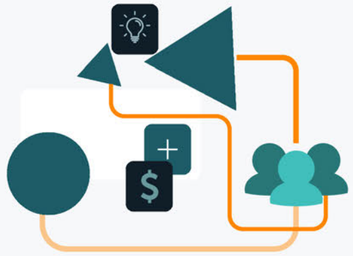
That's the difference between a tech stack that follows the business, and one that helps lead it.



Off-the-shelf SaaS

- ✓ Can be **cost-effective and quick to deploy**
- ✓ **Proven** and referenceable
- ✗ Often **lacks the flexibility** to adapt to complex requirements

Build bespoke in-house



- ✓ Offers **complete control**
- ✓ Build at **your pace**
- ✗ Risk of **overstretched budgets** and **lack of internal expertise or capacity**

Extend an existing vendor platform

- ✓ **Proven solution** as a baseline
- ✓ Customisations can meet **unique requirements**
- ✗ Reliant on **vendor and platform capability**

Co-development

- ✓ Pairing **external expertise** with internal context
- ✓ High-levels of **control and adaptability**
- ✗ Reliant on **vendor availability and capability**

Integration: The silent differentiator

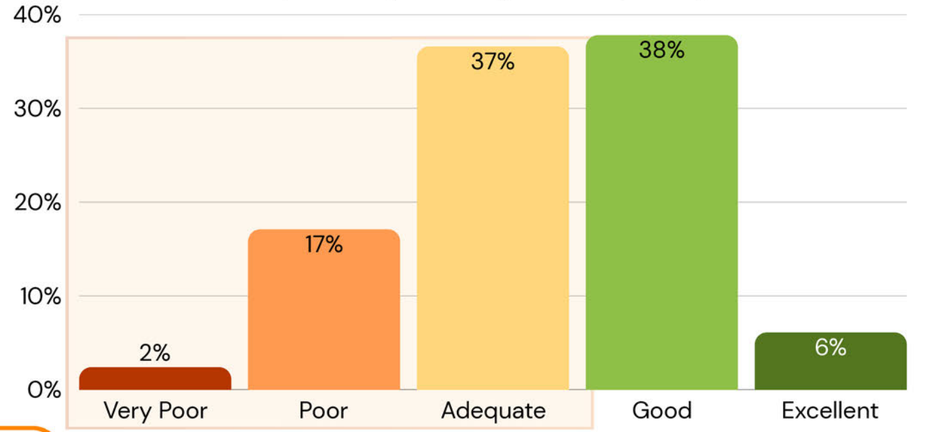
You can invest in the best platforms, launch the flashiest portal, and deploy the smartest AI — but if your systems don't talk to each other, none of it works well.

Integration isn't a back-end technicality. It's the foundation of visibility, responsiveness, and customer experience.

And for many logistics businesses, integration is still the weakest link.

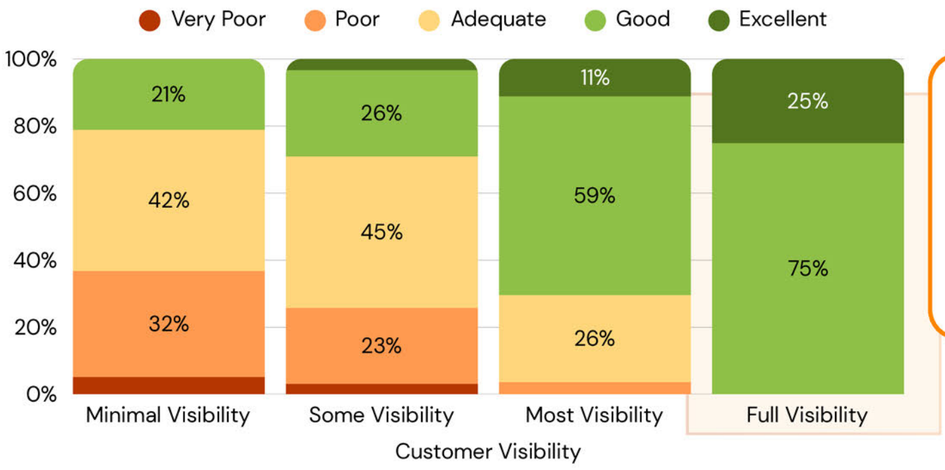
75% of companies very **dissatisfied** with their pace of tech change also have poor integration capability.

How would you rate your integration capability?



56% of companies rate their integration as just adequate, poor, or very poor.

Integration capability vs customer visibility capability



100% of those offering full customer visibility also reported excellent or good integration.

Integration is the roadblock to innovation

Supply chains are collaborative in nature and in order for even the most technically advanced operators to excel, the entire industry needs to be able to interface and share data.

Too often, integration is treated as an afterthought or something the IT team will "just figure out." But without a deliberate strategy, it becomes the bottleneck that stalls every other digital initiative.

Even among those with "excellent" integration capability, the challenges cited in freeform responses include:

- Disparate systems with incompatible data structures
- Legacy middleware and vendors unwilling to adapt
- Customers using bespoke requirements that break "plug and play" assumptions
- Internal teams lacking capacity or expertise to manage integration end-to-end

INSIGHT

Integration isn't just for the big end of town

For years, full supply chain integration was seen as something only large operators with deep pockets and in-house IT teams could achieve. That's no longer the case.

The rise of managed service providers means scalable, cost-effective integration is now within reach for operators of any size, without the need to invest in expensive middleware or maintain specialist skills internally.

What is your biggest integration challenge?

- Resistance to change and lack of digital skills in employees
- Poor condition of legacy data
- WMS & TMS not using the same data mapping
- Getting customers wanting to integrate
- Many external parties with different technical capabilities
- Lack of knowledge and knowing what is avalivable on the market
- No internal technical skills capable of implementing new integrations
- Data quality, consistency & delays
- Bespoke integrations for each client

Conclusion: Where to from here?

01 Logistics companies are becoming tech companies

This year's Outlook shows a logistics industry that is no longer on the sidelines of digital transformation. The mindset has shifted: logistics companies increasingly see themselves as technology companies. That's a hugely positive signal at a time when customer expectations are rising faster than ever. The public is conditioned by **Amazon-level convenience and Uber-like responsiveness**, and they expect no less from their logistics providers. Meeting that bar is no longer optional, it's the baseline for competing.

02 Collaboration and integration are the real differentiators

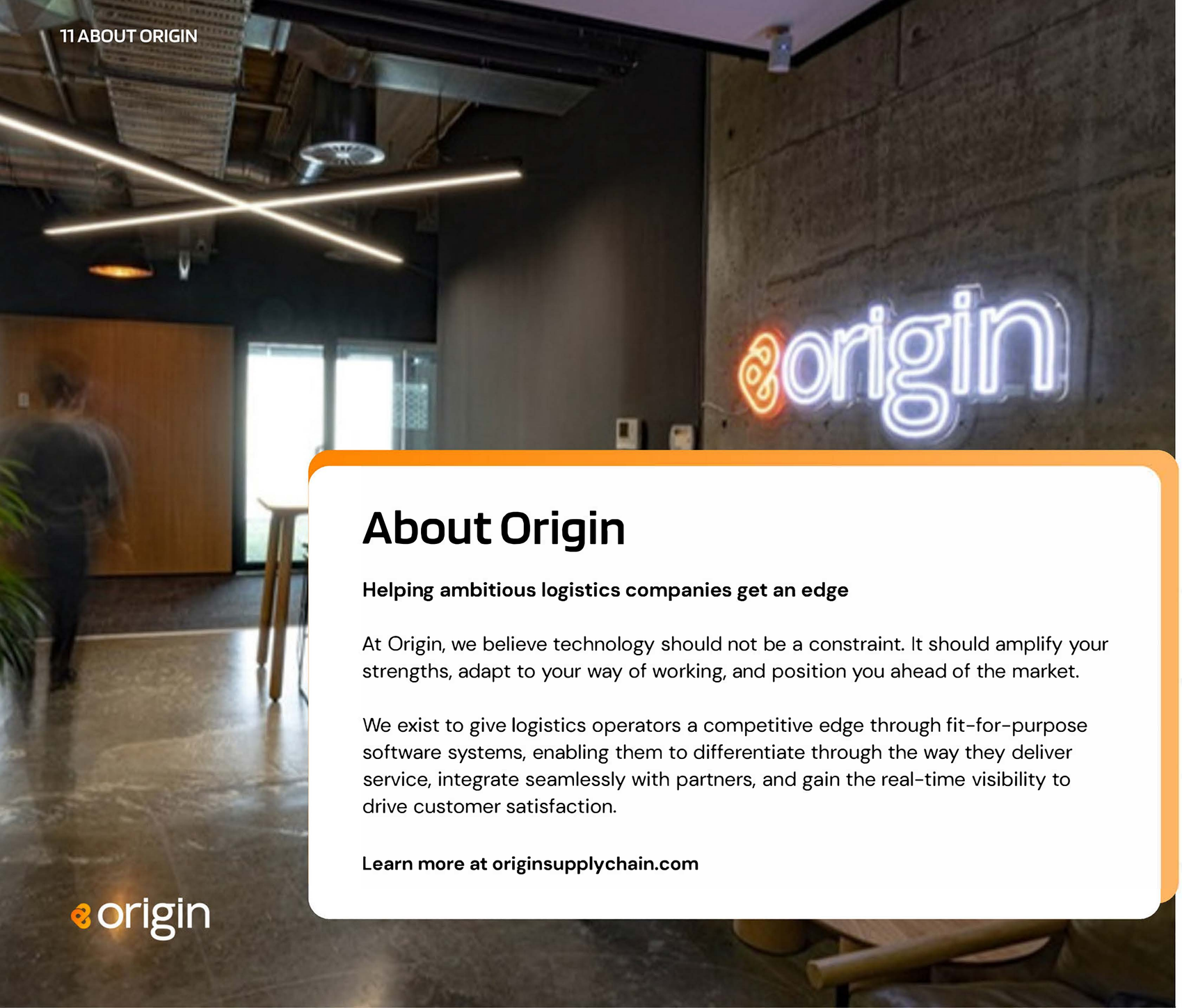
Technology adoption isn't a solo sport. Supply chains are inherently collaborative, and the success of one player often depends on the readiness of their partners, subcontractors, and even their customers. **Integration capability is the linchpin.** Without a strong data foundation and a single source of truth, visibility breaks down, decision-making slows, and the weakest link in the chain holds everyone back. Building shared data discipline across networks should be the industry's number one priority.

03 Future-ready thinking is essential

Unlike buying a vehicle, investing in technology isn't a set-and-forget purchase. Systems need to evolve continually, adapting to new customer demands, new service models, and new opportunities for efficiency. Too many operators remain stuck, recognising the importance of technology but spinning on a carousel of upgrades and workarounds without ever fixing the base. Breaking free means committing to platforms and partners that evolve with you, not against you.

Actions to consider:

- Assess if your customers self-service all the important tasks they need.
- Treat technology as part of your brand promise, not just your back office.
- Prioritise building a single source of truth across your core systems.
- Strengthen integration capability with your subcontractors, suppliers, and customers.
- Challenge whether your current core systems can adapt with your business over the next 5–10 years.
- Choose technology partners who will evolve and innovate alongside you, not just deliver a one-off implementation.



About Origin

Helping ambitious logistics companies get an edge

At Origin, we believe technology should not be a constraint. It should amplify your strengths, adapt to your way of working, and position you ahead of the market.

We exist to give logistics operators a competitive edge through fit-for-purpose software systems, enabling them to differentiate through the way they deliver service, integrate seamlessly with partners, and gain the real-time visibility to drive customer satisfaction.

Learn more at originsupplychain.com

origin

Who we help

Our solutions are built for operators in the Australian and New Zealand logistics sector who see technology as a growth driver, not just an operational necessity.

We work with:

- **Logistics Service Providers (3PLs, 4PLs, freight forwarders)** needing to manage complex, multi-modal operations.
- **Transport companies** handling general freight, bulk, container, and breakbulk work.
- **Distributors and importers/exporters** who want their customers to have complete visibility and control.
- **Operators** who can't find their requirements met by off-the-shelf systems and need configurable, future-proof solutions.

QUBE

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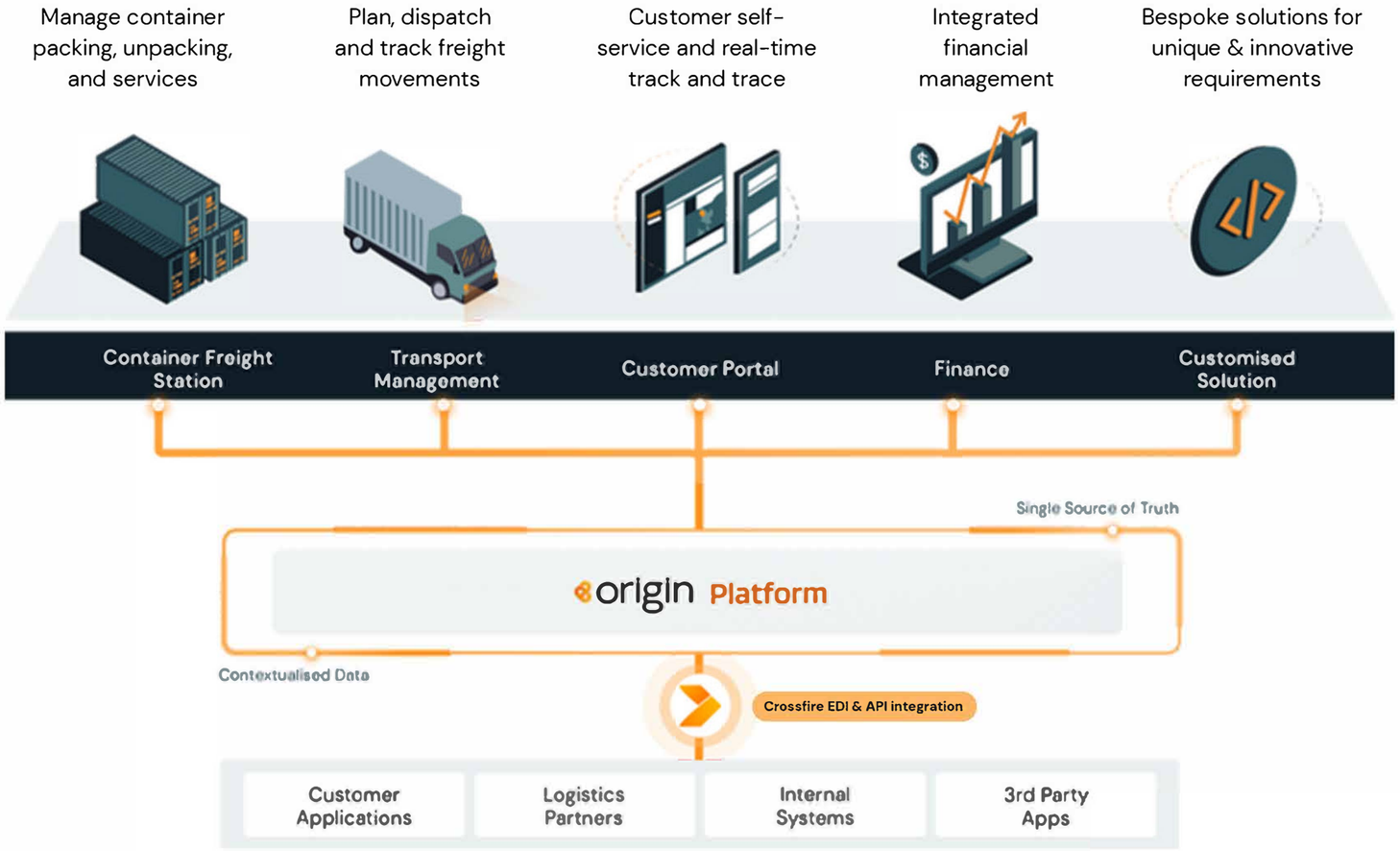

How we deliver a competitive edge

Proven products: Industry-tested solutions used by leading ANZ logistics companies, delivering reliable performance from day one with the flexibility to be customised.

Integration at the core: Powered by Crossfire, our integration expertise seamlessly connects with existing systems and partners for a single source of truth.

Rapid customisation: Flexible architecture and expert team make it fast to add or adapt functionality.

Actionable visibility: Real-time insights for customers and internal teams, from container location to job profitability.

Proven industry depth: Decades of experience in logistics technology, with a track record of long-term partnerships.

Future-proofed growth: Products and integrations evolve alongside your business, avoiding the "rip and replace" cycle.

About Sandfield

Origin is part of Sandfield, a New Zealand technology company.

Sandfield was founded more than 35 years ago with a simple belief: the best technology doesn't force businesses to fit the system, it adapts to fit the business. Today, Sandfield is still independently owned, with a team of 170+ specialists delivering software that helps ambitious companies get an edge.

We design, build, and run technology platforms that combine proven products, custom solutions, and integration expertise to solve complex problems and help our customers move faster. Visit sandfield.co.nz to learn more.

Our business units

origin

Origin is a **specialist supply chain software platform** purpose-built for logistics operators and distributors in Australia and New Zealand.

originsupplychain.com

edge

Our **digital solutions** team - experts in UX/UI, web and app development, AI, portals, and custom business systems that fit your exact business needs.

sandfield.co.nz/edge

crossfire

Crossfire is a **managed integration service** built for the complexity of supply chain. We handle all the connections between your systems and partners, so you can focus on your business, not integration headaches.

crossfireintegration.com

onaccount

A **Financial management system** tightly integrated with operations. Used by businesses across ANZ, OnAccount provides tailored accounting and reporting solutions.

onaccount.co.nz