

CLAIMS

What is Claimed is:

1. A logistics communication flow system comprising:

- a processor;

- a memory adapted to implement communications via a cloud-based platform;

- the cloud-based platform having:

 - a supplier user interface module;

 - a consumer product group user interface module;

 - an admin user interface module;

 - a retail user interface module;

 - a distributor user interface module;

 - a logistics partner user interface module;

 - a manufacturer user interface module;

 - the supplier user interface module, the consumer product group user interface module, the admin user interface module, the retail user interface module, the distributor user interface module, the logistics partner user interface module, and the manufacturer user interface module collectively define user interface modules;

 - the user interface modules are each implemented via a plurality of proprietary communications interfaces; and

 - a demand and capacity maximizer module comprising:

 - a communications block;

 - the communications block providing an instant messaging layer as a central mode of text communication across the user interface modules as a threaded communications layer,

such that a text communication implemented at an origin user interface module seamless arrives at a destination user interface module by:

receiving a text communication at the origin user interface module;
routing the text communication through the communications block;
converting the text communication from an origin communications format to a destination communications format; and
routing the text communication to at least one destination user interface module via communications rules.

2. The logistics communication flow system of Claim 1 wherein the text communication enables implementation of swarming.
3. The logistics communication flow system of Claim 1 wherein the communication block is user-configurable.
4. The logistics communication flow system of Claim 1 wherein the communication block stores a communication history in the memory.
5. The logistics communication flow system of Claim 1 wherein the communication block enables user-configurable automated workflow.
6. The logistics communication flow system of Claim 5 wherein the user-configurable automated workflow comprises escalation rules management.

7. A logistics communication flow system comprising:
- a processor;
 - a memory adapted to implement communications via a cloud-based platform;
 - the cloud-based platform having:
 - a first user interface module;
 - a second user interface module;
 - the first and second user interface modules are each implemented via different communication formats; and
 - a demand and capacity maximizer module comprising:
 - a communications block;
 - the communications block providing an instant messaging layer as a central mode of text communication across the user interface modules as a threaded communications layer, such that a text communication implemented at an origin user interface module seamless arrives at a destination user interface module by:
 - receiving a text communication at the origin user interface module;
 - routing the text communication through the communications block;
 - converting the text communication from an origin communications format to a destination communications format; and
 - routing the text communication to at least one destination user interface module via communications rules.

8. The logistics communication flow system of Claim 7 wherein the first user interface module is selected from the group consisting of: a supplier user interface module, a consumer product group user interface module, an admin user interface module, a retail user interface module, a distributor user interface module, a logistics partner user interface module, and a manufacturer user interface module.

9. The logistics communication flow system of Claim 7 wherein the second user interface module is selected from the group consisting of: a supplier user interface module, a consumer product group user interface module, an admin user interface module, a retail user interface module, a distributor user interface module, a logistics partner user interface module, and a manufacturer user interface module.