

Visibility as an enabler/accelerator of Digital Transformation

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The Logistics Landscape

Industry Trends & Observations

Key areas of Focus in Logistics

Customer Experience

Inventory Levels

Inland Distribution and Last mile

Logistics Sustainability

Logistics Collaboration

Logistics Workflow Automation

But progress is hampered by the Following Logistics Challenges

- ✗ Logistics is Siloed
- ✗ Lack of Logistics Visibility
- ✗ Too many Logistics Applications
- ✗ Fragmented LSP Landscape
- ✗ Poor/Disconnected Logistics Data
- ✗ Lack of Logistics Collaboration
- ✗ Manual or Inefficient Processes

These issues are crippling their Digital Transformation efforts.
Logistics Visibility Data enables companies to be both **Connected and Collaborative**.

Future Outlook



... the Never Normal



Top Challenges for 2023

Geopolitical Issues

Inflation

Weather Disasters

New Regulations

Labor Crisis

Near-shoring vs Off-shoring

How do we solve for Current and Future Challenges?

The “Never Normal” requires ...


A different way of Thinking

Increased adoption of Technology

New Digital Talent

Digital Transformation and
Collaboration

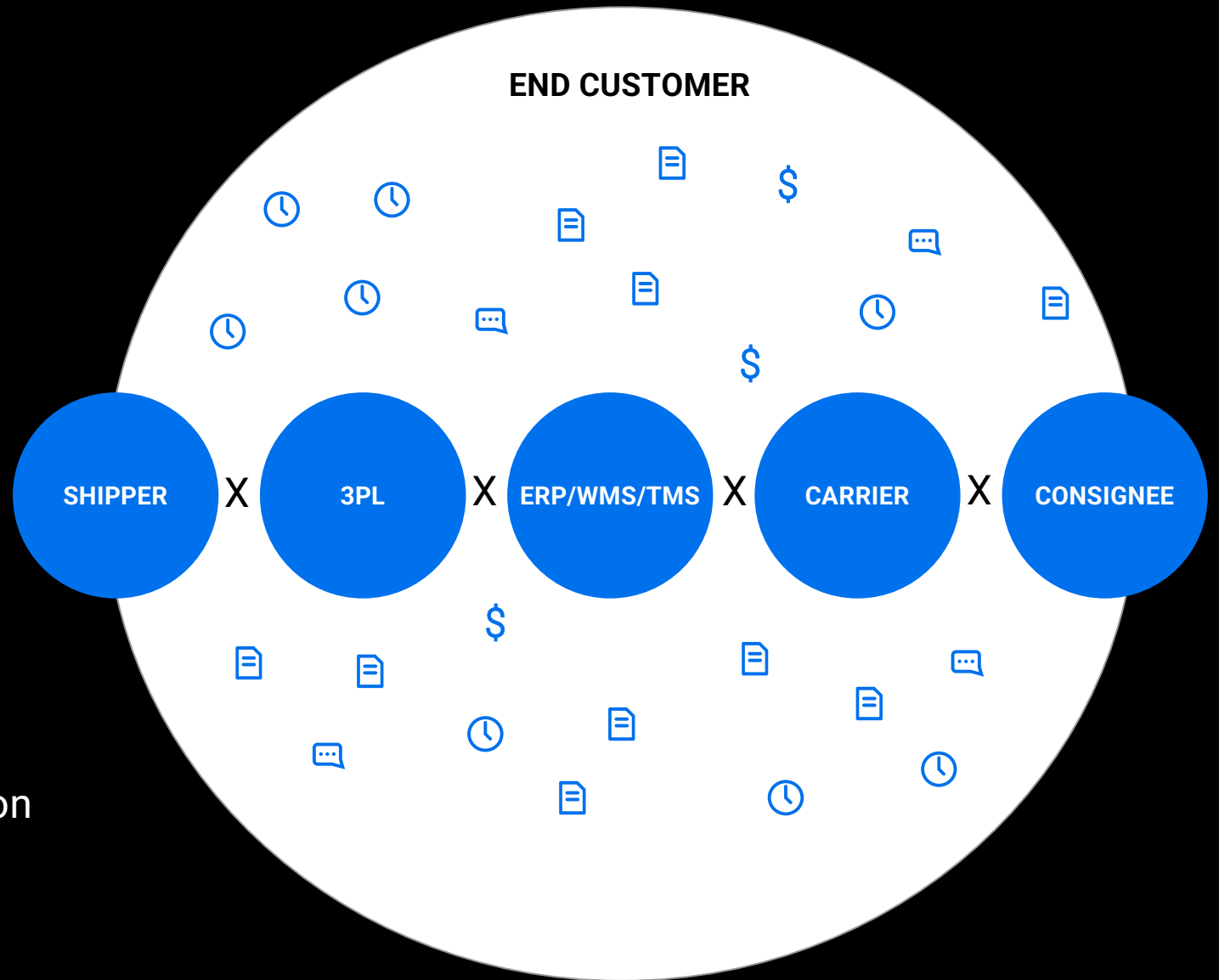
More focus on Sustainability



Visibility Data holds the Key to Digital Transformation

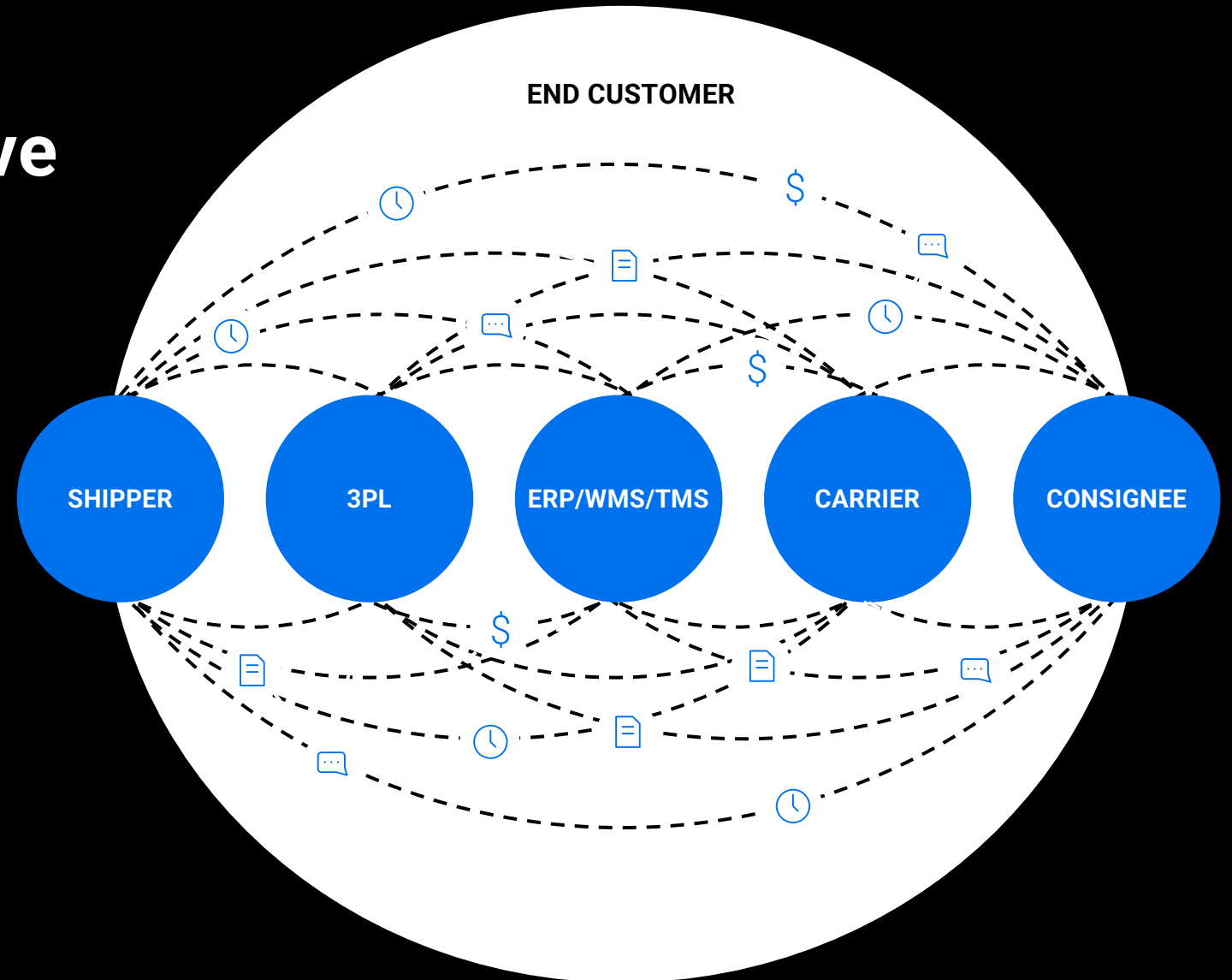
Data historically has been siloed and hard to transport

- Manual processes
- Siloed Functions
- Disparate data
- Huge Application Portfolios
- Closed-off Application Stacks
- Lack of strong interfaces (dependent on EDI or FTP)



Visibility Platforms are the Essential Connective Tissue Powering the Global Supply Chain Ecosystem

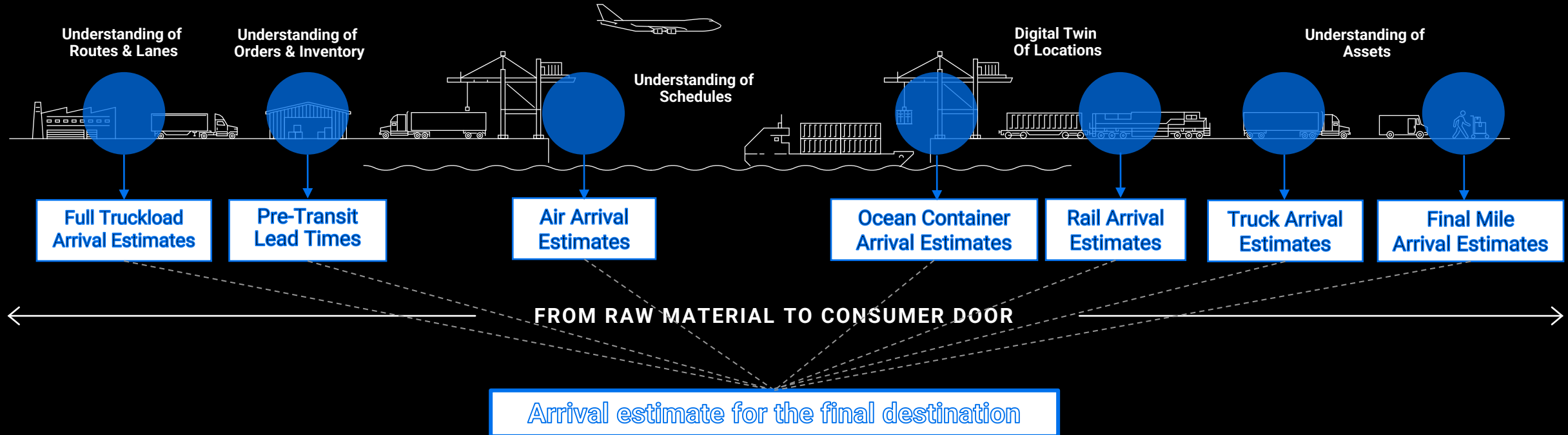
- Visibility
- Collaboration
- Automation
- Resiliency
- Intelligent Actions
- Efficiency, Innovation, Growth



Supply Chain Intelligence Platform Enables: End-to-End Predictive Visibility

Unified. Multimodal. Global.

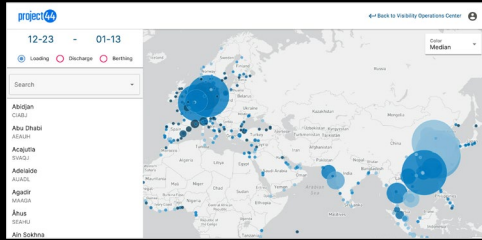
- To make supply chains work
- with the connective tissue and global inventory visibility that delivers a seamless, world-class experience.



Best-in-class ETAs from each mode and even unknown modes are combined to predict arrival for a whole journey, not just an individual transit

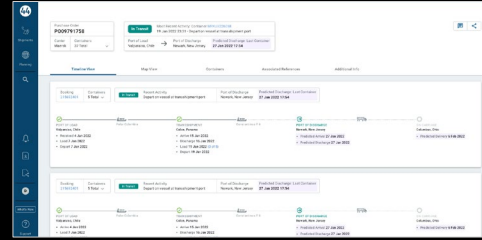
Data, Visibility, and Workflows Deliver Value From End To End

1 Planning



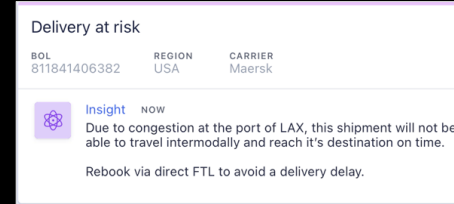
Planner at a supplier uses Port Intel to identify port congestion; works with carrier to reallocate volume across lanes to avoid D&D & transshipment delays

2 Procurement



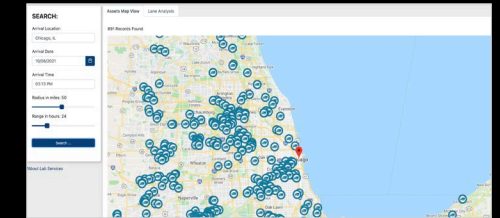
Direct procurement manager at a manufacturer watches inbound status of PO from supplier for potential production stoppage and to plan for OTR tendering

3 Visibility



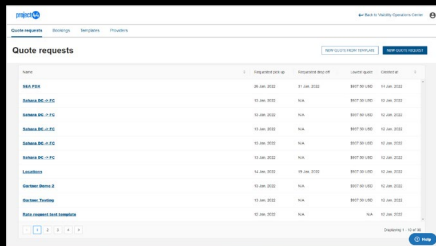
Inbound logistics manager alerted with cause for likely delay & suggested resolution path for proactive exception management.

4 Capacity



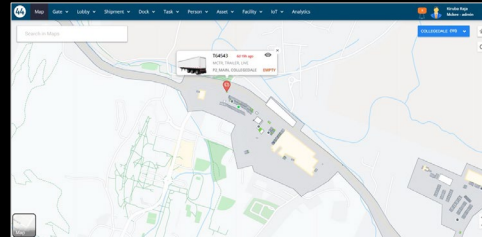
3PL uses Cooperative to identify terminating capacity and collaborate with shipper for dispatch

5 Booking



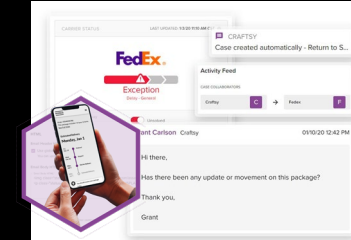
Dispatcher uses OTR Rating to determine cost and execute the rebooking

6 Yard Management



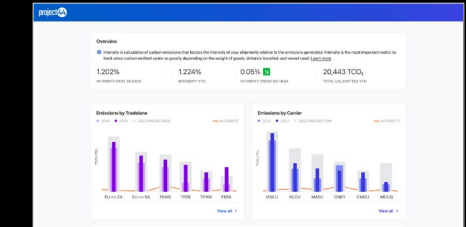
Warehouse manager uses Yard Visibility & Management solutions to automate collaboration, eliminate manual errors, and reduce detention charges

7 Last-Mile



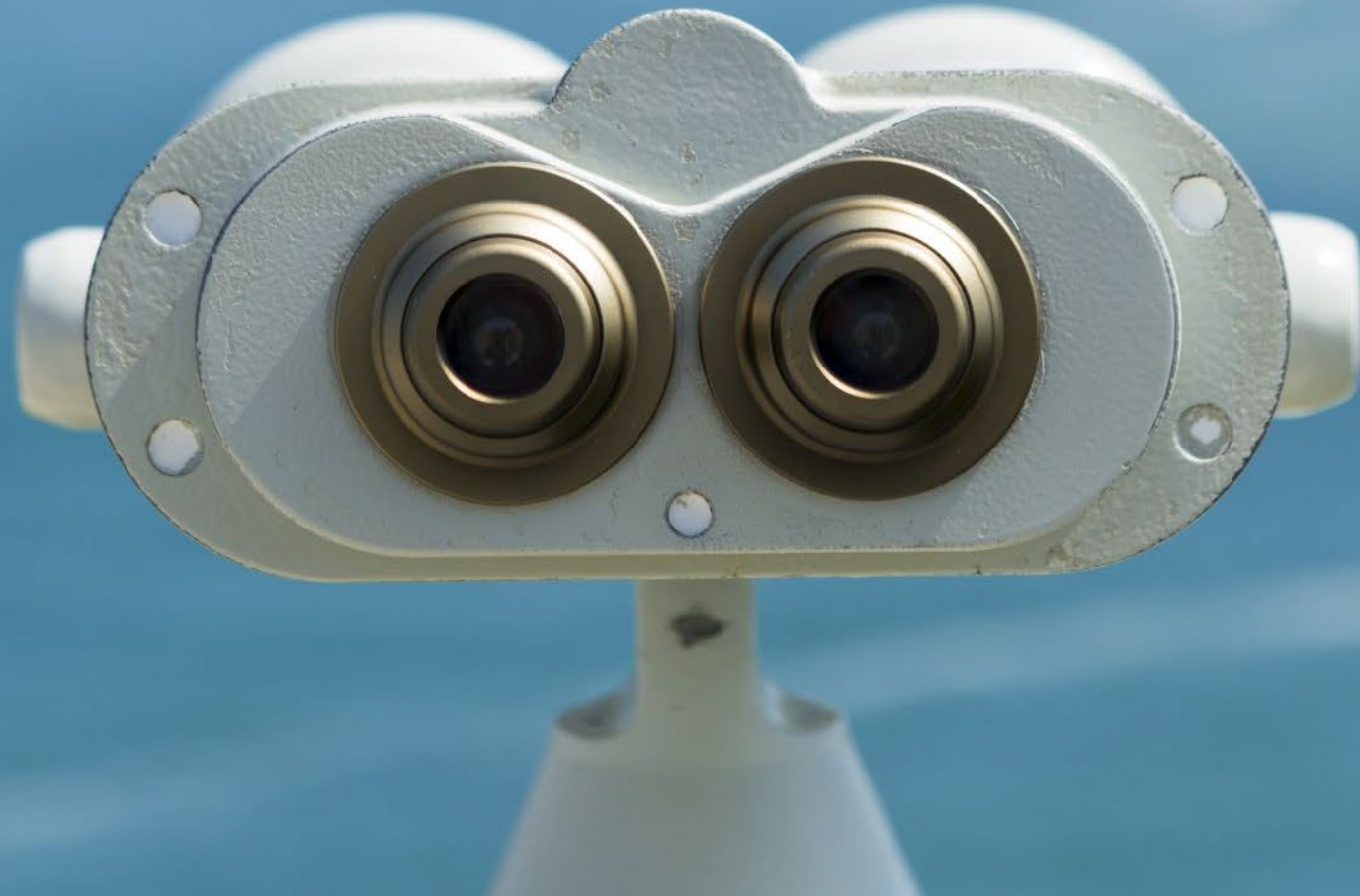
Fulfilment uses consumer-facing alerts & automated case management to send damaged product replacement, gain visibility into parcel return.

8 Sustainability



Supply Chain leader evaluates trend of emissions improvement across product categories and lanes, end-to-end

Benefits of Visibility and Use Cases



Typical Benefits Realized from Visibility

- **Improved Customer Service**
 - 1-to-3-point increase in overall Net Promoter Score (NPS)
- **Increased Operational Efficiency**
 - 60% - 80% decrease in manual, track-and-trace activities
 - 10% - 30% increase in labor efficiency in warehouses
 - 2% - 5% improvement in inventory investment
- **Ability to Dispute / Validate Carrier Penalties**
 - 30% - 50% decrease in late arrival penalties
- **Decreased Transportation Cost**
 - 10% - 20% decrease in demurrage and detention costs
- **Sustainability Footprint**
 - Ability to track Scope 3 emissions from 3rd parties
- **Overall Value:** 1% - 2% Decrease in Overall Transportation Costs

Visibility is the beginning of the transformation journey

market conditions,
labor/capacity challenges,
and port congestion
... a 'good crisis not to waste'



Short-term

Operational Efficiency

Reduction in manual interactions, improved distribution planning, improved warehouse operations

Cost Reduction

D&D , expedite costs, carrier detention

Working Capital Improvement

Reduce excess stocks by decreasing lead time deviation,
Reduce SLOB Inventory, Reduce Invoicing Days

Mid-term








Long-term

Drive new business models

Improve ecommerce sales conversion, new revenue streams with data-driven product advertisement

project44 Data, Visibility, and Innovation Delivers Value From End To End

	Customer Expectation	Operational Efficiency	Cost Reduction	Customer Service	Sustainability
					
Problem	VP of Logistics: Poor delivery information impacting customer delivery promises and AR Invoicing.	VP Supply Chain: Lack of inbound supplier shipment visibility was impacting manufacturing.	VP of Global Logistics: Manual tracking; data quality issues; impacting customer service response.	VP Supply Chain: Needed a single source of truth in real-time, to focus on exceptions and proactively react to inform customers of a potential delay.	VP Sustainability: No ability to accurately measure the 90% of emissions outside their control (Scope3).
Solution	P44 for multi-modal visibility (Ocean, Air, TL, LTL, Parcel) at the order-level.	P44 for Ocean visibility of inbound supplier shipments.	P44 unified, order-level, ocean, Air, Parcel & OTR visibility.	P44 TL and LTL visibility with integration to OTM platform.	P44 collaboration for shipment-level, GLEC accredited calculation of ocean freight.
Result	Provide customers accurate ETA information and eliminated over 17,000 manhours on manually tracking shipments.	Global ocean shipments from multiple suppliers in 1 screen; proactive exception management.	Global visibility; 75% reduction of (~500 hours/week) of manual work with reduction in customer service enquiries.	Enabled end-to-end distribution visibility to optimize operations and provide real-time ETA updates to customers.	Board-level investment in emissions reduction; on path to measure up to 60% of supply chain driven emissions.



\$51B Retail & eCommerce leader in Europe

TL Visibility

The world's largest ecommerce company faced challenges obtaining accurate visibility into middle mile lanes in Europe. They turned to project44 in order to leverage the largest carrier network and gain data and insights needed to improve their customer experience.

Before:

- Reliant on manual, incomplete logs and self-reported carrier data
- Struggled to pinpoint the cause of issues and find solutions
- Delays impacted Delivery Estimate Accuracy for middle mile lanes

Outcomes:

- Accurate visibility drove 90%+ compliance across more than 2,500 carriers and 1.5M+ annual shipments
- Optimizing their network and lane analysis provided better customer experience
- Actionable insights made them more proactive and less reactive

Solution:

- project44's carrier network and high-fidelity data improved Amazon's origin, carrier, and destination performance
- Actionable insights allow them to resolve issues, investigate trends and partner with fulfillment centers, carriers, and sort centers
- Tracking became a key metric to measure carrier performance



\$7.4B Logistics Company
Global Visibility, ETAs, and Customer Transparency

Global Visibility, ETAs, and
Transparency for customer retention
and expansion as well as reducing
logistics cost, and increasing
operational processes

Before: Manual, non-standard process and lack of visibility

- Inefficient ground operations (LTL, FTL, Parcel) leading to inefficient resource planning at logistics site and unreliable cost management
- Lack of standard global process and central TMS
- Poor customer experience by not having agents with trusted information at their fingertips

Outcomes: Cost control & revenue growth with visibility

- All global shipments to be shown in a single platform across modes and geographies
- Far better global visibility, starting with NA and EU
- Precise ETAs for logistics sites to manage transport operations
- Higher customer satisfaction grow in new markets and reduced customer attrition as a result of not having the visibility they seek

Solution: Global Visibility, ETAs, and Transparency

- Global OTR visibility
- Accurate multi-modal ETAs
- Customer-facing visibility

Growing my business with Transportation Visibility

Nick Beck, Owner Beck Trucking:

- Beck won new business because they were providing real-time visibility
- Providing Visibility helped fulfill customer requirements and keep them happy.
- Visibility helped Nick improve operations and grow his business.



In general:

- Visibility create an opportunity for carriers to differentiate their service.
- Our data shows that truckload carriers visible on the project44 network are four times more likely to win freight and new customers.



Carrier Use Case 1:

Beck Trucking North Carolina



Carrier Use Case 2: ROLLZI LLC Seattle

Using RTTV for an Edge in the Trucking Market

Damien Hutchins, CEO Rollzi:

“A lot of venture capital is being invested into truck technology and there was another side that wasn’t using much of that technology. I thought if you figure out how to maximize all that new tech, there’s a lot to be gained. You can increase your margins by using technology to cut your operational costs and smooth out operations.”

Reduce Check Calls:

Project44 saves a truck driver time from making numerous calls because a single connection to the platform enables communication with multiple parties. Because of that, a driver can focus on driving.

“For a driver, project44 is huge,” says Hutchins. “The reason is that all the brokers I work with have their own digital platforms, their own apps, and they all want you to track location through their app. That’s really hard and confusing for a driver when you work with multiple brokers every week.”

Operational Efficiency:

Visibility and single communication through the visibility platform gives ROLLZI operational efficiency.

Thank you

Bart De Muynck

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 SCAN ME

project44

