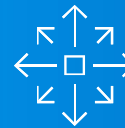




Uniting the People & Technology
That Move the World.

Network. Applications. Content. Community.



Creating a Competitive Advantage Through Transportation-Related Services

November 28, 2018

Chris Jones, EVP Descartes

Descartes Global Logistics Solutions Leader

18,500+

customers
worldwide



global
presence

1,260+

logistics-focused
employees



13+ years

record
performance



~\$270m

annual
revenue



~18%

revenue
for R&D

USLBM – 2015 ProSales Dealer of the Year



- Improved delivery productivity
- Superior delivery service
- Leverage delivery information to add value to their customer

Consumer Expectation Convergence



The Customer-Facing Supply Chain



Starts during the **purchase** and ends after the **delivery**



Exposes **multiple** supply chain points to the **customer**



Benefits the **customer** and the **seller**

Revenue ▲

Service ▲

Costs ▼

Expands the **success** criteria



Uses “1 + 1 = 3” thinking for dramatic **results**

Customer-Facing Supply Chain Vignettes

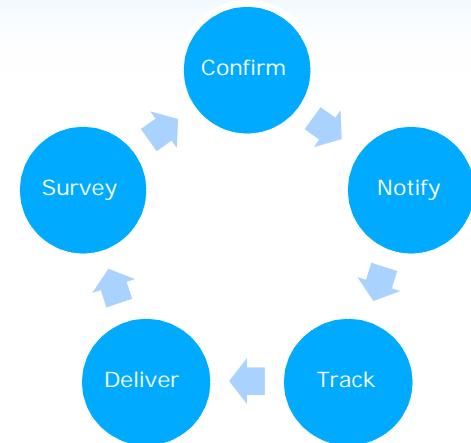


- ✓ Delivery **choice**
- ✓ Seamless up-selling of **value-added** services

	Free Standard Delivery	Premium Delivery (£8.50)	Same Day Delivery (£19.00)			
	Wednesday 22 April 2015	Thursday 23 April 2015	Friday 24 April 2015	Saturday 25 April 2015	Sunday 26 April 2015	Monday 27 April 2015
7am-9am		<div><div></div></div>	<div><div></div></div>			<div><div></div></div>
9am-11am		<div><div></div></div>	<div><div></div></div>	<div><div></div></div>		<div><div></div></div>
11am-1pm		<div><div></div></div>		<div><div></div></div>		



- ✓ Improved customer **service**
- ✓ Improved delivery success



Customer-Facing Supply Chain Vignette



- ✓ Improved customer productivity
- ✓ Improved asset utilisation



Driver Delivering
Material



Contractor On-Site



Contractor Mobile
Application

Seamless end-to-end communication

Customer-Facing Supply Chain Vignette



BC Sands

- Sydney Australia building material distributor (30+ truck fleet)
- Sell sand for a premium price by offering reliable, time definite same-day delivery
- Contractor's biggest financial challenge is crew utilization
- Their digitization story
 - Dynamically book and execute same-day delivery appointments with tight time windows
 - Contractors can track their deliveries in real-time



The Customer-Facing Supply Chain's Extended Value

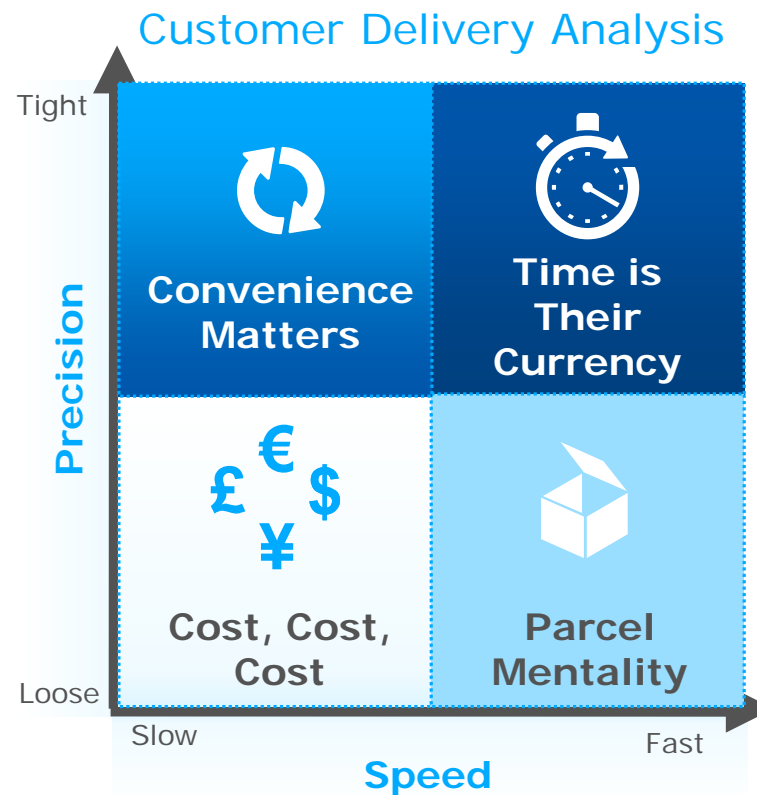
- Enhance the proposition
- Increase goods sold
- Upsell services
- Increase delivery certainty
- Reduce call center costs
- Reduce disputes
- Increase service differentiation
- Increase customer engagement



Customer facing supply chains enhance the entire shopping experience

Customer Home Delivery Segmentation

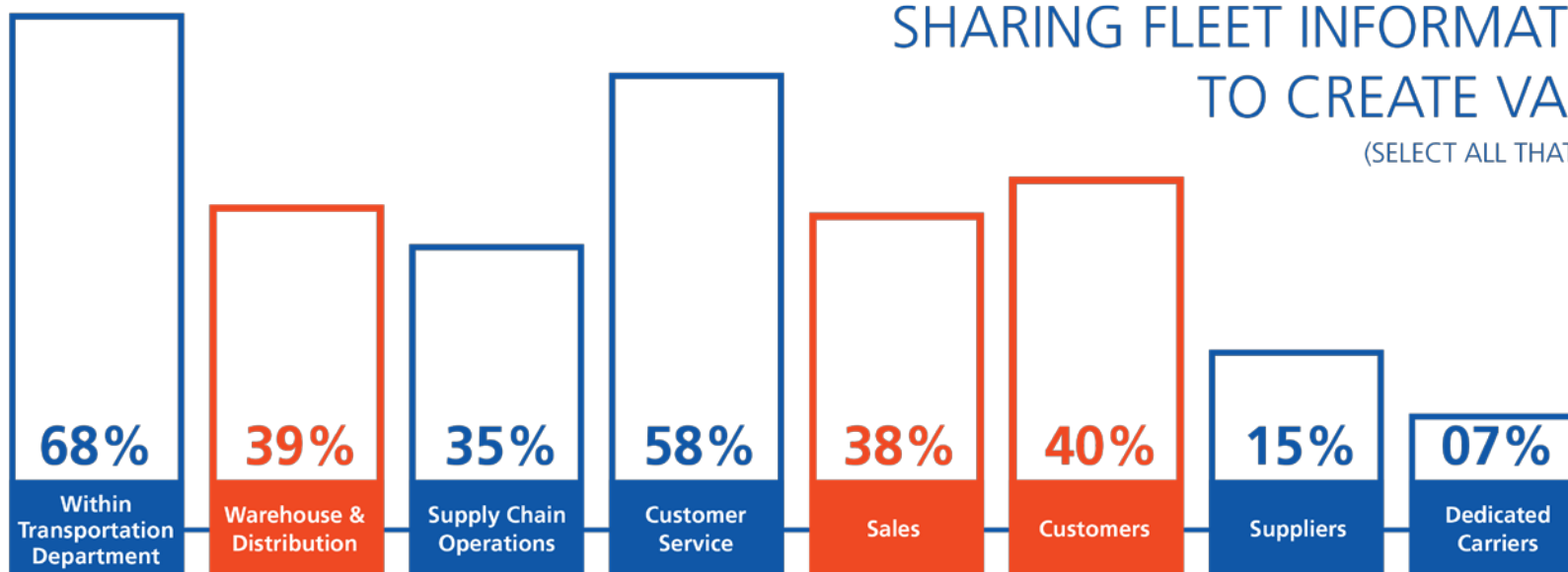
- Consumers have differing home delivery values
- Delivery assortment is critical for maximizing revenue and minimizing costs



Delivery Information Drives Extended Value

SHARING FLEET INFORMATION TO CREATE VALUE

(SELECT ALL THAT APPLY)



- No meaningful difference between the various classes of fleet operators
- No surprise that Transportation and Customer Service were high, but there is a lot of room for improvement
- There is a huge missed opportunity to enable sales and engage customers
- Same goes for warehousing and distribution

Source: Fleet Management Strategy of Top Performers

Customer Facing Supply Chain Key Capabilities

	Dynamic Booking	Delivery Orchestration	Despatch & Tracking	Mobile Applications	Notifications
Selling	✓				✓
Planning		✓			✓
Execution			✓	✓	✓
Post Delivery	✓		✓	✓	✓

Dynamic Booking Drives Revenue, Profit and Service

	Free Standard Delivery		Premium Delivery (£8.50)		Same Day Delivery (£19.00)		
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11am-1pm		<div><div></div></div>		<div><div></div></div>			

- ✓ Customer **choice**
- ✓ **Premium** delivery times

- ✓ Value Added **Services**

Samsung UE55ES8000 LED HD 1080p 3D Smart TV, 55" with Freeview/Freesat HD and Voice/Motion Control

£1,799.00
★★★★★ 4.8/5 41 Reviews

Need this wall mounted or just unpacked and set up? Click the Add disposal and/or installation text link during checkout.

Product code : 82492212

Additional services

- 5 year guarantee included
- ☐ Television disposal £9.00
- ☐ Standard Large Screen TV Installation £55.00
- ☐ Large Screen TV Wall Mount Installation £125.00

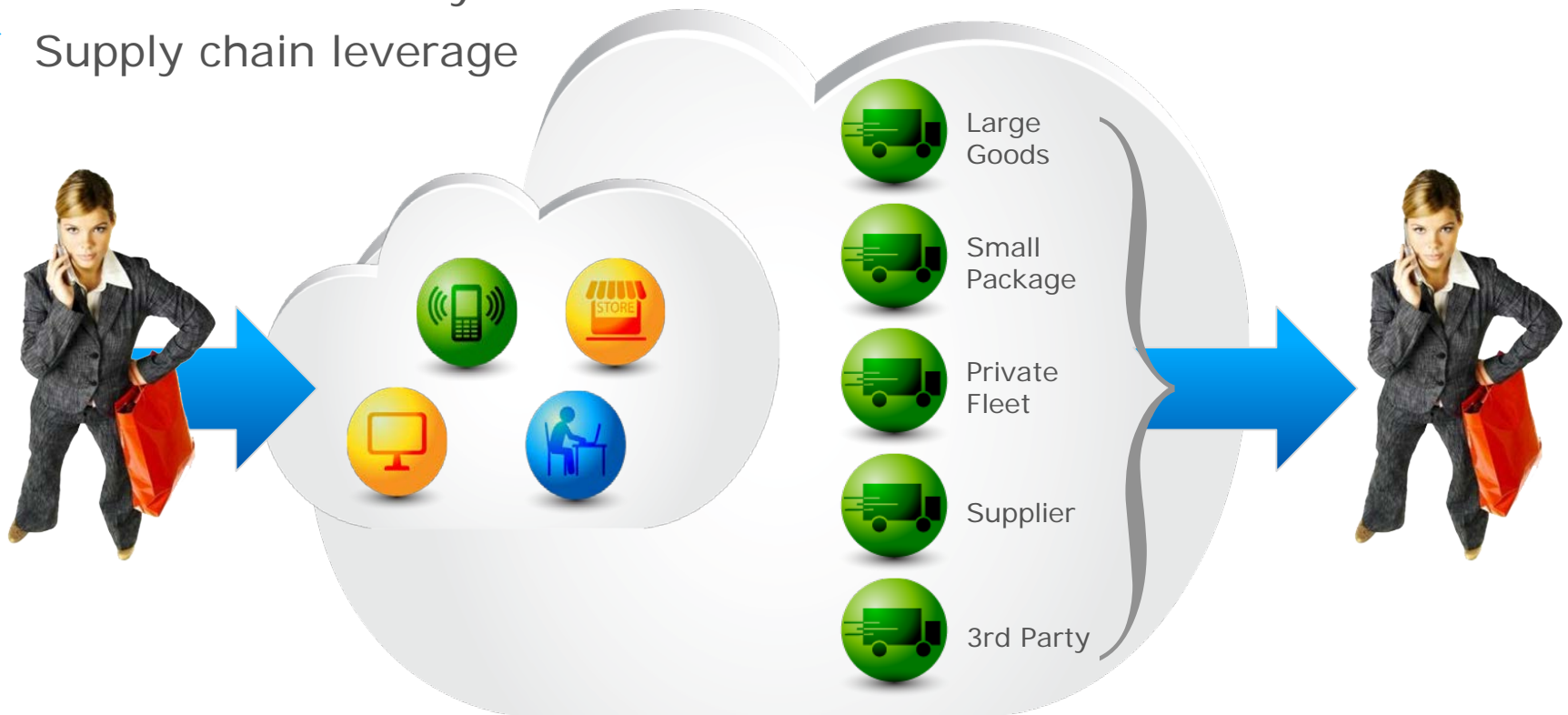
[More service details](#)

More than 10 in stock

Quantity 1 [Add to Basket](#)

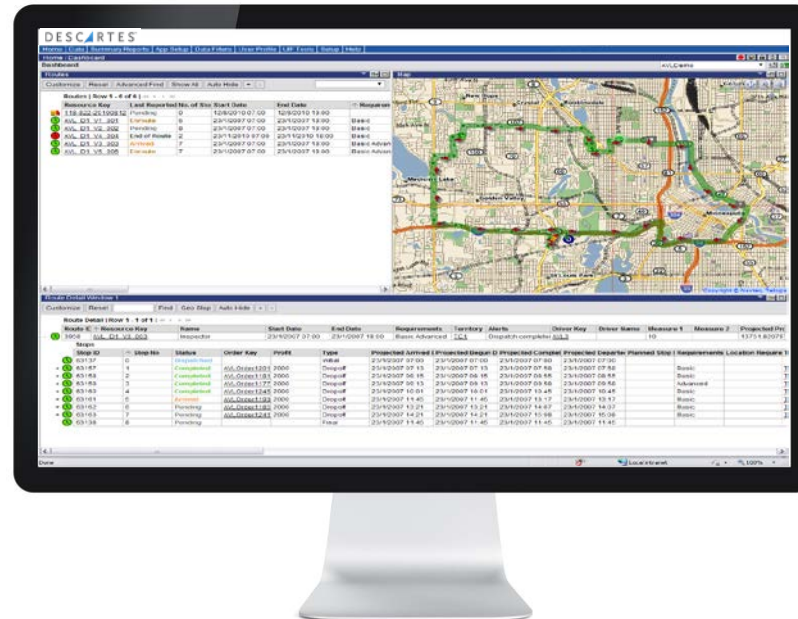
Omni-Channel Delivery Orchestration

- ✓ Manage multiple delivery modes through a single platform
- ✓ Consistent, differentiated service
- ✓ End-to-end visibility
- ✓ Supply chain leverage



GPS/2-way Communication Enabled Dispatch & Tracking

- ✓ Dynamic delivery performance management
- ✓ Distribution center optimization
- ✓ Same day optimization



Same Day Optimization

Same day appointment scheduling based upon real-time fleet status

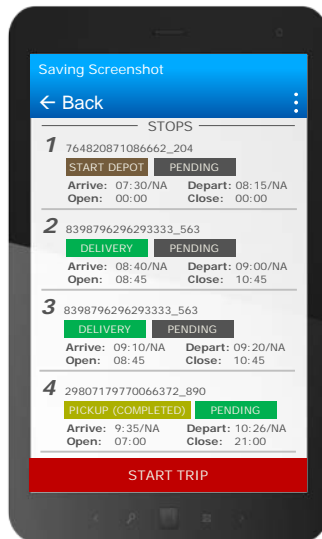
- Maximize resource utilization
- Maximize customer service

Dynamic Same Day Delivery Promising

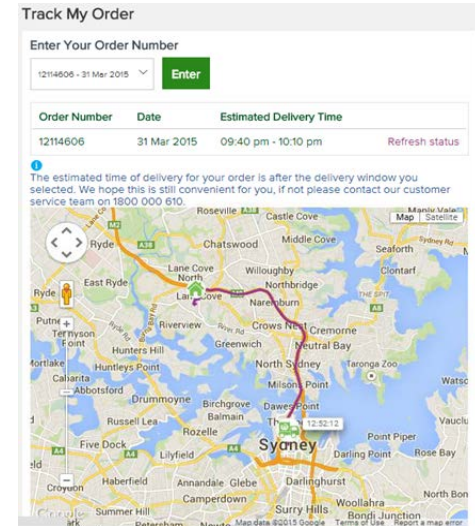


Real-Time Integrated Mobile Apps

What happens here



Must appear here



Origin Energy



How Do I Get the Transformation Started?

- Enlist the commercial organization
 - They own the customer and revenue
- Move the discussion from “get it done” to “get more”
 - Revenue, differentiated service, and brand enhancement
 - End-to-end shopping experience
- Link the supply chain to the broader set of business metrics
 - More than cost per mile or delivery
 - Revenue per order, NPS, percent drop-offs...
- Engage the customer
 - Is your delivery experience consistent with your brand?
 - The last mile is the last word

