Network Visibility

NUTC BAC Meeting

Fabrizio Brasca, EVP Industry & Market Strategy

Today's Supply Chains are Under Immense Strain

Supplier Delays

Labor Shortages

Product Shortages

Black Swan Events

Demand Shocks

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...but Improving Your Supply Chain is Hard

Data Silos · **Monolithic Systems** · **Data Latency** · **Disjointed Teams** · **Manual Processes**

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Enabling Supply Chain Digital Transformation

REACT

SEE & RESPOND

PREDICT & PREVENT

CONNECT & COLLABORATE

AUTOMATE & OPTIMIZE

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Key Tenets for Immediate Results

Connected Visibility

across siloed modes, functions, systems, organizations

Proactive Impact

in real time & alert stakeholders to mitigate disruption

Prioritize Work

that have highest impact to your business

Single Pane of Glass

Slice & Dice information to suit role & purpose

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Cross Functional Value

Track & Trace

Proactively discover at-risk shipments with ML-based Dynamic ETAs, and understand root cause and customer impact.

Customer Service

Identify orders at risk, understand customer impact, and drill down into root cause to proactively communicate to customer.

Transport Planner

Optimize the transportation plan for each order to maintain OTIF compliance. Gain powerful analytics across carriers, lanes & regions.

Site Manager

Prioritize unloading trailers and containers based on the products inside, according to need for fulfillment or shortages at the site.
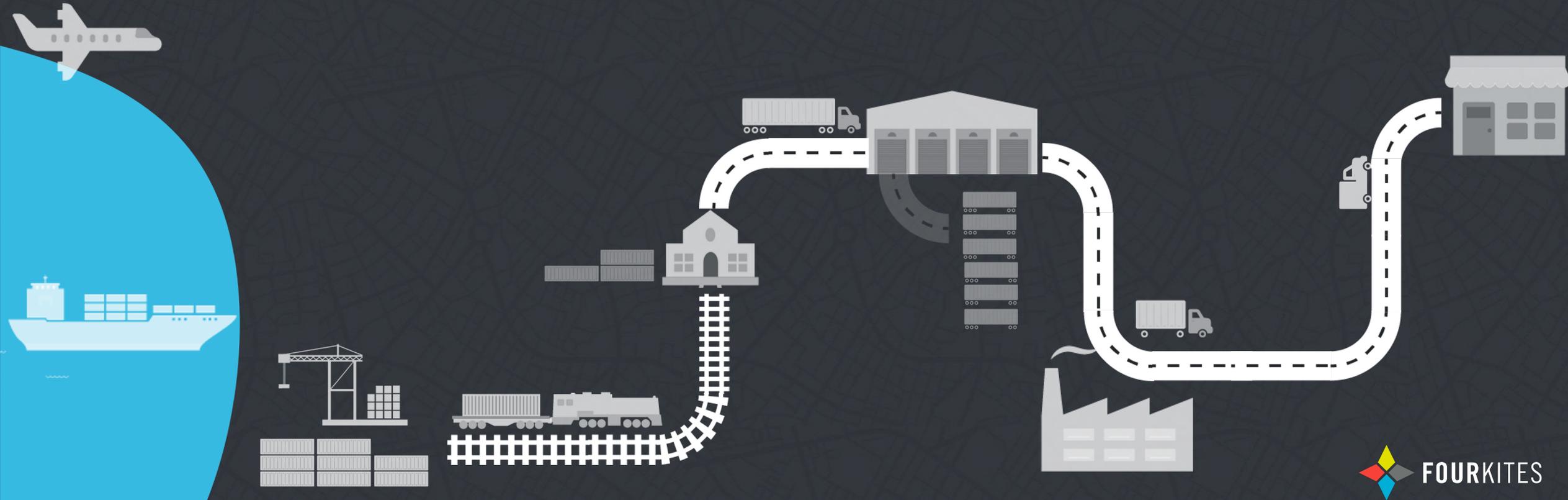
Inventory Planner

Gain holistic view of inventory across sites and in-transit. Understand inventory levels and ensuing impact on product availability downstream.
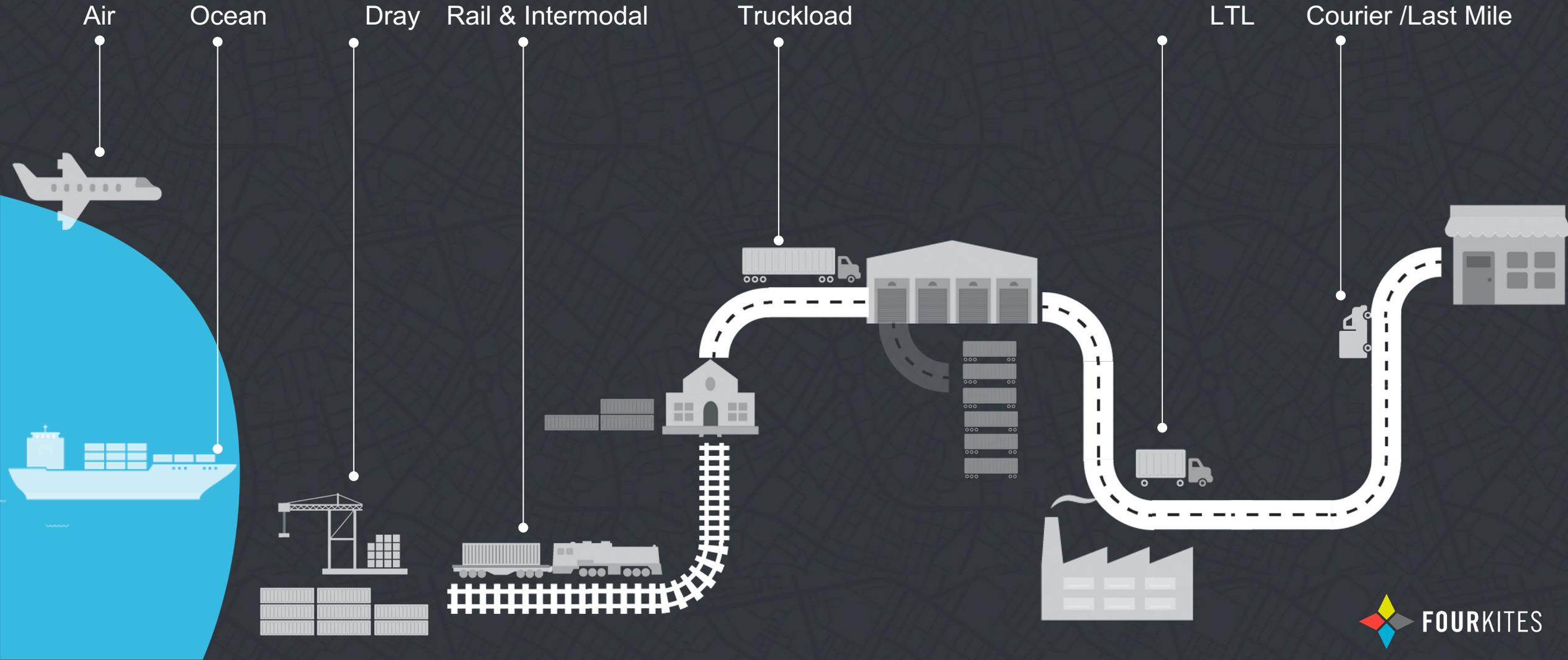
Our Vision

Create The World's Most Comprehensive Supply Chain Visibility Platform
All Modes, All Nodes, All Signals, E2E Order Life Cycle

FOURKITES

Our Vision: The World's Most Comprehensive Supply Chain Visibility Platform
All Modes, All Nodes, All Signals, E2E Order Life Cycle

Air

Ocean

Dray

Rail & Intermodal

Truckload

LTL

Courier /Last Mile

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Our Vision: Create The World's Most Comprehensive Supply Chain Visibility Platform All Modes, All Nodes, All Signals, E2E Order Life Cycle

Ports & Terminal Data

Appointment Data

Warehouse Data

Store Data

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Our Vision: Create The World's Most Comprehensive Supply Chain Visibility Platform All Modes, All Nodes, All Signals, E2E Order Life Cycle
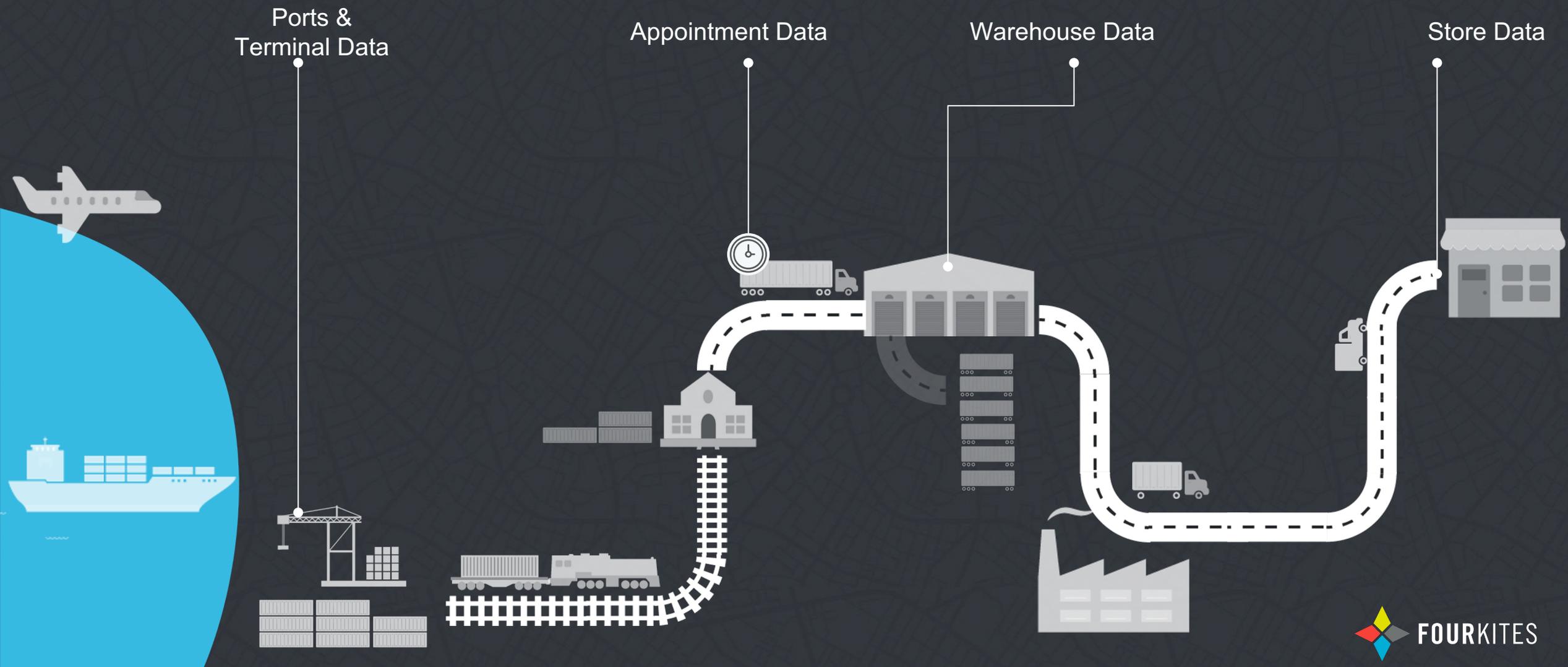
Ports and Terminal Data

Intermodal Wagon Location, High Milage Shock

Reefer Data Temperature, Error Codes

Trailer Data, Milage, Speed, EBS Data

Warehouse/Yard Signals & Dock door signals

FOURKITES
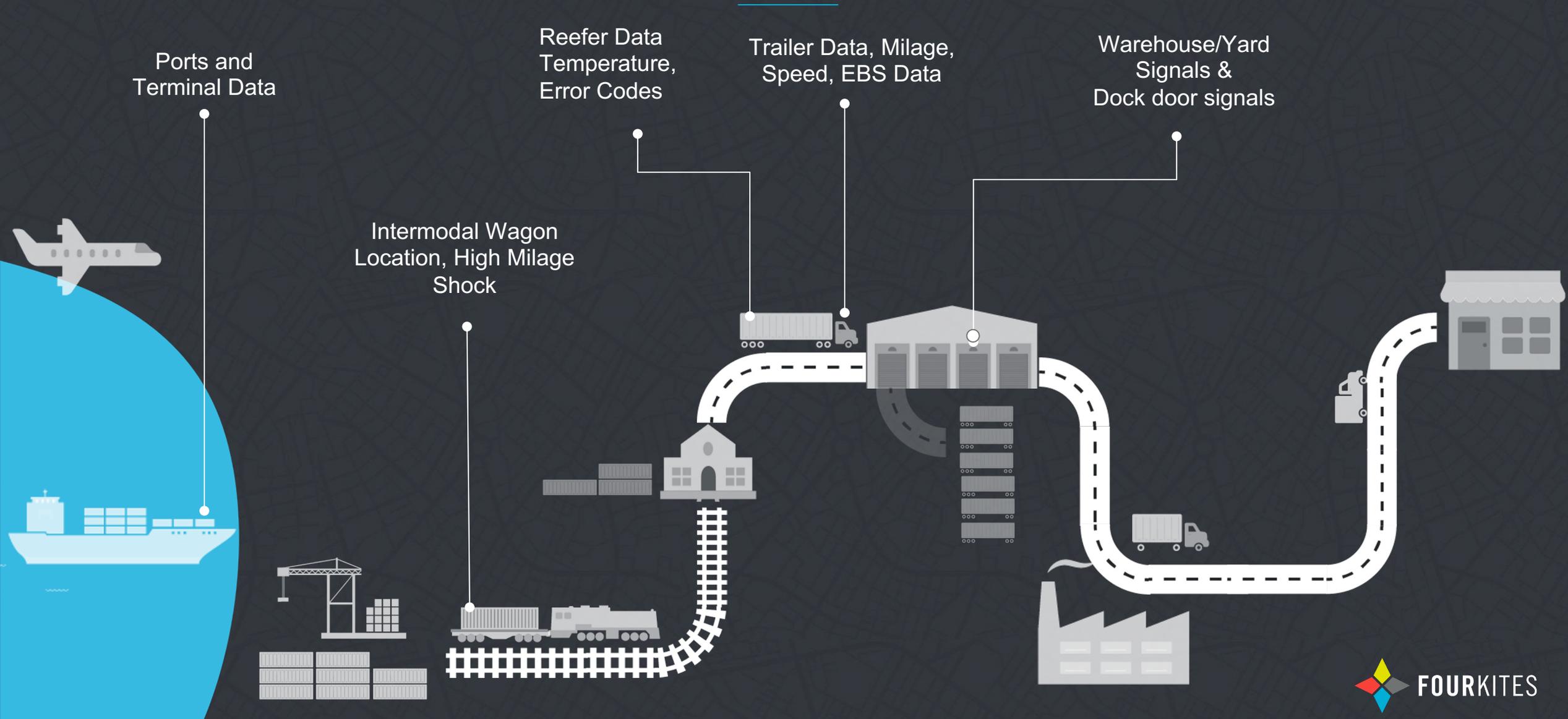
Real-Time Visibility and Solutions to Unlock Value Across Yard and Warehouse

Visibility-Driven **Appointment Management**

Visibility-Driven **Dock Management**

Visibility-Driven **Warehouse Solutions** (Zebra)

Visibility-Driven **Yard Management**

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Our Vision: Create The World's Most Comprehensive Supply Chain Visibility Platform All Modes, All Nodes, All Signals, E2E Order Life Cycle
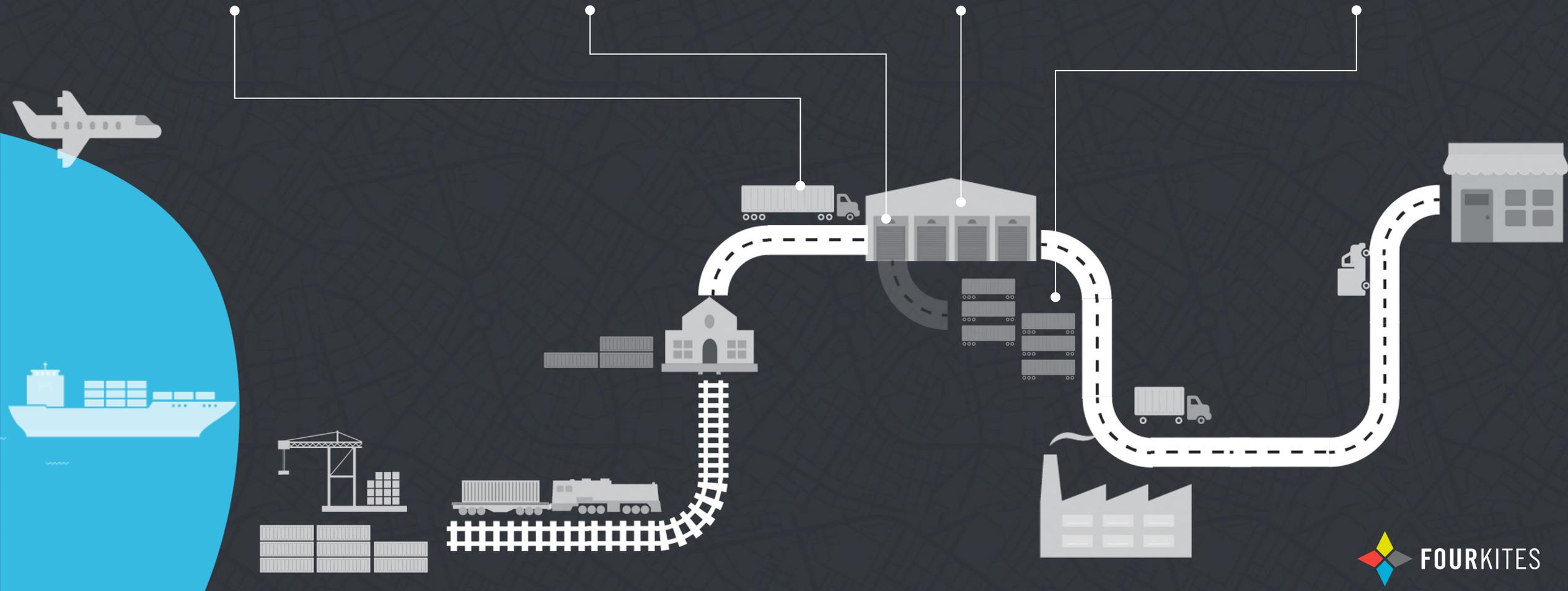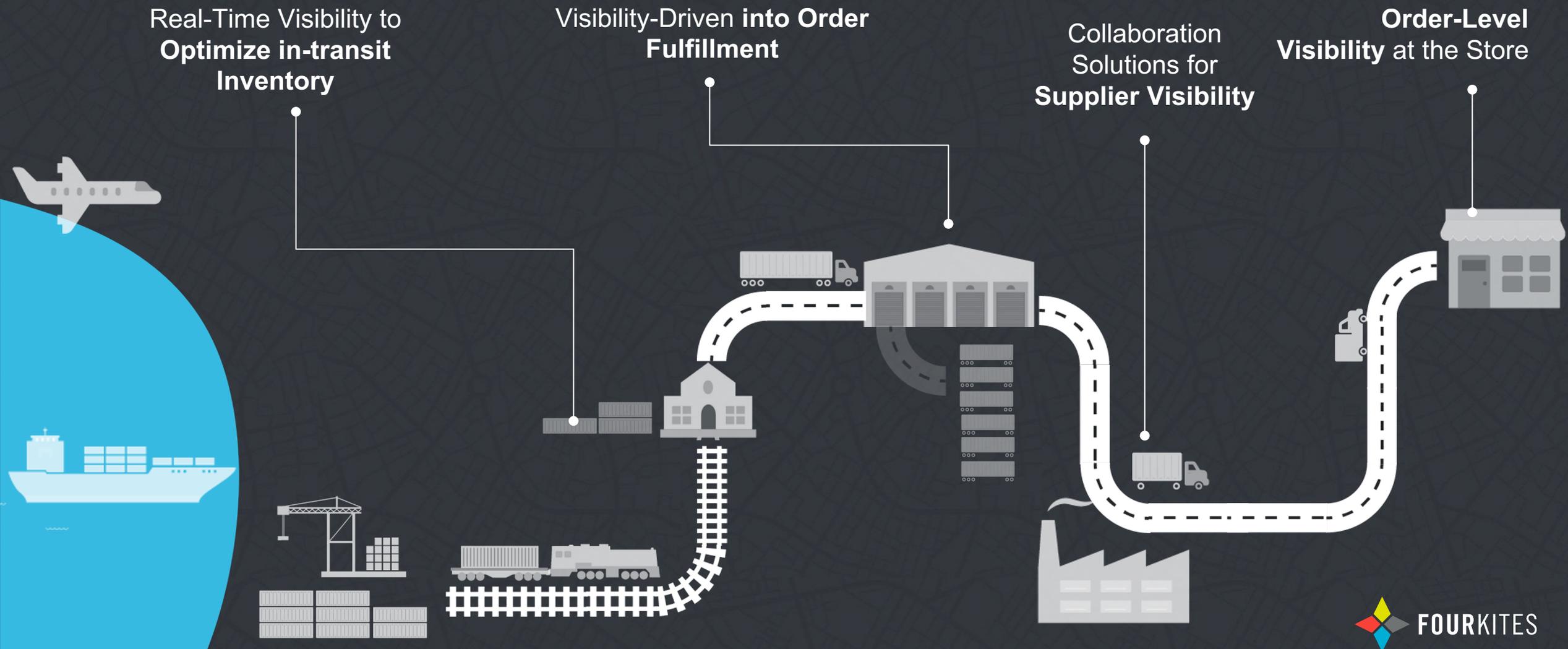
Real-Time Visibility to **Optimize in-transit Inventory**

Visibility-Driven **into Order Fulfillment**

Collaboration Solutions for **Supplier Visibility**

Order-Level Visibility at the Store

FOURKITES

Cardinal Health Uses FourKites to Improve Distribution Speed, Reliability and Costs for Temperature-Sensitive Pharmaceuticals

CHALLENGE

- In the midst of a broader supply chain transformation initiative, Cardinal Health, supplier to 29,000 pharmacies and nearly 90 percent of American hospitals, was faced with an unprecedented surge in demand for its products when the COVID-19 pandemic hit the US. The increased demand and related disruptions magnified and accelerated the need for real-time visibility into Cardinal's supply chain in order to ensure a frictionless flow of goods to the company's customers.

SOLUTION

- Cardinal chose to double down on efforts to optimize its supply chain through real-time visibility and temperature tracking with FourKites.

- "Tracking technology is becoming essential for medical and other suppliers, especially given the disruptions over the past year… FourKites and Cardinal Health customized a system to track temperature-sensitive medical products, and Cardinal has expanded use of the technology across all its domestic transport modes, including trucking and air transportation. … FourKites' platform is also being used in the vaccine distribution effort."

Cardinal Health, FourKites Target Deeper View of Medical Supply Chain
via The Wall Street Journal (Click to Access)

> "
>
> We believe we can **be faster, more reliable, and we can continue to reduce costs in the process**. The FourKites platform is a building block for us. We're pulling together all of the components for awareness of what's happening. **Without predictive visibility you get super reactive**— but it's after the bad stuff is already happening. The customers already felt that pain. What we're doing with this platform is **allowing the technology to start to make decisions much quicker, so that you can really mitigate pain, disruption,** et cetera, by reading, reacting and offsetting some of the challenges that the customer is going to feel downstream."
>
> **Josh Dolan**
> **Vice President of Global Logistics**

CardinalHealth

How Zebra Technologies Unlocked Staff Time and Improved Operations

🏔 CHALLENGE

- Zebra Technologies needed real-time visibility to improve customer experience and increase its ability to proactively manage shipments.

- Zebra does not have a globalized TMS solution, so the company needed a solution partner that could deliver comprehensive, accurate visibility, without creating additional work for its internal teams.

💡 SOLUTION

- Zebra worked with FourKites to customize a visibility solution that built on Zebra's existing API load creation processes to streamline load entry and initiate tracking in the FourKites platform.

- Today Zebra has over 150 team members utilizing the FourKites platform. Zebra tracks over 300,000 loads in FourKites annually via air, parcel, ocean and over-the-road transportation modes.

> "We're seeing is a huge reduction in email volume related to tracking. I was able to **free up 75% of one person's role** so they could focus on other critical projects and strategic initiatives. … FourKites has also **improved carrier scorecarding.** That used to be a very manual, time consuming process. Now we can not only **create reports faster**, but by having extra milestones from FourKites' data, we're able to **zoom in on the true root causes of shipment delays**."

Kim Segal
Director of Global Transportation
Zebra Technologies

Thank you

FOURKITES

Appendix -
Examples of Collaboration with Shippers & LSPs

RAYBUL

SUCCESS STORY

Raybul Uses Supply Chain Visibility to Stand Out Against the Competition

"

Our mission is to be as agile as possible, and always offer services that improve our clients' and partners' businesses. We use technology to realise that mission. ... Previously, much of the information we had was siloed, so we wasted time gathering it from different sources. Now, **with FourKites, it takes minutes**. … this is how we stand out from bigger competitors."

Arthur Umugisha, Business Application Manager, Raybul

As a mid-sized freight transportation company in a competitive market, Raybul needed to make the most of every minute of staff time. Prior to partnering with FourKites, "It would take an hour to get an overview of each shipment," says Umugisha of the old manual system where a call would have to be made to each driver. Now that the company has real-time visibility, they can shift those hours saved to more value-added tasks.

KraftHeinz

OTIF Wins Spur Further Supply Chain Optimization for Kraft Heinz

🏔 CHALLENGE

- Faced with skyrocketing fines from retailers that require on-time, in-full delivery, Kraft Heinz needed a solution to proactively manage its shipments.

- Creating an improvement strategy that could work for Kraft Heinz's large carrier network and within existing internal processes was critical.

💡 SOLUTION

- FourKites enabled Kraft Heinz to track customer deliveries and measure important KPIs across its operations.

- **Kraft Heinz's OTIF score improved by over 5% within the first year** and it was able to work with more drop trailers.

"

Today, Kraft Heinz has a better OTIF score, and a new level of confidence in decision making. Better supply chain reliability with the help of FourKites has allowed the company to deepen partnerships with carriers. [Kraft Heinz's Head of Customer Supply Chain] told a story about a day where product was needed for an immediate outbound shipment. The company was able to quickly dispatch product to the correct distribution center and get it to the customer — tracking it all the way." (Supply Chain Dive, 2019)

PLAN 2 TRANSPORT

Plan2Transport Sees Success through Speed, Privacy, and Security

CHALLENGE

- Plan2Transport's customers demanded greater visibility on their shipments, but manual load status updates were time-consuming and unreliable.

- Plan2Transport needed fast, scalable carrier connectivity so they could quickly meet customers' needs.

- Carriers had major concerns around privacy and security with regards to who is tracking their truck.

SOLUTION

- Plan2Transport partnered with FourKites, and achieved carrier connectivity faster than expected

- Plan2Transport is now able to send data directly and securely to its customers about each shipment in transit.

- Plan2Transport's customers have up-to-the-minute data about where loads are and what time they will arrive.

"

"FourKites really set themselves apart from the competition with how proactive, helpful and hands-on they are. They made sure every load was tracked. Thanks to them we exceeded our client's expectations."

Roy van der Heijden, Business Analyst, Int. Transportbedrijf Van der Heijden

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Dow

Dow Leverages FourKites to Create Global, Multimodal Visibility for its Customers

🏔 CHALLENGE

- Dow needed a solution to provide real-time visibility to its customers and to internal teams across its 113 manufacturing locations in 31 countries.

- It was top priority for the company to create a customer-facing platform that could enable easy ordering, real-time delivery tracking across multiple modes of transport and a consistent experience for users around the world.

💡 SOLUTION

- True end-to-end multimodal tracking, FourKites' flexibility with feeding data into Dow's internal portal, and a strong integration partnership with Oracle TMS made FourKites the provider of choice for Dow. Through a multi-year expansion, Dow launched FourKites for truckload, intermodal and ocean shipping across multiple locations in North America, LATAM, Europe, and APAC.

- Dow was so pleased with the success of its visibility program and the FourKites partnership that the company created and widely promoted its own case study on the improved customer experience made possible through visibility. **Read it on Dow.com**

> "
> **Digitization in an important step in Dow's journey toward the implementation of an end-to-end supply chain visibility strategy. Our strategic partnership with FourKites enables us to digitize and move away from a manual way of working to an integrated technology platform workflow."**
>
> **Kevin Nielen**
> Improvement, Analytics & Leveraged Logistics Leader
> Dow

Coke Consolidated Improves Inventory Planning with Real-Time Visibility

CHALLENGE

- Coke Consolidated makes, sells and distribute 300 brands of beverages and handles over 400 million cases per year.

- With a complex distribution model and large fluctuations in demand for various SKUs, Coke Consolidated was carrying too much inventory in order to maintain high service levels and in-stock position.

SOLUTION

- Coke Consolidated partnered with FourKites for real-time visibility, to improve inventory management and maintain high service levels.

- With a better understanding where inventory was as it moved through the supply chain, Coke Consolidated was able to manage deliveries in real-time and reduce its buffer inventory without risking stockouts.

99%
Improved in-stock position to over 99%

REDUCED
cost per case delivered

REDUCED
excess inventory

Kimberly-Clark leverages FourKites to maximize efficiency and deliver superior customer service across its global operations

CHALLENGES

- Kimberly-Clark is a global leader in the consumer packaged goods industry, with nearly ¼ of the world's population touching a K-C product at least once per day. Achieving global, multimodal visibility on its vast and complex shipping network was critical to maintaining good customer service and weathering network disruption.

- K-C needed a robust, end-to-end global solution that integrated seamlessly with Blue Yonder TMS.

SOLUTION

- Kimberly-Clark achieved door-to-door visibility in North America for imports and exports and are tracking globally in LatAm, Europe, and ANZ.

- With 250 active users in North America alone, K-C now has a single source of truth for shipment information and are able to proactively save loads and mitigate impacts to customers.

- With the addition of FourKites' Dynamic Yard to K-C's visibility program in 2021, the company is extending the benefits of machine learning optimization and process automation to the yard.

Read more about FourKites and K-C's successful partnership in **this Forbes article (pdf)**

"Kimberly-Clark's Digital Transformation of Shipping." Steve Banker, July 23, 2021

> We show [our internal teams] how to effectively use the filters and send notifications to themselves and to their own customers. With FourKites, when they do find a delivery exception they can come directly to the transportation team and **now our time can be spent working on recovering that load.** Before we'd have to waste time trying to find information before we could even start any recovery process. **This, in the end, really benefits the customer."**

Tony Poole
Senior Transportation Manager

Kimberly-Clark

ACE Hardware

Ace Hardware Delivers a Custom Tracking Portal for its Stores with FourKites

🏔 CHALLENGE

Ace Hardware's existing systems only allowed its stores to see one upcoming delivery at a time, and there was little predictability and accuracy in delivery times. These limitations made it difficult for stores to plan labor and challenging for Ace to send any additional orders to its stores to meet customer demand or facilitate buy online, pick up in store.

💡 SOLUTION

FourKites worked with Ace to personalize a page on its intranet site that enabled stores to see their next 5 deliveries, centralizing data on loads coming in three different ways: Ace private fleet, third party carriers or small parcel via FedEx. Increased visibility and predictability provides value for Ace's stores and its end customers.

"

As part of the integration with FourKites, we're updating our intranet site to provide our stores with visibility. … **The collaboration with FourKites to be able to customize what we're sharing on the intranet page has been extremely helpful and a positive experience overall.** We've already had the soft launch of the FourKites page and it's been very positive. **We've received really good feedback from our retailers** and we're starting to give them more visibility than they've ever had before, which has been really exciting."

**Karen Helton, Last Mile Logistics Manager
Ace Hardware Corporation**

FOURKITES

With FourKites, 3M meets surge demand, delivers 2 billion respirators in 2020

CHALLENGE

- Pandemic-induced demand for personal protective equipment skyrocketed in early 2020. 3M answered the challenge by activating surge capacity in its supply chain to increase output of N95 masks.

- Navigating disrupted supply lines and adding 120,000 sq. ft. of new factory space are just two examples of the many unique challenges 3M faced.

SOLUTION

- Already a customer of FourKites, 3M turned to visibility as a critical component of its new supply chain strategy. 3M's revised operating model, with manufacturing, supply chain and customer operations under one umbrella, enabled FourKites data to be leveraged cross-functionally.

- 3M used real-time data to shorten cycle times, and by the end of 2020, it manufactured 2 billion respirators globally.

3M

"

There's data democratization, where you can see stuff that is happening much faster on a daily basis. There's much more transparency on issues we are facing, and the team is going in eyes wide open and trying to find solutions as quickly as we can."

Monish Patolawala
SVP and CFO, 3M

Read more on Supply Chain Dive

FOURKITES