



HELPING CUSTOMERS DELIVER™

# Making Things Move

## FEATURE ARTICLE

On October 6th, 2008 at the CSCMP annual conference in Denver, Colorado in front of over 3,000 of his colleagues and peers, Art Mesher, Descartes' CEO, was granted the CSCMP Distinguished Service Award. This award goes out to an individual who has made significant contributions to the art and science of supply chain and logistics management. The award is considered by supply chain management professionals throughout the world as the highest honor bestowed upon an individual. During the acceptance, Art spoke about a few themes that we consider relevant to our customers and thought we would share it with you. Below is an excerpt from his award acceptance speech.

*The opportunities to **make the world a better place** with our disciplines have never been greater.*

*"Together as **One Learning Team** we can **make the world a better place** with our discipline."*

**LEARN:**      **Listen**              **Educate**              **Articulate**              **Research**              **Network**

*I would like to thank the CSCMP and the selection committee. I am truly honored and humbled by this award, especially at this critical junction in our history as a profession. The opportunities for our discipline to make the world a better place have never been greater. And this is such an honor.*

*Never before has our profession been more important than it is right now. It's very clear that there is a new world order upon us and that our disciplines will be the key driver to making the world a better place in the future.*

*One constant theme is that our industry is always changing, the rate of change is accelerating and we must change with it. 30 years ago when I began my logistics career unloading trucks, we were called National Council of Physical Distribution Management (NCPDM) and supply chains were pretty short and our science was just unfolding.*

*continued...*

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## Letter from the Editor

Welcome to our 2008 Winter edition of **Making Things Move**, the Descartes customer newsletter created to help keep you up-to-date on the topics that matter most in streamlining your global trade and transportation operations.

There has been a lot happening in the industry and at Descartes this fall. In this issue, we recap some of the exciting events from the last few months including our very own CEO, Art Mesher, being awarded the Council of Supply Chain Management Professionals Distinguished Service Award and his acceptance speech; the "10 + 2" regulations; and other areas where we are working together with our customers and partners to improve productivity and reduce costs particularly in these challenging economic times.

In addition, with our recent acquisition of DEXX, a European customs filer, we welcome many new customers to the Descartes family – I hope to meet you each in person at our **Descartes Annual User Group Conference in Atlanta, Georgia from March 24 to 26**. If you only attend one event this year, this is it. We want to hear from you on any specific solutions requests you might have and would also like to introduce you to our other offerings. **Make sure you take advantage of our EARLY BIRD registration rates!**

On behalf of all of us at Descartes, we wish you a happy and healthy holiday season and look forward to an exciting year in 2009.

Don't forget to pass this newsletter on to your co-workers and colleagues that could benefit from reading Making Things Move.

**Nicole German**  
Editor, **Making Things Move**  
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The initial pioneers (**Don Bowersox, Harvey Schycon, Ken Ackerman** amongst others) were breaking ground defining a science and discipline taking our profession from the back room to the board room and the **first Triad of Disciplines** was born. Inventory, Warehouse and Transportation. At that time, I was searching for a new path in life and went to **Listen** to the **Educators Articulating, Researching and Networking**. Once again thanks to **Professors Harper, Bier and Coyle**.

As time went on, our center of control and span of influence changed rapidly and the second triad emerged. The flow of goods with the physical flow and corresponding flow of money and information all had similar equalizing relevance and the **second Triad of Disciplines** was born. And we broadened our professional definition and as professionals we became the Council of Logistics Management (CLM).

As we globalized and further extended our scope the **third Triad of Disciplines** emerged. The **third Triad** Visibility, Variability and Velocity was defined and once again we molded our identity as professionals to become the organization we are today, the Council of Supply Chain Management Professionals (CSCMP).

Our industry is changing and we must change with it. Gone are the days of insular thinking suggesting that "Manufacturers, Retailers and Distributors" are customers and "Carriers, 3PLs and Tech companies" are suppliers and never the twain should meet. Promotion is neither a sin nor a negative.

Promoting our abilities and results with our discipline is the most important thing we can do. **Listen Educate Articulate Research and Network**. It's an acronym for **LEARN**.

Today, as supply chain professionals we are now chartered with managing a global set of resources in motion. Our scope is expanding once again. People, resources, truck drivers, field services workers, merchandisers, warehouse workers. All resources in motion. Conveyance resources, tractors, trailers, planes, trains, pallets, shipping containers are all in motion (hopefully anyway). The inventories of products and supplies, parts and business documents (such as manifests, invoices, ladings etc) are all in motion and require management.

The challenge to us as professionals has never been broader in scope and never has been more important. Not only are we now faced with a broader scope of responsibilities, we are faced with a new world order. Rising fuel costs and slowing economic activities across the G7 along with the credit crises is taking a very swift and dramatic toll and anyone whom cannot operate at the most efficient manners possible and the speed to which business must "react and redesign".

The supply chains need to compensate for this new world order, which has never been greater. The companies we serve face enormous obstacles and now it's our time as professionals to apply our disciplines and **make the world a better place** through what we do. It's not only unprecedented what's happening right now it's downright daunting.

Now just like then, each and every one of us can make a difference by embracing a framework for becoming **One Learning Team** and promote our values and successes in **making the world a better place** with our disciplines. **Listening...Educating...Articulating...Researching... Networking... LEARN**

Jack Welch has said "holding companies are only worth more than the sum of their parts if they become a learning organization." For us at the CSCMP that means that shippers, carriers, 3PLs, consultants, recruiters, educators,

technology providers all have teachings we can learn from and we should never waiver from promoting our success to each other. We all have things we can teach and we all have things to Learn and we all need each other. We are an ecosystem.

Before this special moment comes to an end, I would like to call special attention two very special people that have created **Learning organizations** to make the world a better place with our disciplines.

The first is **Reverend Manny Ohmne**. I met him 12 years ago at Gartner when he worked for a software company. Today he leads a reverse logistics company. He runs a mission that collects and recycles used shoes delivering them to children throughout the third world whom cannot afford to put shoes on their feet. His organization is called Samaritans Feet. He truly is **making the world a better place through reverse logistics**.

The second was my first mentor **Ram Krishnan**. Ram is a warehouse engineer. Today he travels in the remote villages in India and teaches children how to build warehouses to collect and distribute water. With water comes economic security, food and sustainability. He is truly **making the world a better place** by his efforts. He has enabled over 20 villages and has committed the next 5 years to this quest. His website is [www.liftkids.org](http://www.liftkids.org)

As CSCMP professionals, we have the great opportunity to make the world a better place. Our science and disciplines have never been more relevant and each and every one of us can and will make a difference if we can take it upon ourselves to never give up the quests of our profession.

**Listen...Educate...Articulate...Research... and Network. LEARN.** Promote our successes wherever you go. Together as **one learning team**, we really can change the world and **make the world a better and safer place**.

**Arthur Mesher**  
CEO, Descartes System Group

## FEATURE CASE STUDY

### Global Logistics Network Case Study: Descartes Enables Delta Cargo to Deliver One-stop Shopping to Freight Forwarders and Shippers

As one of the world's most extensive airline freight operations, Delta Cargo services more worldwide destinations than any other airline. A division of Delta Air Lines, Delta Cargo operates major North American cargo hubs in Atlanta, Cincinnati, Detroit, Memphis, Minneapolis-St. Paul, New York-JFK, and Salt Lake City, and works with a number of carrier partners to serve 66 countries and more than 375 cities. International freight accounts for close to two-thirds of Delta Cargo's revenues. Delta Cargo has a number of product offerings to meet the needs of the world's largest freight forwarders as well as mid-sized and smaller shipping operations.

#### Bringing harmony to disparate platforms

Enabling its customers to make cargo bookings online was a major focus for Delta Cargo after it launched the DeltaCargo.com web site. While it didn't take long for the carrier to provide its customers with tools to make online cargo reservations, it had to use three separate sources to maintain capacity for different types of services and customers.

The DeltaCargo.com booking portal could only be used by customers for U.S.-based shipments and capacity was managed by Delta Cargo in Atlanta. All non U.S.-based bookings were offered through Descartes GF-X Exchange, one of the largest electronic information and reservation systems in the airfreight industry. However, capacity for U.S. Export shipments were managed through the U.S. Cargo Joint Venture in Atlanta and Import bookings were managed by Delta Cargo's GSSA Air France in Paris, France.

"Since our initial online offerings were managed by three different sources, delivery options for various customers were fragmented," explains Robin Stricklin, Manager of Marketing Communications, e-Commerce, at Delta Cargo. "The biggest challenge was dealing with two different booking platforms based on three independent operating systems. Customers had to choose the right portal to suit their booking."

She says, "Customers could book freight, general freight and short haul express items, through Descartes GF-X Exchange, but we only offered limited origins and destinations based on our key hubs in the U.S. There wasn't even a full route offering for each origin/destination, so it was all very piecemeal."

Less than a quarter of domestic customers were using the online portal; the rest were calling the Delta Cargo call centre to make their bookings. Based on the success of online passenger reservations, Delta Cargo executives recognized there were economies of scale in using e-commerce for cargo bookings.

According to Stacy Brockwell, e-Commerce Program Manager at Delta Cargo, "One of our prime goals was to shift the service delivery channel to reduce the cost per booking. A call center booking costs us about 40% more than online service delivery, and at the time only 25% of our customers were making electronic cargo bookings. In addition, our call center was only open during business hours and customers sometimes had to face long wait times. It made sense to offer a variety of online booking features through a single, integrated solution."

Delta Cargo began exploring its options for migrating to a comprehensive solution that could leverage and consolidate database resources, strengthen its online capabilities, and streamline the booking process for its customers.

As a member of the Descartes GF-X Exchange, Delta Cargo had the option to implement Descartes' private label cargo booking solution. "We did look at other solutions, but given our successful partnership with Descartes, we chose to extend that relationship and roll out the private label version of GF-X Exchange. It made sense - the look and feel would be the same, and the multi-platform issues would be addressed," says Brockwell.

#### ***Extending electronic bookings to a global market with Descartes***

In the spring of 2008, Delta Cargo clients began using an enhanced version of Descartes GF-X Exchange for both U.S.-based and international cargo bookings. At the same time, Delta Cargo went live with Descartes CargoBooker, providing small freight forwarders with the ability to make ad hoc bookings with Delta. Using either solution allowed Delta Cargo customers to access information for multiple carriers, make electronic bookings for global shipments, and track shipments 24 hours a day, 7 days a week, via a simple Web browser

and single login process. Users also had the ability to book special shipments that they could previously only do through the call centre.

In the fall, Delta went live with the Descartes private label solution, which enables users around the world to book cargo through the DeltaCargo.com web site, make freight allocations and query their shipment needs. The system responds with details on available cargo capacity and rates, and delivers an electronic confirmation when a reservation is made. In addition, shippers have access to over 50 pages of static content. All of their questions can be answered at a single location.

"While other carriers deployed Descartes' private label solution from the ground up, we were the first to implement it using an existing online booking solution as a base. Our combined teams at Delta, Delta Technology and Descartes did a great job anticipating our needs. Descartes has supported us every step of the way through execution," explains Stricklin.

#### ***One stop solution for multiple needs***

"By providing freight forwarders with an online booking solution that integrates Descartes CargoBooker and GF-X Exchange with DeltaCargo.com, we can now offer one-stop shopping support for import and export functions, national and international customers, and for products that we were unable to offer before, such as the transport of dangerous goods, live animals and perishables," says Cyndi Harstvedt, e-Commerce Specialist at Delta Cargo. "The ease of use for our customers easily translates into more online bookings, because everything now looks and feels the same to the end user."

She adds that Descartes solved the multi-platform issue and created a single repository for all data points. "We can now provide a full product offering for both U.S. and international customers and increased efficiency. Previously, any changes had to be entered into three systems. Now one change is simultaneously updated."

Even in the early stages of the deployment, Delta Cargo reported a notable increase in online usage. "The greater the number of bookings processed using Descartes' technology, the lower our cost per transaction. It also means that our call center agents can now focus on processing more complex transaction requests." Stricklin notes that the short term goal is to increase online bookings to at least 50% of total transactions.

The timing of this new found efficiency couldn't be better. The recent merger with Northwest Airlines means Delta Cargo will once again have to tackle the challenge of integrating different platforms. "We've already gone through the process once, and we have a strong foundation in place," says Stricklin. "While there will be challenges, we know what needs to be done and we can focus on becoming a single airline with a single operating platform for our online cargo booking services. And as we integrate more functions, we can continue to look at different offerings provided by Descartes."

## **SUMMARY**

### ***Challenge***

Delta Cargo was using three disparate solutions to enable online cargo bookings. To bring more customers online, the carrier needed to offer a variety of online booking features through a single, integrated solution.

## **Solution**

As an existing Descartes GF-X Exchange user, Delta Cargo made the decision to implement Descartes' private label solution as well as its CargoBooker application. The look and feel would be the same across all three solutions and the multi-platform issues would be addressed.

## **Benefits Realized**

- ▶ One-stop shopping support for import/export, national and international customers
- ▶ Ease of use translates into more online bookings and lower operational costs
- ▶ Changes made are simultaneously updated in all three booking systems
- ▶ Short term goal is for 50% of total transactions to be processed online
- ▶ Call center agents can now focus on processing more complex transactions
- ▶ Delta Cargo is better prepared to tackle the integration of Northwest Airlines' cargo systems

## **FEATURE CASE STUDY**

### **Delivery Management Suite Case Study: Sanimax Keeping Recycling Efforts on Schedule with Descartes**

As a company with a strong commitment to environmental stewardship in the foodservice and agricultural communities, Sanimax collects more than a million tons of animal and food by-products, vegetable oils, and hides and skins, for recycling. Every year the company transforms these waste materials into high quality products for industries throughout North America and around the world. Its customers include feed companies, chemical manufacturers, tanneries, soap producers and pet food manufacturers. Sanimax also produces clean-burning biofuels for commercial trucking fleets and other energy uses.

The Sanimax Restaurant Services division has been in operation since 1927. It offers a sanitary system for the collection and recycling of cooking oil and grease generated by more than 7,000 foodservice customers in Ontario, including Burger King and McDonalds, among others. This division's fleet of 27 vans and trailers performs a range of pickup and delivery services round the clock at a rate of 25 to 30 stops a day.

#### **Keeping Up to Speed on Pickups and Deliveries**

According to transportation supervisor Stephan Campagna, the job of routing pickups from restaurants and deliveries to various facilities was not being handled as efficiently as they would have liked. "Unlike some of our other operations that run on fixed delivery schedules, our timelines can easily change on a weekly or monthly basis. As a result, we were spending a lot of unnecessary hours setting up routes and had no visibility into driver activities on the road."

Campagna adds that although Sanimax did have an automated routing program, "It wasn't managed properly and we found that delivery costs were escalating over time. A lot of mileage was wasted because drivers were often going to the same city twice in the same week or we had two trucks going to the same place at the same time."

Sanimax required a solution that would optimize its route planning process; provide it with much needed visibility; and at the same time, enable the company to lessen its own environmental footprint. Sanimax turned to Descartes Routing and Planning Solution - a solution that had been used successfully by its U.S. counterparts for several years. "We wanted a product we could use throughout our entire operations over the long term," explains Campagna. "In comparing the Descartes solution to other offerings, including the one we were currently using, we believed it would deliver the efficiency we were seeking."

#### **Streamlining Routing with Descartes**

Sanimax began working with Descartes Routing and Planning Solution to enable users to build optimal plans based on available routes, fleet resources and field personnel. As part of the Descartes Delivery Management™ Suite, Descartes Routing and Planning solution is an easy-to-use application that helps improve operational efficiency by leveraging market-proven algorithms and geographic network modeling capabilities to enhance the order fulfillment process while reducing costs through shorter routes, reduced fuel consumption and enhanced fleet utilization. It also determines the best truck and route resources to use, as well as recommends order sequences to support dynamic routing needs. Users can select optimization criteria including lowest cost or shortest routes, or shortest distance between stops.

#### **Getting an Upper Hand on Delivery Cycles**

Campagna reports that although the implementation is relatively new, the company has already started to see efficiency improvements. "The first area we are beginning to see results is in the time our hourly-paid drivers are spending on the road. Efficiency has greatly improved. Our drivers aren't making as many unnecessary calls, are able to find customers easier, and are working on maximizing truck volumes. They've already seen a major difference in the hours when they come back at the end of their shift."

He estimates that some drivers are saving at least eight hours a week of driving time, if not more. "I know of one driver whose drive time has been reduced from 70 to 60 hours."

Customer service has also improved. "We've seen a big difference in the numbers of customers calling us, because we are serving them more efficiently and frequently which means lower overall service costs," explains Campagna.

This is only the beginning of Sanimax's work with Descartes. The company is currently in the process of deploying handheld computers to drivers on the road so information can be sent back to a central office for more streamlined billing. Drivers will enter how much weight they have in their truck. That information will then be downloaded to the company's financing system for billing. In addition, route information provided through the handhelds will allow managers to compare planned versus actual delivery performance.

Campagna believes that this new-found efficiency will prove invaluable as the company continues to grow its operations. "We always wanted to expand and reach an even larger customer base, but were concerned that we simply weren't efficient enough. With Descartes, we're confident we can do much more while using less fuel, driving fewer miles and reducing any negative impact on the environment." Plans are also in place to expand its Descartes Routing and Planning Solution deployment across other regions in Canada.

**SUMMARY****Challenge**

Sanimax required a more efficient way to manage dynamic routing for its fleet of 27 trucks. While the company had been using automated routing capabilities, a lot of unnecessary hours were spent setting up routes. The system also did not provide insight into delivery cycles.

**Solution**

Sanimax implemented Descartes Routing and Planning Solution to automate weekly routing activities and improve operational efficiency for its Ontario operations. Plans are in place to expand the deployment across other regions in Canada.

**Benefits Realized**

- ▶ A reduction of 8 to 10 hours per driver per week
- ▶ Reduced customer service costs through reduced call center volume
- ▶ Fewer unnecessary stops through better route planning
- ▶ Improved capacity utilization
- ▶ A technology foundation for future growth

**INDUSTRY, SOLUTIONS AND SERVICES UPDATES**

## Introducing Descartes “10 + 2” Importer Security Filing (ISF) Service – NOW AVAILABLE

Enforcement of the U.S. Customs and Border Protection’s (CBP) new Importer Security Filing regulation is quickly approaching. As announced on January 2, 2008, CBP’s proposed regulation, referred to as “10 + 2”, will require 10 data elements from importers or their agents 24 hours prior to vessel departure. The proposed additional data elements are: manufacturer name and address; seller name and address; container stuffing location; consolidator name and address; buyer name and address; ship to name and address; importer of record number; consignee number; country of origin of the goods; and Commodity Harmonized Tariff Schedule number. CBP also proposes to have the ocean carrier provide two new data sets. The new data sets are the Vessel Stow Plan, which contains information about containers loaded aboard a vessel, and Container Status Messages, which identify movements or changes in load status of those containers.

Under the proposed regulation, vessel operators must submit their stowage plans identifying the onboard location of each container within 48 hours of vessel departure from the foreign port and submit container status messages on an ongoing basis. CBP said it would allow carriers to send all status messages to the Automated Manifest System, regardless of whether the containers are bound for the United States or other global locations, in order to spare carriers the cost of sorting messages.

Data submitted by importers identifies the foreign manufacturer or supplier, seller, consolidator, container stuffing location and the consignee. The party that submits the filing is required to update the filing if any of the information changes prior to arrival at a U.S. port. CBP has indicated that it will take into consideration whether the importer is in position to verify the information when determining whether there is any fault for an inaccurate filing.

Shippers with cargo remaining on board the vessel or intending to be shipped inland under bond for exportation through another port must submit five pieces of information related to the cargo and destination. The security filing for Freight Remaining on Board can be submitted any time prior to lading as they are frequently loaded by the carrier at the last minute.

Companies whose internal business processes rely on faxing, telephoning, or sending courier packets of documents are finding themselves ill prepared for this regulatory requirement. For importers, customs brokers, carriers, freight forwarders, non-vessel operating common carriers (NVOCCs), and shippers, the Descartes Importer Security Filing Services offers a complete solution to help organizations comply with the new regulations. To accommodate customers’ varying technical capabilities, Descartes offers options that range from a user-friendly Web solution that permits manual entry of data information to a tightly integrated system-to-system electronic data interchange (EDI) connection. Regardless of service type, Descartes’ ISF Service submits required data information, including shipper details, electronically to CBP.

Descartes’ Import Security Filing (ISF) Service is part of the Descartes Global Logistics Network™ (GLN), which enables the world’s leading transportation providers to connect to their trading partners and reliably exchange information to drive delivery performance and high levels of customer satisfaction. The Descartes GLN helps companies better manage their logistics end-to-end shipment management process, track inventory, meet regulatory requirements, optimize fleet performance, and effectively communicate with their logistics partners. The Descartes ISF Service helps users easily manage shipment information electronically and comply with the requirement to electronically submit shipment information to CBP for ocean cargo.

Three different service delivery options accommodate a customer’s existing in-house technology set-up:

**Descartes ISF:** This simple web user interface (UI) allows customers who simply want to login via the Internet and enter all the data required for an ISF filing (5 or 10). This service sends the data directly to CBP and provides a view of the status of that filing. Customers have the option of receiving the status updates via EDI if they choose. E-alerts can also be made available to alert the customer via email if there is a problem with the filing.

**Descartes ISF - Connect:** This service allows customers who gather the complete data set for the ISF filing in their own systems for submission to CBP. The service transmits the data for each ISF filing and provides a status of that filing back via electronic message for posting in the customer’s own system. All transmissions are via the Descartes Global Logistics Network secure connection to CBP.

**Descartes ISF - Premier:** This service allows the customer to collect the data needed for the ISF filing from multiple electronic document submissions or parties from data sources such as a Purchase Order or ASN. Once the data is collected for the partial ISF filing, the customer can complete the remaining required fields and submit the filing to customs via the User Interface as needed.

## POTENTIAL BENEFITS

- ▶ Ensure compliance with CBP ISF programs
- ▶ Deploy quickly across an organization
- ▶ Have a solution suited to users' existing technology
- ▶ Have a single point of contact for data connectivity
- ▶ Have easy-to-use Web forms

## FEATURES

- ▶ ISF (10) & ISF (5) validations
- ▶ Provides ISF filer full control of data acquisition from 3rd parties
- ▶ Allows third party ISF data providers their own account type and the ability to see and provide ISF data to many ISF filer accounts
- ▶ Ability to collect ISF data over time, including allowing incomplete ISF data to be saved
- ▶ Alert e-mail service to auto request delinquent data from 3rd party providers
- ▶ Easy-to-use account linkage administration between ISF filer account and ISF provider accounts, controlled by filer account
- ▶ Ability to collect data using filer account defined reference number - to allow data to collect prior to issuance of bill of lading
- ▶ Option to capture ABI data (to export with ISF data) to provide added value to filers information chain
- ▶ Full and partial ISF EDI data acquisition via GLN XML bridge
- ▶ Ability to export ISF data & status information to third parties via the GLN XML bridge
- ▶ White label affinity capability
- ▶ Flexible, exception based reporting of ISF status information (on-screen, CSV download, e-alerts)
- ▶ Share ISF status with Descartes Ocean AMS accounts
- ▶ Allows users electronically submit queries in a Web form to determine the status of an individual shipment
- ▶ Uses the Web form option to present shipment information in templates that can mimic existing paper documents
- ▶ Captures shipment information from the electronic data and stores it in a secure data repository
- ▶ Transmits information via the secure Descartes GLN, protecting the privacy of all parties

For more information on "10 + 2" or how to sign up today, contact [info@descartes.com](mailto:info@descartes.com) or call 1-416-741-2838 ext. 298.

## Enhancing the Descartes Viatrade Service

Transportation providers must keep shipments moving instead of waiting at the border to meet customs requirements. Descartes' Viatrade service helps to eliminate paperwork and speed up the movement of cross-border freight, saving companies both time and money on shipments. The Descartes Viatrade service manages cross-border shipments using an integrated multi-party business process. Based on the same shipment information and imaged documents, ViaTrade helps organization manage both security filings (such as CBP ACE and CSA) as well interactions with customs brokers. The integration with the CBSA release notification system (RNS) ensures that preconditions for a smooth border crossing are met.

Descartes is committed to providing ongoing enhancements and features for the integrated cross-border shipment collaboration application. The soon-to-be-released Descartes Viatrade 6.0 service is scheduled to include the following:

**Support for in-transit scenarios.** For highway carriers who move freight from Canada, to Canada through the US, or from the US to the US through Canada, the US and Canadian authorities require two correlated filings. ViaTrade 6.0 aims to satisfy both requirements based on a single shipment definition. A pilot with CBP and CBSA is scheduled to take place in February 2009. This functionality will users reduce fuel cost consumption, deliver faster and minimize the impact on the environment.

**ACI highway service.** The extension of the integrated ViaTrade cross border shipment management service with the upcoming ACI Highway e-Manifest filings to Canada is currently under development. Descartes aims to be one of the first service providers to participate in an ACI Highway pilot. As an established CBSA service provider with vast experience with CBP ACE, ViaTrade is well positioned to extend the services with the ACI Highway filing requirements. Combined with the documentation management and RNS integration, the ACI Highway program can help provide customers a cost effective way to manage cross border shipments into Canada.

**Automated broker selection.** This is an enhancement to include a knowledge-based inference engine technology to further automate the process of selecting the right broker for imports into Canada. A combination of data-mining technology and user-defined input will reduce the human involvement in this process and, as a consequence, help reduce the time it takes to get a shipment fully cleared.

To learn more about Descartes Viatrade Service and its upcoming capabilities contact [info@descartes.com](mailto:info@descartes.com) or 1-877-227-6883 ext 298.

## Descartes Customs Advisory Council - Americas

Descartes is committed to ensuring that our customs filing solutions and services for import and export cargo are developed and proven before compliance is mandated; and meet the stringent requirements put forward by global regulatory and customs compliance agencies. In response to the introduction of new customs regulations and electronic reporting requirements, Descartes formed a Customs Advisory Council comprised of key Global Logistics Network customer executives who specialize in transportation, customs compliance and cross border operations. The Customs Advisory Council's charter is to provide input on current Descartes solutions and services, share insight on how to meet imminent new trade regulations, review Descartes' near term product development priorities and provide guidance on future solutions to assist all customers in further streamlining international trade.

The inaugural meeting of the Americas chapter of the Customs Advisory Council took place in Miami, Florida, on October 15th, 2009. Some of the meeting highlights included:

- ▶ An overview of enhancements to Descartes customs technology infrastructure;
- ▶ A preview of the new Descartes Viatrade 6.0 release;

- ▶ An overview and industry discussion on the upcoming 10 + 2 mandate by US Customs and Border Protection (CBP), as well as a product demonstration of Descartes' new Importer Security Filing solution;
- ▶ An overview and industry discussion on the upcoming ACI Highway initiative by Canada Border Services Agency (CBSA); and
- ▶ A strategic discussion of how to extend the reach and functionality of Descartes GLN to improve trade chain partner collaboration.

The group, made up of leading regional and global carriers and logistics intermediaries as well as members of Descartes' product development, operations, sales and marketing teams shared experiences, insights and thoughts on industry trends and best practices, ranging from how user interface improvements across specific solutions can improve the user experience and productivity to scenarios on how carrier and shipper communication and workflow can be optimized. Other strategic topics discussed included exploration of ways to collaborate to drive data and process standardization among shippers, carriers and other trade partners to improve efficiency, as well as, the voicing of common concerns about the potential impact upcoming regulations may have on the industry and the smooth cross border flow of goods.

In addition to the various presentations and interactive discussion, participants benefited from networking opportunities with industry peers and the Descartes team. The group scheduled the next meeting of the Customs Advisory Council – Americas to take place on March 24th, 2009, in parallel to Evolution 2009, Descartes' annual Global User Group Conference.

Melissa Mathew from Con-way commented, *"It was a pleasure meeting more of the Descartes family and learning more about what Descartes has to offer. I look forward to this Advisory Council developing and growing."*

*"We are committed to better serving our customers by assisting them in complying with customs regulations while reducing complexity and minimizing costs and operational disruptions,"* said Oryst Dydynsky, Descartes VP of Cross Border Regulatory Affairs. *"I am pleased to champion initiatives such as the Customs Advisory Council which bring us together and help to better prepare us to move forward in an increasingly complex and demanding customs and electronic security reporting environment."*

If you would like more information on Descartes Customs Advisory Council or are interested in participating in future meetings please contact Mavi Silveira at [msilveira@descartes.com](mailto:msilveira@descartes.com).

## Descartes Expands Routing Solutions to Address Customer Requirements for End-to-End Solutions

Over the last year, we've received customer requests for routing solutions that span the entire management process, from optimized planning through real-time global positioning system (GPS) enabled mobile solutions. We would like to highlight the advances made to Descartes Route Planner (formerly known as Fleetwise) and Descartes Route Planner On-demand (formerly known as Cube Route).

In the case of Descartes Route Planner, version 8.2 now offers intelligent dispatch and automated vehicle locator (AVL) functionality. When integrated with the wireless Global Logistics Network (wGLN), this gives users full visibility of routes, drivers, trucks and trailers in execution and

manage issues by exception as well as to track system, wireless and optimization engine generated alerts. In addition, Descartes Route Planner has expanded capabilities for "double-ended" jobs and asset management. The expanded capabilities allow companies with complex route management requirements to create cost effective and feasible routes, manage exceptions during route execution and track and report actual versus plan performance.

The latest version of Descartes Route Planner On-demand now offers optimized routing and graphical route editing to allow users the ability to produce more cost effective and feasible routes. In keeping with the "straight forward" philosophy of the On-demand solution, the new optimization capability provides fine tuned control for a number of key parameters such as route, drive and wait time, number of stops, routes and distance as well as truck capacity. In addition, territory management and master route functionality as well as multi-day and multi-trip capability are now part of the solution. AVL specific enhancements include functionality that addresses dynamic "call-ins" from customers in real time. With these enhancements, Descartes Route Planner On-demand offers customers an easy to use, but comprehensive, end-to-end hosted solution for less complex route management problems.

## Descartes Global User Conference Evolution 2009 – Register Now!



The Descartes User Group Steering Committee is pleased to announce that Evolution 2009, Descartes' annual user group conference, will take place at the **Westin Buckhead in Atlanta, Georgia, on March 24-26, 2009.**

The mission of the Descartes Global User Group is to provide an opportunity for users of Descartes solutions to learn more about Descartes products, network with other customers to share best practices, and give feedback on future product direction. Descartes Evolution 2009 provides such a forum. Key focus areas for the upcoming event include driving further operational efficiencies and increasing collaboration and visibility across trading partners to reduce costs and assist supply chains in becoming more effective and responsive during these economically challenging times.

The Evolution 2009 program is largely driven by users for users. The User Group Steering committee is working together with the planning team at Descartes to develop a variety of solution specific workshops that will provide participants with use cases, tips and techniques to achieve optimum performance with Descartes technology, as well as, industry sessions for manufacturers, retailers, distributors, freight forwarders, 3PLs and air, ocean and truck carriers.

Get involved! We ask that you please consider speaking or taking part in a panel discussion. If you would like to participate or have recommendations that you would like to see included in the program, please contact [usergroup@descartes.com](mailto:usergroup@descartes.com).

We are also pleased to offer the following discount programs to make Evolution 2009 the most affordable Descartes' user conference to date.

**Early Bird Discount:** Receive a 50% discount from the regular registration fee of \$850 until November 30, 2008. Receive a 30% discount from December 1, 2008 – January 31, 2009.

**Loyalty Discount:** We also are pleased to offer participants that have attended a previous Evolution conference an additional 10% discount off standard registration.

▶ Please contact [usergroup@descartes.com](mailto:usergroup@descartes.com) to verify previous attendance and receive the loyalty promo code.

**Group Conference Discount:** For every three attendees paying full price, an organization receives one complimentary admission - four attendees go for the price of three.

▶ To take advantage of the Group Discount, please register your three paying attendees right now and complete the transaction.

▶ Then please contact [usergroup@descartes.com](mailto:usergroup@descartes.com) and provide the email addresses for the three paid attendees.

▶ We will provide you with a one-time use promo code.

▶ You can log back in to this registration site and add your fourth attendee using the registration with promo code option.

We look forward to seeing you in Atlanta and leave you with **“Three Important Reasons Why You Should Attend Evolution 2009”:**

▶ Network with other users to share experiences and best practices on how to drive greater results with Descartes’ solutions, better manage change and streamline workflow;

▶ Meet with Descartes’ product management team to provide input on solution enhancement priorities and product development plans; and

▶ Learn about the latest trends in logistics management solutions and how your organization can drive further operational improvements necessary in this challenging economic climate.

## HOT TOPICS & NEWS

### Hot Topics

#### Stay Up To Date on Customs Compliance

Visit our customs compliance toolkit for everything you need to know to stay up to date on customs compliance filings – this includes brochures, whitepapers and recorded web seminars available for download. [www.descartes.com/compliance](http://www.descartes.com/compliance)

#### Make Your Online Air Freight Bookings

Descartes CargoBooker helps carriers and forwarders reduce costs, improve efficiency and have better access to real-time information across air cargo carriers. Download this web seminar to see how CargoBooker can reduce your costs! [www.descartes.com/cargobooker](http://www.descartes.com/cargobooker)

#### Reduce Fuel Cost and Fleet Size by 20%

Take the Descartes Challenge and reduce your environmental footprint and operating expense! Sign up today to take the Descartes Challenge

and download a copy of our whitepaper: Battling the Fuel Cost Frenzy with Route Optimization and Wireless Tracking Services. [www.descartes.com/fuel](http://www.descartes.com/fuel)

#### Reduce Your EDI Messaging Costs by 40%

Descartes’ EDI Messaging Services helps organizations manage their logistics business more efficiently and effectively. Contact us today and receive a free whitepaper: The Global Logistics Network: The Myspace/ Facebook of the Logistics Industry. [www.descartes.com/myspace](http://www.descartes.com/myspace)

## News

#### [October 02 - 2008]

Lufthansa Extends Membership to Descartes GF-X Global Electronic Cargo Booking Exchange

#### [October 01 - 2008]

Descartes Acquires European Customs Filer Dext

#### [September 24 - 2008]

Long-Time Descartes Air Messaging Customer, SAS Cargo, Joins GF-X Exchange

#### [September 09 - 2008]

Descartes Expands Delta Cargo Offerings for Electronics Cargo Bookings

#### [September 05 - 2008]

Descartes CEO to Speak at America’s Growth Capital’s 5th Annual Emerging Growth Conference

#### [September 04 - 2008]

Descartes Reports Fiscal Year 2009 Second Quarter Results

## Holiday Greetings

Warm Seasons Greetings to all our valued customers - we appreciate your confidence and loyalty throughout the year. We are deeply thankful for your business and extend our best wishes to you and your families for a joy filled Holiday Season.

*Your Friends at Descartes*

## More About Descartes

For more information on Descartes solutions and services please contact 1-877-227-6883 ext. 298 or 416-741-2838 ext 298 or send email to [info@descartes.com](mailto:info@descartes.com).

## Visit Descartes

Be sure to visit the Descartes website for the latest information and downloads. [www.descartes.com](http://www.descartes.com)

## THE DESCARTES DIFFERENCE

The Descartes Systems Group Inc. (TSX: DSG) (NASDAQ: DSGX), a leading provider of software-as-a-service logistics solutions, is delivering results across the globe today for organizations that operate logistics intensive businesses. Descartes’ logistics management solutions provide messaging services between logistics trading partners, shipment management services of contract carriers and private fleet management services for organizations of all sizes. These solutions and services help Descartes’ customers reduce administrative costs, billing cycles, fleet size, contract carrier costs, and mileage driven and improve pick up and delivery reliability. For more information, visit [www.descartes.com](http://www.descartes.com).

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