



HELPING CUSTOMERS DELIVER™

# Making Things Move

## FEATURE ARTICLE

## Making Smarter Decisions Faster

By Adrian Gonzalez, ARC Research

There is a lot of buzz these days about Business Intelligence (BI) and Analytics. Three leading BI software vendors were acquired last year for over \$15 billion; books like Thomas Davenport's "**Competing on Analytics: The New Science of Winning**" are best sellers; and articles like "**Math Will Rock Your World**" (Business Week, January 2006) are appearing in mainstream and trade publications. Why all the attention?

To quote from Davenport's book, "At a time when firms in many industries offer similar products and use comparable technologies, business processes are among the last remaining points of differentiation." Put differently, companies are starting to view the information they collect about their customers and supply chains as a corporate asset they can leverage to create more efficient, flexible and impactful business processes.

But what is Business Intelligence? **Webster's Dictionary** and Wikipedia both offer their definitions, but here is mine: "BI is about empowering people, across all levels of the organization, to make smarter and faster business decisions by providing them with a more detailed, accurate, and timely understanding of their role in achieving the company's strategic, tactical, and operational goals". And you thought it was just a type of software application!

Of course, technology is a key enabler of BI and Analytics. Logistics software vendors have been investing heavily in "performance management" solutions, which provide companies with more timely and insightful visibility to key performance indicators (KPIs). Online dashboards that track carrier and vendor performance, as well as planned versus actual costs, are particularly

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## Letter from the Editor

Welcome to the latest issue 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.

On behalf of the Descartes team, thank you to all our customers and partners for participating in our best-ever Global User Conference in Atlanta in April and for the feedback you sent our way. It was time well spent by all and we look forward to seeing you again next year along with colleagues that were unable to attend. We will soon be announcing the location and dates for next year's event.

In this issue, we've included a "smorgasbord" of topics – all focused on helping our customers improve their operational efficiency: from business intelligence and logistics communities to dock appointment scheduling and denied party screening. Many of these topics provide food for thought – and of course, if you ever want more information, don't hesitate to contact us.

For the benefit of those that could not attend this year's User Conference, we have also included a high level recap of the event.

Don't forget to pass this newsletter on to your co-workers and colleagues that could benefit from reading **Making Things Move**. And please send me your thoughts, comments, questions.

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popular today. Supply chain network design tools and other types of optimization solutions are also important components of BI and analytics. But companies that approach BI solely from an IT perspective are missing out on the “big picture” opportunity of actually changing the way people work and make decisions, from the CEO all the way down to the employee loading boxes onto a truck. In short, there are many facets to implementing a successful BI strategy. Technology is certainly a critical component, but not the only one.

I recently conducted a workshop on BI for over 60 senior logistics executives. The information I presented was based on primary and secondary research we conducted at ARC, including conversations with companies that have implemented BI solutions and leading software vendors. I’ve distilled the research findings into these Five Key Steps to a Successful BI Strategy:

### **1. CEO commitment is a must.**

This is a given with any strategic initiative that requires a significant investment of time, money, and resources. Companies like Harrah’s Entertainment and Amazon, recognized for their effective use of BI and analytics, are led by CEOs that “get it” and drive the use of BI across the company. One of the workshop participants asked me a great question: What if my CEO doesn’t get it, how do I build the business case? The quick answer is to start small, achieve success, and build up from there. P&G is a great example. Although the company had a BI and analytics group for many years, it wasn’t until the team saved the company \$200 million annually by consolidating P&G’s manufacturing and distribution network that the CEO fully recognized the value and role of BI and analytics.

### **2. Determine upfront which KPIs are important and create standard definitions.**

In my opinion, this is the most important step because it forces companies to think about why they’re investing in BI and what benefits and outcomes they expect to achieve. Best practice is to align corporate and operational KPIs with strategic objectives and desired competitive differentiators. If you don’t know why you’re collecting certain data or can’t explain the value of a metric, you probably don’t need it.

### **3. Hire and train the “right” people; create incentives to use BI tools.**

“Personable geeks with MBAs” is the way some folks characterize the talent required to successfully leverage BI. Put differently, companies need people with the right mix of analytical, business, and relationship skills. These types of people are in high demand, but short supply. As Davenport states, “Analytical talent may be to the early 2000s what programming talent was in the late 1990s”

### **4. Take a “manage globally, act locally” approach to BI.**

Just like many companies have established centralized load control centers, BI leaders like P&G and Schneider National have centralized their BI and analytics operations. This approach makes it easier to evaluate strategic and tactical scenarios, where the analysis may span across multiple business units, geographies, and functional groups. But to achieve the greatest value from BI, it’s also important to bring BI and analytics down to the operations level, so that employees can make smarter and faster decisions on a day-to-day basis, particularly in response to exceptions.

### **5. Establish a BI Governance Framework and Process.**

Most companies don’t think about this step until it’s too late. BI Governance is about answering some basic questions: What decisions need to be made? Who will make those decisions? How will the decisions be made? How will the decisions be monitored? The more strategic your BI focus, the more critical governance becomes because strategic decisions typically come with the most financial risk.

Here are a few other things companies should consider:

- ▶ Poor data quality (stale, incomplete, inaccurate) is the Achilles heel of BI. Data quality must move beyond IT and become part of the business agenda.
- ▶ There’s a lot of information about customers, suppliers, and the market embedded in e-mails, instant messages, PowerPoint presentations, podcasts, webcasts, etc. How do you incorporate this “unstructured information” into the analysis?
- ▶ How do you gather external benchmarking data and include it in the analysis?

Is Business Intelligence a strategic initiative at your company? Do you agree with my five key steps to success? Are there other things you would add to the list? Let me know. I think we’re just starting to scratch the surface on how companies can use BI and analytics to create a competitive advantage.

## **FEATURE WHITEPAPER**

# **Global Logistics Network – the “MySpace/Facebook” of the Logistics Industry**

Transportation and logistics operators are operating in an increasingly complex and competitive marketplace. There is a continued drive to automate, standardize and globalize processes. Lead times and variability are being placed under a microscope. Trade and regulatory/customs compliance requirements continue to grow. E-commerce is alive and well. And every industry player is focusing on creating “green” supply chains. As a result of these trends, companies are putting increased focus on all the elements that can help to improve their operations, including improved operational efficiency, enhanced customer care, reduced complexity and more streamlined regulatory compliance processes.

This is dramatically changing the roles that traditional Electronic Data Interchange (EDI) networks or Value Added Networks (VAN) have played in the transportation and logistics market.

Today, collaboration is blurring the lines between disparate functions. EDI is being integrated with other technology applications to drive cooperation and capabilities to improve end-to-end shipment management and logistics processes. These networks and VANs have become much more than the transfer of structured standardized data from one computer system to another. They have evolved into logistics communities that extend beyond the simple interchange of logistics information to also provide value-added application services that can

help enterprises standardize business processes and streamline their logistics operations. This new breed of logistics functions become part of a global, multi-modal and multi-process community that leverages the power of the Internet to realize all the benefits of a software as a service (SaaS) delivery model.

One could think of this phenomenon as the “Facebook” or “MySpace” of the logistics community. Facebook defines its network as social utility that connects one with the people around them. MySpace is an online community that lets users meet friends’ friends. This Global Logistics Network does much the same thing. It is a collaborative network that connects logistics service providers and their customers to help them share information and streamline processes. It brings together shippers, transportation carriers, forwarders, government agencies and other logistics intermediaries; enabling and encouraging them to work together to create standardized business processes and improve efficiencies. Logistics-focused global networks enable participants to manage multiple transportation methods (air, ocean, truck, contract carrier and private fleet) and business processes – in other words, one network, many connections and multiple processes.

There are many advantages to be gained through a global logistics network in terms of improving an organization’s operational efficiency, reducing complexity, improving customer service and complying with industry and government regulations.

#### **Network combined with value-added applications = end-to-end shipment management**

The global logistics network provides not only the connections to multiple parties around the world to enable document exchange and messaging. These connections and data resources can also be leveraged through value-added applications designed to manage specific business processes. Once on the network, authorized users can extract and integrate data for many functions throughout the shipment process.

As modular offerings, these applications enable organizations to implement them one at a time or in combination to manage any portion or the entire end-to-end shipment management process – from source to consumer – with ongoing real-time visibility. This type of delivery model speeds implementation time, which translates into fast time-to-value with minimized operational and financial risk on the customer side.

#### **A community with a vision and focused on logistics**

To succeed over the long term, a community-focused network should have a vision that fits current and future requirements and will support the migration to next-generation applications. It should also continue to drive industry best practices and standardized business processes.

When combined with a phased implementation approach, organizations can generate value-based metrics against which performance can be measured. Those metrics can vary depending on a company’s needs. Those with complex transportations centric operations and/or differentiate themselves through logistics services for example, have different business process requirements with different regulations. Having the support of a logistics-focused community will ensure that the growth and stability of value-added applications and community members are relevant to logistics operations of all types.

#### **Standardization and automation**

These community networks also play an integral part in standardizing and automating a number of functions throughout the shipment process. Standardizing these processes across community members avoids the need to re-engineer processes each step of the way. At the same time, it dramatically reduces the need to re-key information, eliminates paper consumption and reduces the time spent sending faxes and making multiple phone calls. Since community members have real-time visibility into shipment status, they can dramatically improve efficiencies, speed deliveries and reduce overall costs.

#### **Implement technology that fits your business needs**

There are many sophisticated logistics technology applications available to help organizations drive efficiencies and boost service. A hosted, Internet-accessible, pay-by-transaction SaaS (software as a service) logistics solution is the ideal choice for companies looking to avoid the financial and operating risks associated with up front licensing, installation, implementation and training costs; or for those seeking advanced functionality without the complexities of software integration.

Like the electricity needed to run a television, EDI is important and valuable. However, it is the value-added applications that run on that television (Wii, High Definition DVD, TiVo, Stereo, etc) that deliver the true impact. VANs and EDI networks are here to stay, but community-based networks are delivering the operational and service value that the industry is demanding. Connecting and collaborating with peers on a global network is what delivers the most meaningful results. ■

### **FEATURE CASE STUDY**

## **Descartes Global Logistics Network Delivers an Encore Performance**

Encore Forwarding, Inc. (EFI) is an international and domestic freight forwarder and U.S. customs broker. The company, which was founded in 1985 and is wholly female owned, specializes in organizing the safe and efficient movement of goods for more than 600 global customers in the retail, apparel, food products, publishing, electronics, office supply and manufacturing sectors. EFI has a domestic and international network of partners and agents, and was the first to open a US Customs approved container freight station in Jacksonville, Florida.

#### **The impact of loose connections**

EFI was using a proprietary track and trace system, Encore Track and Trace (ETT), yet only a few of its 20 global carriers were connected to it. And those that were connected were submitting data in various formats, leaving EFI with the time-consuming job of reformatting the data.

To check the status of shipments, two personnel (one full-time, one half-time) were responsible for going onto each carrier’s Web site and entering a carrier number and bill of lading. They then had to manually update the ETT with the latest information. “This was an extremely tedious and time consuming job that had to be done daily, and was

at risk for typographical errors,” said Teresa Wickham, President of EFI. Adding to the challenge was the fact that people in different locations could simultaneously be checking and updating the customer information, leading to further confusion and duplicated effort.

“We needed access to real-time data on shipments, and also had to find a way to improve the quality and integrity of the information coming into our internal system,” explains Wickham. “Also, more of our customers were demanding real-time updates as part of the supply chain service we offer so they could immediately know about delays and respond accordingly.”

This rapid response capability was especially crucial in cases where EFI was dealing with time sensitive products – such as live animals that had to reach their destination within 72 hours or published materials. In addition, as some EFI customers have dozens of offices around the world, they required visibility into goods moving from location to location at a moment’s notice.

### **Moving to real-time updates**

EFI decided it was time to find a way to integrate real-time visibility with its existing, proprietary technology investments. “We spoke to a logistics solutions provider we had worked with previously and they immediately recommended the Descartes’ Global Logistics Network,” said Wickham. “Once we talked to Descartes and saw what they had to offer, we realized we didn’t need to search any further.”

The Descartes Global Logistics Network™ (GLN) is a multimodal network of transportation providers and their customers that facilitates the electronic interchange of logistics information. Through the GLN, global transportation providers can connect to their trading partners and seamlessly and reliably exchange information to help drive delivery performance and high levels of customer satisfaction. The Descartes GLN connects thousands of shippers with 90+ air, 30+ ocean and 1600+ truck carriers, along with regulatory agencies that include the Federal Maritime Commission and U.S., Canadian, Dutch and Indian customs agencies. Designed specifically for logistics processes and their users, the GLN handles all standards and message specifications for manufacturers, retailers and distributors.

Just 60 days after an initial information gathering session, EFI had received customer and carrier authorizations and the implementation began. “The major ocean carriers were already doing business with Descartes, but we still had to isolate the specific data we wanted to pull on each shipment and provide it to Descartes. The relevant data could then be extracted and sent to our own system for automatic updating,” explains Wickham.

Within four months, ten of EFI’s largest customers were using the new system. “The key was getting our larger accounts up and running, and seeing what adjustments we needed to make before going on to other customers,” says Wickham.

### **The Descartes value**

Wickham reports that Descartes has done an outstanding job of meeting timelines and delivering first-rate service. “They have been incredible to work with and very clearly understand our needs.”

Since implementing the solution, staff who previously handled manual updates can now focus their efforts on more value added tasks to improve cargo movement. Updates now come in four times a day to

the ETT, and delay notifications are automatically sent to carriers via email. Approximately 200 people across EFI’s extensive network now have access to this data through this system. As a result, EFI has realized greater efficiency and improved customer service.

Wickham agrees that connecting with carriers and partners on a global scale is essential for any transportation operation. “While we were using our proprietary ETT application, for it to be effective, we had to connect to our carriers,” she explains. “Descartes enables us to interact electronically with our entire multi-modal community so we know what is happening with cargo in real time. Exchanging messages through Descartes makes everything much more efficient and predictable. Now we’re doing what we always did, but in a much better way.”

## **SUMMARY**

### **Challenge**

New York-based Encore Forwarding, Inc. was finding that the job of checking and processing data on global carrier shipments was becoming increasingly challenging. Staff members had to manually check the status of a large number of global shipments and convert data for entry into the company’s track and trace system. This was not only time consuming, but also led to clerical errors and duplication.

### **Solution**

Encore implemented the Descartes Global Logistics Network to facilitate the electronic exchange of data and enable real-time visibility into shipping status and automated notifications.

### **Benefits Realized**

- ▶ 1.5 staff reallocated to handle value added functions
- ▶ Global connectivity to an entire multi-modal community
- ▶ Real-time visibility into cargo status
- ▶ Improved customer response times
- ▶ Automatic delay notification

## **Descartes Annual Global User Group Conference Recap**

### **What a success!**

We are thrilled to update you on our very successful Annual Global User Group conference. The event took place at the JW Marriott in Atlanta, Georgia from Monday, April 14 to Wednesday, April 16th.

In total we had 176+ attendees (49% growth over last year) from 103 different companies. Customers in attendance included global organizations and an excellent representation across our products.

The conference was created as a forum where Descartes customers could go to learn more from our organization and the user community; get visibility into current product roadmaps; see new products in action; gain perspective on where Descartes is going as an organization; and network with other solution providers, learn from peer experiences and establish a network of resources. This year, attendees met these objectives and more.

Special thanks go out to our sponsors: Microsoft, Cadec, Cargowise, DiCentral, Hitachi, NationLink Wireless, Navteq, Pitney Bowes, Teleatlas and Telogis. Without their support, this event would not be possible.

The event kicked off Monday morning with some complementary training sessions – these were detailed and intensive and our customers loved them. The last minute influx of attendees that were not pre-registered for the training was clearly indicative of the level of interest.

In the afternoon, we had a session with our Global Logistics Network Advisory Council to discuss industry issues, product feedback and well as introduce members to some of the relevant Descartes offerings. A value-added reseller operations meeting resulted in a full afternoon of one-on-one demonstrations for our customers.

The official conference opening was on Monday evening, celebrated with a networking reception where all our sponsors and partners had booths on display.

Our sponsors were set up throughout the duration of the conference, making it easy for attendees to interact with them during breaks, lunch, the opening reception and at the technology fair.

On Tuesday morning session was kicked off by Lou Grech-Cumbo, the Chairman of our Steering Committee, followed by Descartes CEO, Art Mesher. Art welcomed the group with some of the highlights from last year, thoughts on the importance of our customers and our relationship with them, and his visionary view of the industry in the near term.

We were then honored to have Mr. Dave Brooks, President of American Airlines Cargo, present the keynote presentation. Mr. Brooks spoke on technology adoption, process standardization, and supply chain trends. He gave us a good overview of the American Airlines Cargo operations and best practices in rolling out major projects.

Chris Jones, Descartes EVP of Solutions and Services, proceeded to discuss our solutions and the extensive amount of value that we have added to them to deliver results for our customers.

Ed Ryan, Descartes EVP of Field Operations, then led a panel that included CVS/Pharmacy, Kintetsu Worldwide Express and DiCentral.

In the afternoon we moved into breakout sessions that were well-attended by all, and including previews on our product roadmaps, informative sessions on efreight by IATA, customs sessions and more.

The day closed with our technology fair – an impressive event to say the least. All the Descartes products and services were showcased, as well as solutions offered by our sponsors. It was very exciting to see the response to this incredible trade show that highlighted all the Descartes solutions.

Wednesday opened with a session by Cindy Yamamoto, Descartes SVP of Services, on services and support. It was followed by a keynote from Lou Grech-Cumbo, from UBCR discussing standardization and results measurement.

The afternoon offered up more breakout sessions on a variety of topics and concluded with the presentation of our Customer Excellence and Innovation Awards.

Descartes Customer Excellence and Innovation Awards recognize our customers and partners for specific initiatives, successful implementations and solution usage. Following is an abbreviated

list of customers and partners that were recognized for their fantastic results and for being role model customers for Descartes.

**2008 Customer Excellence and Innovation Award winners include:**

**Alliance Imaging**

- ▶ Excellence and Innovation for Operations Transformation with the Descartes Delivery Management Suite

**Crate and Barrel**

- ▶ Excellence and Innovation for Customer Service

**American Airlines Cargo**

- ▶ Excellence and Innovation for Electronics Air Bookings Adoption

**Concord Transportation**

- ▶ Excellence and Innovation for Customs Compliance Adoption

**DHL**

- ▶ Excellence and Innovation for Successful Use of Multiple Products

**Hitachi**

- ▶ Excellence and Innovation for Innovative Partner

**Routing Systems Informatica**

- ▶ Excellence and Innovation for Reseller Award for Quality & Service

**CVS/pharmacy**

- ▶ Excellence & Innovation for Individual User

**Leggett and Platt**

- ▶ Excellence and Innovation for Visibility

Many thanks to the Descartes User Group Steering Committee and Descartes Event Staff for their commitment to ensuring this year's event was a success. We hope to see you all at the 2009 User Group Conference.

## Descartes Partner Profile

**Partner Success Profile: Routing Systems Informatica, Brazil**

Established in 1992, Routing Systems Informatica (RSI) has been a Descartes value-added reseller for the Brazilian market for over 16 years. The firm's dedication to customer service and commitment to delivering quality delivery management solutions have made RSI the leading provider of vehicle routing technology in Brazil. From a global perspective, RSI holds the record for the largest number of licenses of Descartes Route Planner RS sold to a single customer.

RSI's client list includes some of the most important companies in Brazil including AmBev, Brazilian Postal Service, British American Tobacco, Bunge Alimentos, Ceva Logistics, Danone, Del Valle, DHL, Pao de Acucar, Praxair, Prosegur, and many others.

Keystones in RSI success include the organization's exemplary team including strong leadership from RSI's president, Rui Alencar; experienced consultants that engage in structured pre- and post-sales activity; and its attentive and knowledgeable support staff. Another key differentiator for RSI is the development of a unique implementation methodology that takes into account local issues and the Latin American business environment and culture.

Furthering its commitment to customers, RSI also develops supplemental training materials in Portuguese and Spanish that

consider the end-user's point of view. These materials include answers to frequently asked questions that are continuously updated based on help desk reports. RSI offers local language first line help desk support from its Sao Paulo based call center from 08:00 AM to 12:00 PM Monday-Friday and 10:00 AM to 05:00 PM on Saturday.

Descartes was proud to recognize RSI at the 2008 Global User Group Conference with the reseller Award for Excellence and Innovation in Quality & Service.

"We have been working with Descartes for many years and together we established a strong presence for Descartes logistics solutions in Brazil. Descartes' management team has provided us with a concrete vision for RSI and our customers. The new solutions Descartes is bringing to market are easily implemented and results driven. This enables Routing Systems Informatica to be more competitive and support multinational companies in complex logistics environments. I am proud to be part of this winning team since its beginning."

*Rui Alencar  
President, RSI.*

## SOLUTIONS & SERVICES UPDATE

### Introducing Descartes Dock Appointment Scheduling™

#### *Predictability for inbound shipments*

Many organizations with a distribution center (DC) or warehouse have taken the time to deploy processes and solutions that improve resource utilization, reduce the volume of paperwork and create efficiencies within their facilities. However, many have not considered how to plan more effectively their inbound shipments.

The absence of a strategic plan to address this critical part of a supply chain operation means door availability is typically not factored in, shipment arrivals are not prioritized, and carrier congestion remains a problem. These external issues amplify the lead time variability for inbound shipments and result in a lack of predictability. This makes it difficult for retailers to reduce inventory and resource levels, and minimize "shorts" on outbound shipments to their customers or stores.

Descartes Dock Appointment Scheduling™ is a collaborative solution that enables shippers, carriers and consignees to schedule dock door appointments. It streamlines the dock appointment process by distributing the responsibility for scheduling across the warehouse, carriers and suppliers. By ensuring all supply chain partners are involved in the process and have visibility into requested, scheduled and rescheduled dock appointments, this solution optimizes receiving operations for inbound shipments to a DC or warehouse.

#### FEATURES

*By leveraging the power of the Descartes Global Logistics Network™ (GLN), Descartes Dock Appointment Scheduling enables organizations to connect electronically with thousands of shippers and carriers around the world.*

#### **Online appointment scheduling**

Carriers and vendors can book dock appointments over the Web, and monitor the status in real time. The system pre-populates and validates an appointment Web form with order and shipment details to simplify appointment scheduling. Inbound coordinators can then prioritize shipments or refuse carrier requests.

#### **Appointment audit trail**

An electronic history of all appointment changes and related communication can be easily accessed by carriers and vendors. This complete history, which tracks when changes were made and by whom, simplifies dispute resolution.

#### **Milestone notifications**

Carriers, vendors and warehouse staff are sent email notifications at different milestones within the appointment booking process. These notifications, which include a link back to the online entry, ensure that all relevant parties are informed when appointments are rescheduled or refused; when shipments are ready for pickup; if items are damaged; or when carriers are a no-show.

#### **Integration with transportation solutions**

Seamless integration with third party transportation applications means carriers can simultaneously accept tenders and book appointments, automatically assign doors for both inbound/outbound loads, and plan routes based on door availability.

#### **Integration with Warehouse Management Systems (WMS)**

Integration with WMS allows customers to electronically prepare receiving activities and allocate physical resources to unload, validate and accept the shipment into either their DC or cross dock.

#### **Recurring appointments**

Standing appointments can be created for high volume carriers and suppliers. The ability to block off time windows for recurring appointments ensures a level of consistency for supply chain partners that deliver on a regular basis. Time windows can also be blocked off to accommodate for public holidays, hours of operation and capacity utilization.

#### **Historical data analysis**

Daily and weekly reports turn historical appointment information into actionable data that retailers can use to measure execution against plan; and ensure carriers and suppliers are meeting compliance standards.

#### **Yard management**

Shipping and receiving staff, gate guards and yard jockeys can now more effectively manage the movement of trailers. This includes planning and recording trailer moves, inspections and security seal changes, and maintaining an audit trail for loss prevention and government compliance programs like C-TPAT.

#### **Compliance tracking**

Retailers can maintain an audit trail of compliance incidents, related documents and follow up communication for effective online dispute resolution. Charge-backs to carriers or suppliers can also be managed.

## POTENTIAL BENEFITS

### **Improved inventory turns**

Optimizes the receipt of goods, including time sensitive promotional items, by scheduling delivery at days/times when shipments can be promptly received.

### **Optimized hours of service**

Effective planning and resource utilization minimizes wait times for load/unload activities and return trips. Detention charges and other costs to carriers are also minimized when warehouse traffic is better managed.

### **Increased warehouse efficiency**

Labor is "load leveled", reducing peak resource requirements due to spikes in deliveries unnecessarily created when appointments are not scheduled and prioritized within regular working hours.

### **Automated data collection**

Data can be analyzed regularly to uncover process improvement opportunities. Audit trails also provide insights into bottlenecks and trading partner compliance for dispute resolution.

### **Enhanced partner collaboration**

Vendors can monitor carrier service while compliance and performance metrics can be shared with trading partners to negotiate more cost efficient contracts.

### **Advanced shipment visibility**

With greater visibility into inbound shipments, retailers can better manage inventory levels. This insight into scheduled dock appointments also allows for actual compliance and lead times to be monitored against plans.

### **Regulatory compliance**

By ensuring shipments are in compliance with voluntary and mandated government regulations, retailers benefit from faster customs processing, enhanced delivery performance and secure sharing of incident data.

## Descartes CargoBooker

The launch of Descartes CargoBooker is now well underway with many interested organizations joining our web seminars to learn more about the new product.

Descartes CargoBooker enables forwarders to access air cargo carrier information to make electronic bookings 24 hours a day, 7 days a week, via a simple web browser. As part of the Descartes GF-X Exchange, you have access to one of the largest electronic information and reservation systems in the airfreight industry.

To download a copy of the web seminar, brochure and application form go to [www.descartes.com/cargobooker](http://www.descartes.com/cargobooker).

### **Top Tips & Tricks for CargoBooker Users:**

- ▶ Entering default information such as date and origin in your "User Preferences" saves you time when making a search.

- ▶ Forgotten your CargoBooker/GF-X password? No problem. Click "Reset password" on the log-in screen to request a new one.
- ▶ Track your existing shipments within Cargobooker. Following a search for your bookings, click on the hyperlinked Air Waybill.
- ▶ To receive email notifications of your booking statuses, go to "User Preferences" and check 'Receive Email Notifications'.

## Descartes GF-X Champion Meetings to Continue

During a recent Descartes Global Logistics Network Advisory Council meeting, it was decided that the Descartes GF-X Champions initiative should continue but with some changes. Based on feedback during a recent Champions Survey, attendance and speed with which issues are resolved were identified as the most important concerns to tackle.

Among the recommendations are that meetings be held every six months and coordinated to take place at the same time as other industry initiatives (e.g. IATA C2K meetings). Additional meetings with Central and Regional Project Managers would be held to discuss the resolution of non-localized issues and other items raised by the local teams. Other changes include, reporting of non-attendance and more regular reviews of issues/actions logs.

If you would like further information regarding the Champions initiative, please do not hesitate to contact [info@descartes.com](mailto:info@descartes.com) or 416-741-2838 ext 298.

We would like to take this opportunity to thank all of our Champions for the time and effort they have spent supporting this initiative.

## Descartes Denied Parties Screening Service

In today's global trade environment, companies must take steps to guard against conducting business with any unauthorized organization, country or person. Non-compliance can lead to penalties, fines or even imprisonment. Descartes Denied Parties Screening (DPS) Service enables you to confirm that you are working with fully authorized entities.

DPS has been supplemented by a new batch screening option. It enables clients to initiate a screening search through an online enquiry, automated EDI link from a client system, real time XML process tightly integrated with a client's own system or automatically screening from the client's AES SED filing process.

In addition, users now have the ability to do batch screening. The batch service is for clients that wish to periodically check, in whole or in part, their in-house database of parties they conduct business with.

Contact [info@descartes.com](mailto:info@descartes.com) or 416-741-2838 ext 298 to learn more about how you can add Denied Party Screening to your Import2000 solution and watch upcoming web seminars on this topic.

## NEWS, EVENTS & AWARDS

### News

- ▶ **06-May-2008** Descartes Grants Customer Excellence and Innovation Awards at 2008 User Conference
- ▶ **06-May-2008** Descartes Sets Date to Announce First Quarter Fiscal Year 2009 Financial Results
- ▶ **23-Apr-2008** Etihad Crystal Cargo Selects Descartes Global Logistics Network as Preferred Global Provider
- ▶ **15-Apr-2008** Descartes Unveiling Intelligent Automatic Vehicle Locator Wireless Services at Global User Group Conference
- ▶ **06-Mar-2008** Descartes Reports Fiscal 2008 Fourth Quarter And Year End Financial Results
- ▶ **12-Feb-2007** Crate and Barrel Improves Customer Service and Saves Money with Descartes On-Demand Logistics Management Solution
- ▶ **06-Feb-2007** Descartes to Unveil New Application Suite for Retail Market at Retail Industry Leaders Association Conference
- ▶ **05-Feb-2007** Hitachi selects Descartes Global Logistics Network to Standardize Logistics Practices within Group and Partner Companies
- ▶ **05-Feb-2007** Descartes Sets Date to Announce Fourth Quarter and Fiscal Year 2008 Financial Results

### Events

[June 23 – 24, 2008]

**Eye For Transport - 3PL**  
Atlanta, GA

[June 24, 2008]

**CILT – The Logistics  
Event 08**  
NEC Birmingham, UK

[July 18 – 20, 2008]

**Global Logistics Summit**  
Atlanta, GA

[July 27– 28, 2008]

**CargoWise edi Legacy  
User Product Workshop**  
Chicago, IL

[October 5 – 8]

**CSCMP's Annual Global  
Conference 2008**  
Denver, Colorado

[November 16 – 18, 2008]

**TransComp/Intermodal  
Expo – NITL & IANA  
Booth #514**  
Fort Lauderdale, FL

### Awards

#### Descartes Selected as 2008 Top 100 Logistics IT Provider



Descartes Systems Group was selected as an Inbound Logistics Top 100 Logistics IT Provider for 2008.



Descartes customer, Hitachi, was awarded Manufacturer of Honor by World Trade Magazine.

### 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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