Program Overview

www.descartes.com/usergroup
Evolution 2013, Descartes’ Global User & Partner conference, is taking place November 12-14, 2013 in Miami, Florida. This annual conference is the pinnacle event where Descartes customers and partners from around the world get together to network with other Descartes users, meet the Descartes product management team, provide input on Descartes’ product development plans, and learn more about Descartes solutions and how to improve their operations.

Descartes’ Global User Group Steering Committee is pleased to announce that the venue for Evolution 2013 is the Intercontinental Hotel Miami. We look forward to seeing you there!

Why you should attend

- Network with other users and share best practices.
- Attend complimentary training sessions to learn how you can get more from your Descartes solutions.
- Learn about the future drivers for success in supply chain and logistics.
- Meet with some of our United by Design alliance partners, see demonstrations and learn how our combined solutions are delivering results for you.
- Hear from leading organizations on how they have leveraged people, process and technology to transform their operations and achieve Logistics Leadership by Uniting Technology, Process and People.

The theme for this year’s conference is: Logistics Innovation – Delivering Value, Intelligence & Competitive Advantage

Agenda-At-A-Glance

The information included in this document contains a ‘sneak peek’ at the conference program and will be updated regularly as more content is confirmed. To download the most current version, please visit www.descartes.com/usergroup and click on the ‘Agenda’ link.

Evolution 2013 is a customer driven event. Descartes’ Global User Group Steering Committee, comprised of annually elected representatives from customer companies, sets the direction of the event and collaborates with Descartes’ product management team to develop the program. If you are a Descartes’ customer and would like to speak or have program recommendations, please contact usergroup@descartes.com.
General Session Speakers

Art Mesher, Chairman of the Board and Chief Executive Officer, Descartes

A pioneer in the development of businesses that harness the integration of heterogeneous distributed systems and federation of business communities, Mesher was building technology to automate freight processes in the 1980s and helped grow logistics software company Vocam Systems, which went public and then sold to Pitney Bowes. Subsequently, Mesher was President of Advanced Logistics Research, where he helped companies develop and deploy emerging technology-based supply-chain strategies. He also launched the Integrated Logistics Strategies Services practice at Gartner Inc., a leading technology research and advisory firm, and built it into one of the premiere advisors to major global corporations. Now Mesher is the Chairman and CEO of Descartes Systems (NASDAQ: DSGX), where he has led the creation of the first on-demand logistics network that provides application and communication capabilities for truck, air, and ocean transportation. Mesher is also the Chairman of the Core Group, developers of the Core Recreational Complex and Elite Athlete Performance Centre in Kitchener, Waterloo.

Mesher is a regular keynote speaker at industry and academic events, and for his long standing contributions to the industry, was selected as the Council of Supply Chain Management Professional’s (CSCMP) 2008 Distinguished Service Award recipient. The Award is presented annually to an individual who has made significant contributions to the art and science of supply chain and logistics management. This award is considered by supply chain management professionals throughout the world as the highest honor bestowed upon an individual.

Anne S. Ferro, Administrator, United States Federal Motor Carrier Safety Administration

Appointed by President Obama in 2009, Ms. Ferro is FMCSA’s longest serving Administrator and leads the agency’s aggressive efforts to strengthen motor carrier safety based on three guiding principles: raise the safety bar to enter the industry; require motor carriers to maintain high safety standards, and remove unsafe carriers and drivers from our roads.

All of the agency’s safety initiatives over the past four years reflect her strong commitment to saving lives by reducing large truck and bus crashes, injuries and fatalities. Administrator Ferro directs FMCSA’s actions to remove unsafe motor carriers and drivers from the nation’s roadways with a combination of effective rules and regulations, education and enforcement, accountability and compliance, and research and analysis. Ms. Ferro has championed an agency-wide response to make FMCSA a great place to work in the Federal government for its 1,100 employees nation-wide. These efforts have resulted in FMCSA ranking first in 2012 in the Department of Transportation on the Office of Personnel Management Job Satisfaction index.

Prior to her appointment to FMCSA, Anne Ferro led the Maryland Motor Truck Association as its President and Chief Executive Officer from 2003 to 2009; and served as the State of Maryland’s Motor Vehicle Administrator from 1997 to 2003. She received a B.A. from St. John’s College in Annapolis, Maryland, and then served as a Peace Corps volunteer in Cote d’Ivoire, Africa. Upon her return to the U.S., she earned a Master’s in Public Management from the University of Maryland.
Descartes Evolution 2013

General Session Speakers continued

Polly Labarre, Co-founder and Editorial Director, Management Innovation eXchange

A best-selling author, speaker, and entrepreneur, Polly LaBarre is an inspiring and provocative voice on the big ideas and important questions that will shape the future of organizations, work, and success.

As a co-founder and editorial director of the MIX (Management Innovation eXchange), LaBarre puts her passion for making human endeavors more productive, creative, and fulfilling to the test. The MIX is a pioneering open innovation project dedicated to re-inventing management for the 21st century. The initiative, which aims to leverage the collaborative power of Web 2.0 to accelerate the development of Management 2.0, gathers celebrated thought leaders, in-the-trenches innovators, and maverick entrepreneurs from around the world to share breakthrough practices and advance important ideas about the future of organizations, work, and strategy. Supported by several leading institutions, including McKinsey & Co, Red Hat, and Gartner, and partnered with Harvard Business Review and Fortune, the MIX hosts the world’s leading idea contest in the field of management (the Harvard Business Review/McKinsey M-Prize for Innovation) and an annual gathering of the vanguard of management innovators, the MIX Mashup, which she designs and hosts.

LaBarre is the co-author of the best-selling book Mavericks at Work: Why the Most Original Minds in Business Win, which The Economist named a Book of the Year and called “a pivotal work in the tradition of In Search of Excellence and Good to Great.” It has been published in 16 countries around the world. She was a member of the original team of Fast Company magazine, where she was senior editor for the better part of a decade. More recently, she has been a business and innovation correspondent for CNN where she produced regular segments on big ideas and best practices from the world of business and beyond.

A sought-after speaker, moderator, and interviewer, LaBarre has delivered hundreds of keynote addresses around the world and her writing has appeared in a variety of publications, including Fast Company, The New York Times, The Wall Street Journal, Harvard Business Review online, Fortune.com, The McKinsey Quarterly, and The Huffington Post. Her widely syndicated blog, The Fresh MIX, convenes important thinkers, progressive practitioners, and agenda-setting ideas about 21st-century organizations. LaBarre has presented her ideas in forums ranging from a regular commentary on PBS’s Nightly Business Report to CNBC’s “The Business of Innovation” series to frequent segments on ABC’s World News, This Morning, and Good Morning America.

Polly LaBarre’s most recent research centers around social innovation and sustainable capitalism - what it means to win when good is the new measure of great. She serves on the board of advisors of TakingITGlobal, the leading online community for connecting and empowering young people to make a difference in the world. She is a graduate of Yale University.
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Training Workshops

Tuesday, November 12 - Morning and Afternoon Sessions

Descartes is offering the below OPTIONAL complimentary training workshops to registered attendees (Descartes users only). Session length and time to be determined.

**Route Planner – BEGINNER**
User Best Practices and Shortcuts to Improve Productivity: This session is tailored for new users to learn more about best practices and application specific tips and techniques to help your organization maximize performance and improve routing results.

**Route Planner – ADVANCED**
Optimizer Settings, Route Quality & Scenario Modeling: Gain a deeper understanding of how Route Planner parameters and settings affect routing results. Using different modeling techniques, gain a deeper understanding of how different scenarios can cover a variety complex private fleet operations.

**Transportation Manager – BEGINNER**
Improving Purchased Transportation with Solution Usage Best Practices and User Tips: This session is tailored to help new users become more productive with tips, short cuts and best practices for managing the “for hire” entire shipment lifestyle including planning, tendering, tracking settlement and reporting.

**Transportation Manager – ADVANCED**
How to Enhance Optimization Results & Improve Execution: Gain a better understanding about the different parameters and settings that can affect “for hire” shipment optimization. Learn best practices and important tips and techniques to better manage shipment data and carrier rates which can result in improved system performance and more effective transportation operations.

**Route Planner On-demand – BEGINNER**
User Best Practices and Shortcuts to Improve Productivity: New users are encouraged to attend this session to learn existing best practices and shortcuts geared at improving productivity and daily routing results.

**Route Planner On-demand – ADVANCED**
Routing Parameters and Advanced Troubleshooting: This workshop is structured to help existing users troubleshoot more complex problems and improve routing results by better understanding system parameters and advanced techniques. Attendees are encouraged to bring their lap tops to share individual scenarios and issues that can be addressed by the group.

**Route Planner RS**
Tips & Tricks: This workshop is dedicated to helping users continuously improve master and daily route plans across a variety of operational environments. Advanced trouble shooting techniques, lesser known tips, techniques and shortcuts will be shared.

**MobileLink & wGLN**
Mobile Best Practices for Improving Route Execution and Tracking: Take planned vs. actual reporting to the next level and gain deeper insight on how to use the latest mobile capabilities from Descartes to improve the productivity of your fleet operations.

**Telematics**
The Black Box & Beyond: Gain a better understanding how new sensor technologies, digital mapping, and two-way communication are dramatically improving data and operational practices for analyzing and optimizing fleets. Learn about how to leverage this solution to streamline government and regulatory reporting for vehicles, drivers, cargo and equipment.
Descartes Evolution 2013

Training Workshops continued

Tuesday, November 12 - Morning and Afternoon Sessions

OneView Forwarder/Broker Enterprise - Accounting
Handle More Shipments with Less Overhead: Learn user techniques and shortcuts which help Freight forwarders, Non-Vessel Operating Common Carriers (NVOCCs) and third-party logistics service providers (3PLs) can best manage back office operations while effectively coordinating air and ocean import/export shipments.

OneView Forwarder/Broker Enterprise (IES) Running Complex Import/Export Operations: This session is aimed at existing solution users wanting to improve logistics control, visibility and performance across their operations and extended customer and trading partner ecosystem. Learn best practices and advanced techniques across key OneView modules and how best to utilize bolt-on tools and additional services.

eCellerate Collaboration is not Just a Buzz Word - Managing the complexities of international trade has never been more challenging. Purchase Orders, commercial invoices, ship orders, bookings, shipments, AMS, ISF, AES, customs compliance and other regulatory and security requirements must be completed accurately. Ocean, air, truck and rail shipments all must be delivered on time. Learn how to best use Descartes’ cloud-based eCellerate Collaborative Solution can help you control the data that moves your goods and effectively collaborate with your customers and trading partners.

ForwarderLogic Enhanced Forwarding Capabilities for Canadian Brokerage Customers: This session is tailored to help Canadian Customs Brokers best utilize Descartes’ on-demand (SaaS) forwarder back office solution. Learn about comprehensive and modular capabilities to manage the entire freight operations process – from purchase order, bookings, security filing and customs entries all the way to warehousing and final delivery – through a single interface.

OneView WMS Enhance Warehouse Pre-receipt, Shipping and Receiving Processes: Join this workshop to learn how to benefit from faster cycle times and improved customer service with better management and tracking of inventory. Tips and techniques will be shared on how to improve integration, best manage warehouse location details across, row, rack and slot, increase automation and enhance data accuracy.

Editrade Trends, Tips & Tricks: The session will provide a deeper understanding of new trends and Federal regulations as experts provide their thoughts on tactics to prevent and/or resolve issues such as seizures and penalties with U.S. Customs and other Federal law enforcement agencies. Descartes Editrade Customs Link ABI solution experts will then train participants on best practices and application specific tips and techniques to help your organization maximize performance, reduce costs and improve US customs regulatory compliance.

Reporting Services Learn tips and techniques to effectively build and deploy critical logistics-oriented reporting within a department, across the enterprise and/or to trading partners with Descartes’ standard reporting.

Visibility & Reporting Services - Advanced Descartes offers comprehensive visibility and performance reporting from purchase order to warehouse receipt with a solution that continuously gauges material movement against shipment milestones and helps monitor at-risk or critical orders. Existing users can join this workshop learn best practices in trend analysis of performance versus prior periods or service level commitments, score-carding of carriers and suppliers based on lead-time, fill rate, or on-time rates, tracking key performance indicators (KPIs) for various user orientations, such as buyer, seller, carrier, or forwarder and much more.
Descartes Evolution 2013

Breakout Sessions

Wednesday, November 13 & Thursday, November 14

Session length and time to be determined.

Routing, Mobile, Telematics Track

Route Planner RS and Sales & Territory Planner Roadmap & Development Priorities: Discussion of the Descartes Route Planner RS and Sales & Territory Planner (Formerly Roadshow) product roadmap focusing on the enhancements in the latest release and what is planned for the upcoming release and beyond. Join the discussion on solution development priorities and strategies.

Route Planner On-demand Roadmap & Development Priorities: Discussion of the Descartes On-demand product roadmap focusing on the enhancements in the most recent releases and what is planned for upcoming releases and beyond. Join the discussion on solution development priorities and strategies.

Route Planner Roadmap & Development Priorities: Discussion of the Descartes Route Planner (Formerly Fleetwise) product roadmap focusing on the enhancements in the latest release and what is planned for the upcoming release and beyond. Join the discussion on solution development priorities and strategies.

Mobile & Telematics Roadmap & Development Priorities: Discussion of the Descartes Mobile and Telematics solution roadmaps focusing on enhancements and what is planned for upcoming releases and beyond. Join the discussion on solution development priorities and strategies.

Mobium - Commercial Fleet GPS Navigation: Improve route execution and make your fleet operations more safe and effective by integrating turn-by-turn navigation into your existing route planning solution. No other provider combines routing and navigation that considers commercial vehicle restrictions on a single platform. Descartes Mobium seamlessly integrates to Route Planner, Route Planner On-Demand and Descartes Mobile.

Innovations and Best Practices in Integrated Private Fleet & For Hire Transportation Management: The requirements for pricing, planning, and executing private fleet and for-hire assets usually involve a very different information and business process. Learn more about Descartes’ unique solutions and techniques to manage this complex, yet potentially game changing practice.

Omni-channel Home Delivery Vision: The focus in Omni-channel retailing is rapidly shifting from attracting customers to getting products and services delivered quickly and cost effectively to the consumer. Sophisticated Omni-channel retailers are even using their advanced home delivery capabilities to drive product sales and increase margins. Join this session to learn more about the strategies, tactics and technologies that can enable your Omni-channel retailing and home delivery operations to capture more market share and profit.

Descartes Winroute for Strategic Planning: Learn more about Descartes’ latest tools for strategic route planning that can help your organization better model a variety of service scenarios, optimize sales/distribution territories and build replenishment strategies that maximize customer service and profit.
Breakout Sessions continued

Transportation Management Track

Transportation Manager Roadmap & Development Priorities: Join Descartes’ product management for a discussion covering the Descartes Transportation Manager product roadmap focusing on the enhancements and new functionality in the latest release and what is planned for the upcoming release and beyond. Participate in the discussion on solution development priorities and strategies.

Visibility, Dock Appointment Scheduling & Yard Management Roadmap & Development Priorities: Join Descartes’ product management for a discussion covering the Descartes Visibility, Dock Appointment Scheduling & Yard Management solution roadmaps focusing on new enhancements and future functionality. Participate in the discussion and provide feedback on solution development priorities and strategies.

Descartes Air Cargo Solutions Overview & Roadmap: Join Descartes’ product management for an overview of the capabilities and discussion on Descartes Air Cargo Solutions roadmap focusing on new enhancements and future functionality. Participate in the discussion and provide feedback on solution development priorities and strategies.

Ocean Shipment Management: Learn more about the capabilities and value proposition of Descartes’ solution offering for shippers and freight forwarders to better manage their ocean freight processes from rating to booking.

Ocean Contract Management and Freight Audit: Managing ocean freight contracts is complex and freight invoices are so often most mis-rated. Manually auditing bills from the ocean carriers is also costly and time consuming. Gain a better understanding of the capabilities of Descartes’ Ocean Contract Management and Freight Audit solutions capabilities to optimally manage contacts and help eliminate over spending on mis-rated bills, quickly, efficiently and electronically.

Descartes WMS Overview and Roadmap: Join Descartes’ product management for an overview of Descartes’ Warehouse Management solution capabilities and review of the product roadmap. Participate in the discussion and provide feedback on solution development priorities and strategies.

Descartes eCatalog Overview and Roadmap: Join Descartes’ product management for an overview of Descartes’ eCatalog solution capabilities and review of the product roadmap. Participate in the discussion and provide feedback on solution development priorities and strategies.

Descartes KSD Transport Solutions Roadmap: Join Descartes’ product management for a roadmap and capabilities overview covering the transportation management solutions from Descartes’ recent acquisition of KSD Software. Participate in the discussion and provide feedback on solution development priorities and strategies.

Inbound logistics Vision: Inbound logistics is about optimizing the flow of goods while reducing purchase order to dock or store door lead times. Learn how Descartes can help you gain visibility and control and streamline the flow of the goods globally or locally, regardless of whether your transportation is managed by you or your suppliers.

Small Package Execution: Does your organization need a small package shipping system that is simple to navigate yet provides a wealth of functionality, streamlines both packing and shipping processes step into one, provides a cost-effective way to integrate and evaluate multiple carriers in a common interface, and provides shipments visibility? Join this session the learn more about Descartes’ small package execution capabilities.
Descartes Evolution 2013

Breakout Sessions continued

Wednesday, November 13 & Thursday, November 14

Customs & Regulatory Compliance Track

Global Cargo Security Compliance Update: Gain a better understanding of the World Customs Organization’s SAFE framework and the evolving regulatory environment around the globe touching the US, Canada, Japan, the EU, Mexico, Peru, etc …. Learn how Descartes global security compliance solution framework provides a broad range of capabilities to help your organization meet ever changing cargo security compliance rules.

North American Security Filing Solutions Overview and Update: In 2013, major milestones have been reached and regulatory changes have been enacted across the United States, Canada and Mexico. Learn how the evolving regulatory environment may affect your business and how to stay compliant. This session will provide you the most current information on ISF, ACE, ACI eManifest, and more.

Canadian Compliance Trends: Canadian Importers and Brokers are facing sweeping changes by the CBSA. Initiatives like Advanced Trade Data (ATD), Accounts Receivable Ledger (ARL) and others will change the way business is done. Hear about best practices and these current trends, as well as, Descartes’ Canadian brokerage solution capabilities and opportunities for integration.

European Union (EU) Customs Compliance Best Practices and Regulatory Update: Join this session to understand the latest trends and evolving regulatory changes in the EU. Benefit from new ideas and expert insight on practical issues affecting European import/export trade and customs compliance to ensure that your organization’s compliance processes and systems are up to date.

Descartes KSD Customs Solutions Roadmap: Join Descartes’ product management for a roadmap and capabilities overview covering the customs compliance solutions from Descartes’ acquisition of KSD Software.

Descartes KSD GCT Solution Overview: This session will provide a high level overview of the declaration, security filing, transportation management and freight forwarding capabilities available on KSD’s Global Customs and Transport (GCT) platform. The GCT solution supports fiscal customs filing in 18 countries and security filings in all 27 EU member states.

Global Logistics Network (GLN) Services Track

Descartes New Community Platform: The Descartes Community platform enables customers to more deeply interact within their business, with their existing and potential trading partners, and with Descartes to increase efficiency and find new ways to connect and grow. It is unique in that it allows both individuals and organizations to define their profiles/capabilities/roles/etc…, create sub communities of common interest, and brings together applications and content used every day to transact logistics business to improve and accelerate performance. Your organization is likely already a member --- learn more about how to use the solution and leverage participation.

eCellerate Collaborative Solution: This session will provide a high level overview of Descartes’ new cloud-based suite for collaborative processing. eCellerate can help your organization control your purchase order, transportation, and customs data while effectively collaborating with your customers and trading partners.
Global Logistics Network (GLN) Services Track (continued)

Descartes Standard Messaging Format Overview and Roadmap: For a number of years, Descartes has been working to standardize logistics transactions across the multiple modes of transportation and with leading industry bodies such as IATA. Descartes has made its industry leading Standard Messaging Format (SMF) communication protocol publicly available for use free of charge to those wishing to connect to Descartes Global Logistics Network (GLN). The goal of making these 25 critical logistics and regulatory message standards available is to make communication and collaboration between trading partners as seamless as possible. Learn how your organization and logistics ecosystem can take advantage of these SMFs to improve productivity.

Descartes Portal Based Solutions for Partner Enablement - Overview and Roadmap: Descartes has a broad portfolio of solutions to improve electronic communications between trading partners. Learn about the self-service tools for better managing and monitoring your messaging network. Participate in the discussion and provide feedback on solution development priorities and strategies.

GLN Overview and Roadmap: Descartes Global Logistics Network (GLN) is the standard for multi-modal logistics connectivity. Join Descartes’ product management for an overview of the GLN’s capabilities and review of the solution roadmap. Participate in the discussion and provide feedback on development priorities and strategies.

Ocean Buy/Sell and RFP Management for Logistics Service Providers: Managing Rates and RFP responses can be an extremely time consuming and challenging process for NVOs and Forwarders alike. Reviewing and matching all buy rates to the customer requests can take days or weeks. Learn how this process can be reduced from weeks and days into hours with Descartes’ Rate Builder in addition to the ability to be able create quotes and proposals faster, easier and with greater accuracy.

Editrade Customs Link ABI Roadmap & Development Priorities: Discussion of the Editrade Customs Link ABI roadmaps focusing on the enhancements in the latest release and what is planned for upcoming releases and beyond. Join the discussion on solution development priorities and strategies.

OneView Forwarder Enterprise Suite Roadmap & Development Priorities: Discussion of the OneView Forwarder Suite roadmap focusing on the recent enhancements and what is planned for upcoming releases and beyond. Join the discussion on solution development priorities and strategies.

Descartes Brokerage and Forwarding Vision: Descartes’ extensive customs and logistics domain expertise is embodied in a comprehensive technology platform designed to help brokers and forwarders more efficiently run complex international operations. Learn more about how our solutions enable large and small organizations to take advantage of robust capabilities for bookings, security filings and customs entries, shipment and financial management. These market-proven solutions can automate the collection of shared data, enable collaboration on multi-party shipment processes, and help brokers and forwarders improve service and meet their performance and profitability objectives.

Broker & Forwarder Enterprise Systems Track

ITMR4 and ForwarderLogic Roadmap & Development Priorities: Discussion of the IMTR and ForwarderLogic solution roadmaps focusing on the enhancements in the latest releases and what is planned for upcoming releases and beyond. Join the discussion on solution development priorities and strategies.
Thank you for an excellent user conference. We thought it was great - from the breakout sessions to the featured speakers. We came away feeling very upbeat and positive on what you folks are doing. All of your work will continue to help Thunderbolt grow and stay ahead of the competition. Our plans are for continued growth and we see Descartes as an important component in our growth.

-Stu Tobin, Thunderbolt Global Logistics

I just wanted to pass along my compliments on the conference. It was very well organized and informative. Unfortunately, as a result, I have more ideas than time. I also enjoyed getting the opportunity to meet and talk with various people - both Descartes and non Descartes. Definitely time well spent.

-Tod Querengesser, Noble