



Maak kennis met de werelden van Descartes

Connect. Communicate. Collaborate.

 **DESCARTES™**

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werelden van Descartes

Connect. Communicate. Collaborate.

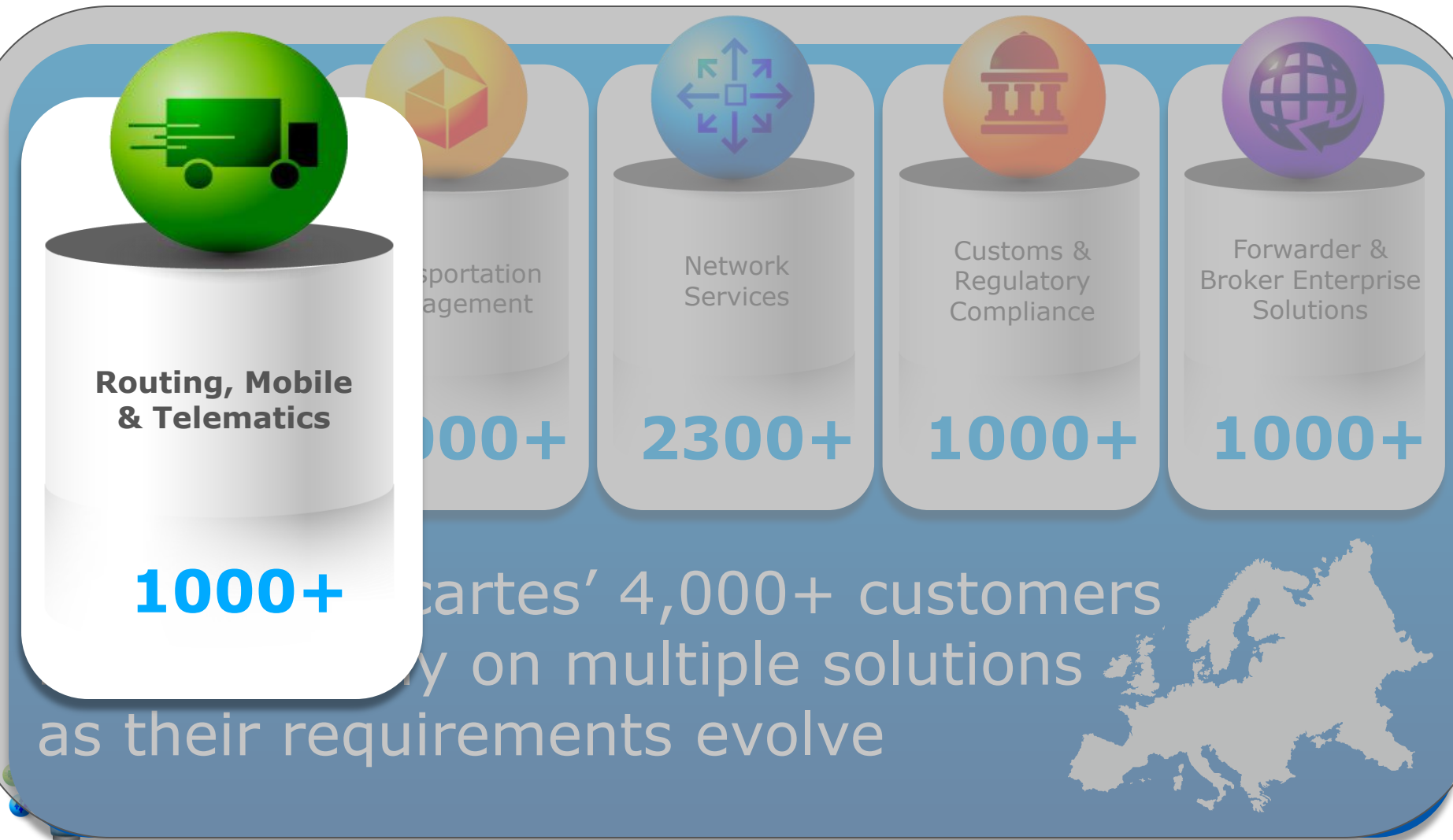


Omni-Channel

Visie & Praktijk



Leading European Provider of B2B Supply Chain Solutions



Descartes' 4,000+ customers rely on multiple solutions as their requirements evolve



What to expect

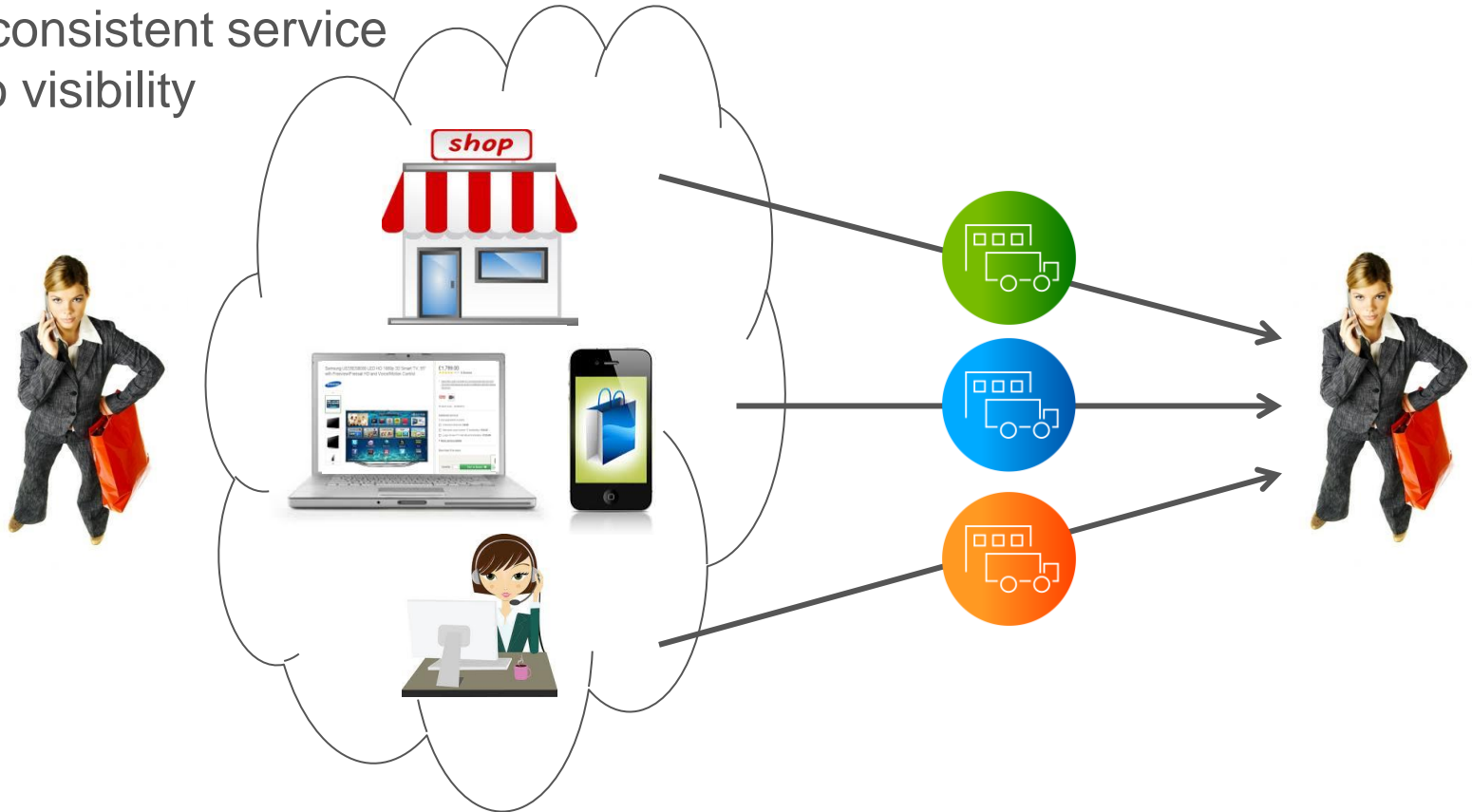
- Omni-Channel
 - The Traditional View
 - New Thinking
 - The Enablers

- Client cases
 - John Lewis
 - US LMB

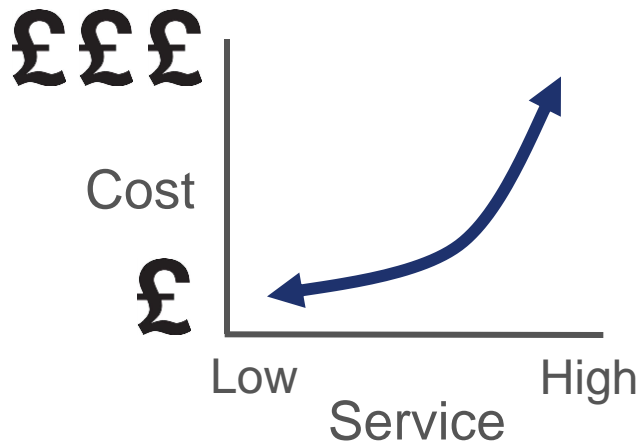


Multi Channel => Seamless Selling, Disparate Delivery

- ✓ Prohibitively expensive
- ✓ Inconsistent service
- ✓ No visibility



"Laws" of Service Versus Cost



Customer
Centric

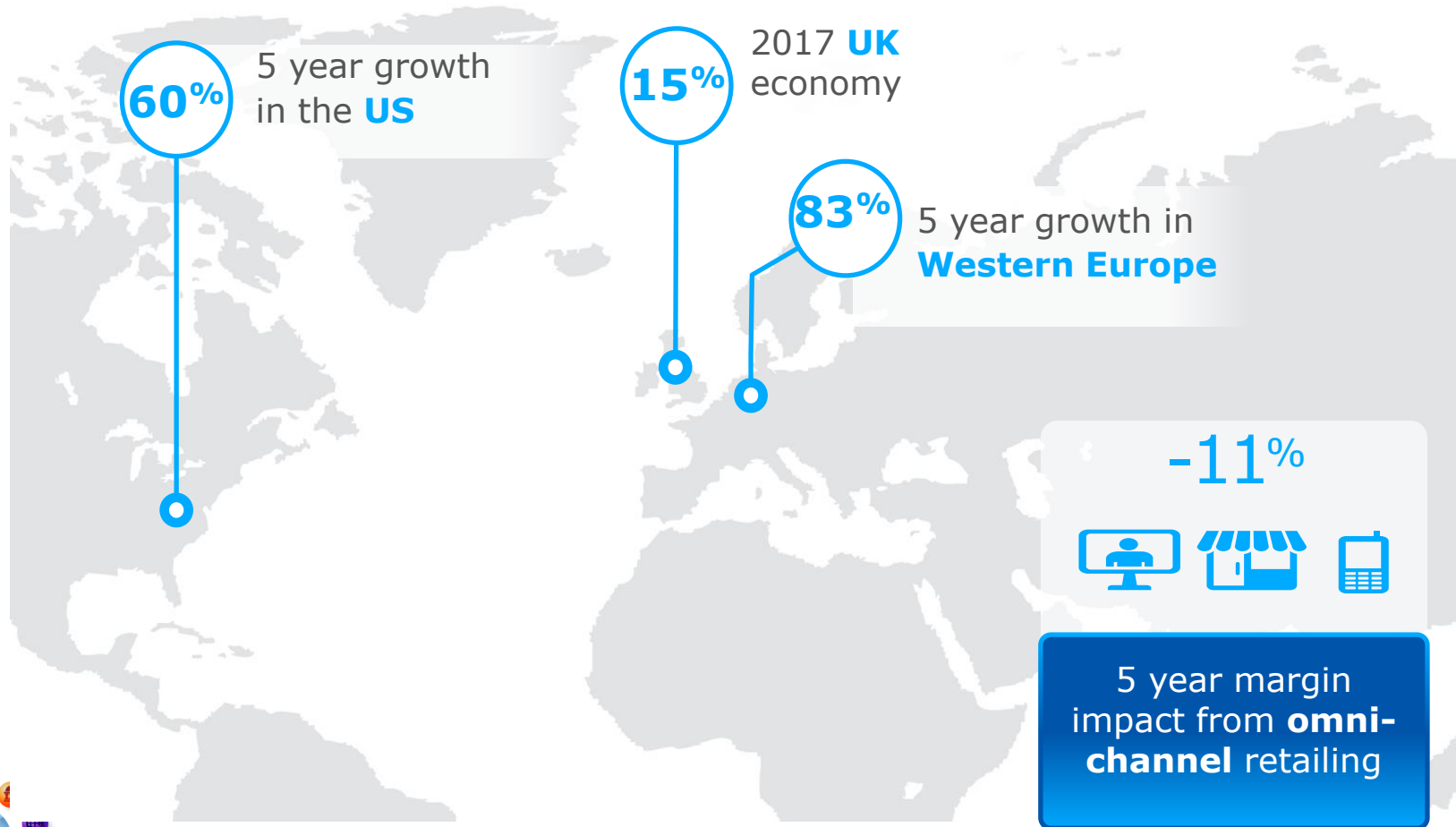


Resource
Centric

What has to change to break the traditional rules of logistics?



Technology's Impact on Retailing



Sources: Forrester Research & LCP Consulting



Same Day, Next Day Conundrum

The “market disruptors” are doing it...

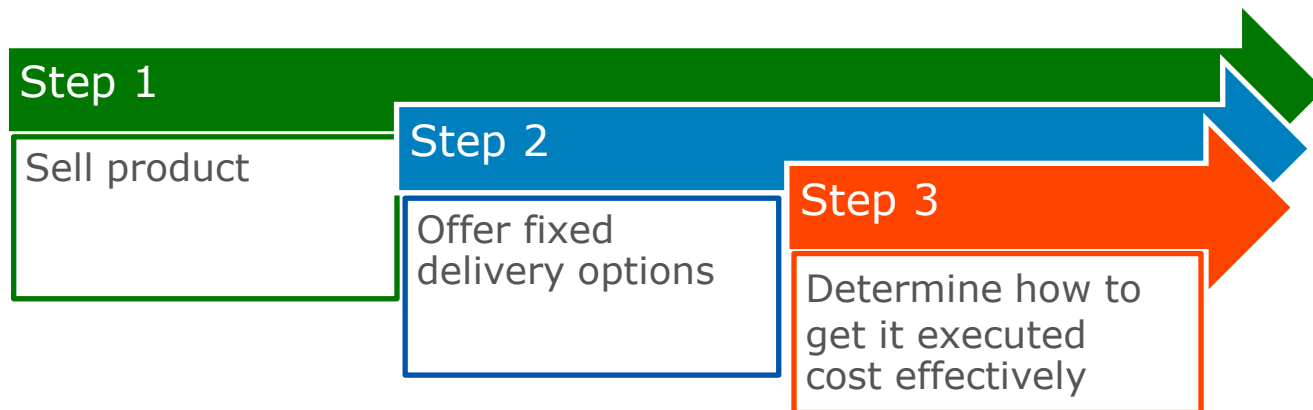
“of those Amazon shoppers who saw that [same-day] icon and then made the purchase, most of them ended up *not using* same-day delivery, opting instead for next-day”
StorefrontBacktalk

Do consumers want same day or do they really want choice?



Serial Delivery Process Mentality

Traditional home delivery process



Serial Delivery Process Mentality

Vandaag	Do 22 jan	Vr 23 jan	Za 24 jan	Zo 25 jan	Ma 26 jan	Di 27 jan
	Overdag	Overdag	Overdag			Overdag
	's Avonds					's Avonds

Morgen, donderdag 22 januari 2015

Overdag
 's Avonds tussen 18:00 - 21:30 (+ 0,99)

Bevestigen

Thuisbezorgen

Bezorgen op een ander adres

Kies bezorgdatum: **donderdag 22 januari**
 vrijdag 23 januari
 zaterdag 24 januari
 maandag 26 januari
 dinsdag 27 januari
 woensdag 28 januari
 donderdag 29 januari
 vrijdag 30 januari
 zaterdag 31 januari
 maandag 2 februari
 dinsdag 3 februari
 woensdag 4 februari
 donderdag 5 februari
 vrijdag 6 februari
 zaterdag 7 februari

Voor bezorginformatie: 0650640671

Ander e-mailadres:

Aflevertijd

Hoe laat wij je bestelling op de door jou gekozen dag bezorgen is nu nog niet bekend. Dit kun je de avond voor de bezorging na 21:00 uur of uiterlijk 's morgens om 08:00 uur op de dag van bezorging vinden onder 'Mijn bestellingen' op Mijn wehkamp.nl. Als jouw mobiele telefoonnummer bij ons bekend is, ontvang je ook een sms bericht.

Bestelling afrekenen

Betaalwijze

iDeal

+ Wijzig betaalwijze

Cadeauboncode ?

Inwisselen

Afleverdatum

Morgen (donderdag)
Vrijdag 23 januari
 Zaterdag 24 januari
 Maandag 26 januari
 Dinsdag 27 januari
 Woensdag 28 januari

PostNL (3,95)

Wanneer u op werkdagen voor 21.00 uur bestelt, bezorgen wij standaard de volgende dag.

Kies zelf uw bezorgdag

vrijdag, 23 januari
 zaterdag, 24 januari
 dinsdag, 27 januari
 Kies uit andere bezorgdagen
 woensdag, 28 januari

[mene voorwaarden](#)

januari 2015							februari 2015						
Ma	Di	Wo	Do	Vr	Za	Zo	Ma	Di	Wo	Do	Vr	Za	Zo
			1	2	3	4							1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28	

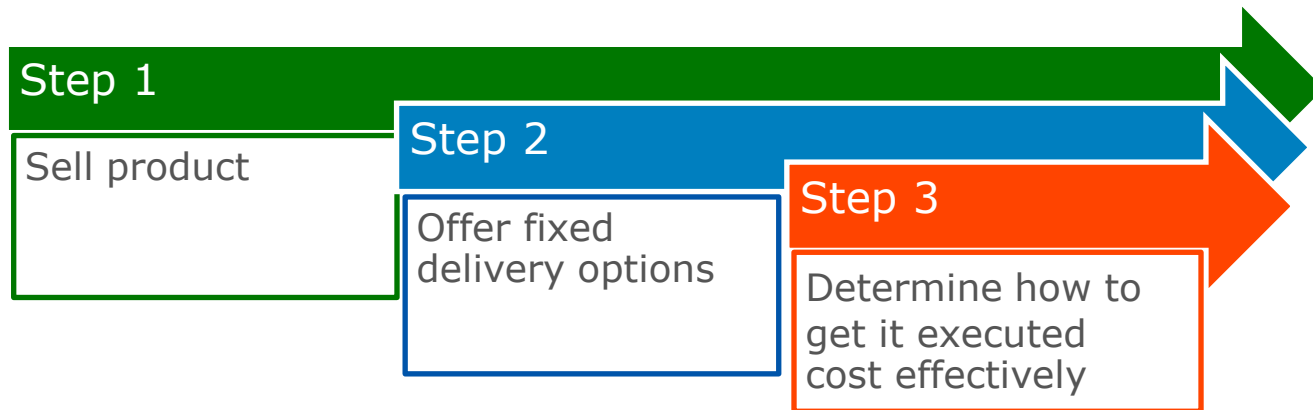


Serial Delivery Process Mentality

Lose/lose strategy and process

- ✓ Customer is not happy with the inflexible choices
 - ✓ 85% of consumers wants to know when their delivery will arrive
 - ✓ 66% will abandon their shopping cart if delivery options are not acceptable
- ✓ Retailer plays a distribution “guessing game” with capacity and costs

Traditional home delivery process

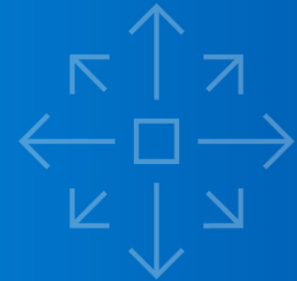


What could you do if delivery promising was part of the buying process?

http://www.royalmail.com/sites/default/files/Delivery_Matters_Report_2012.pdf

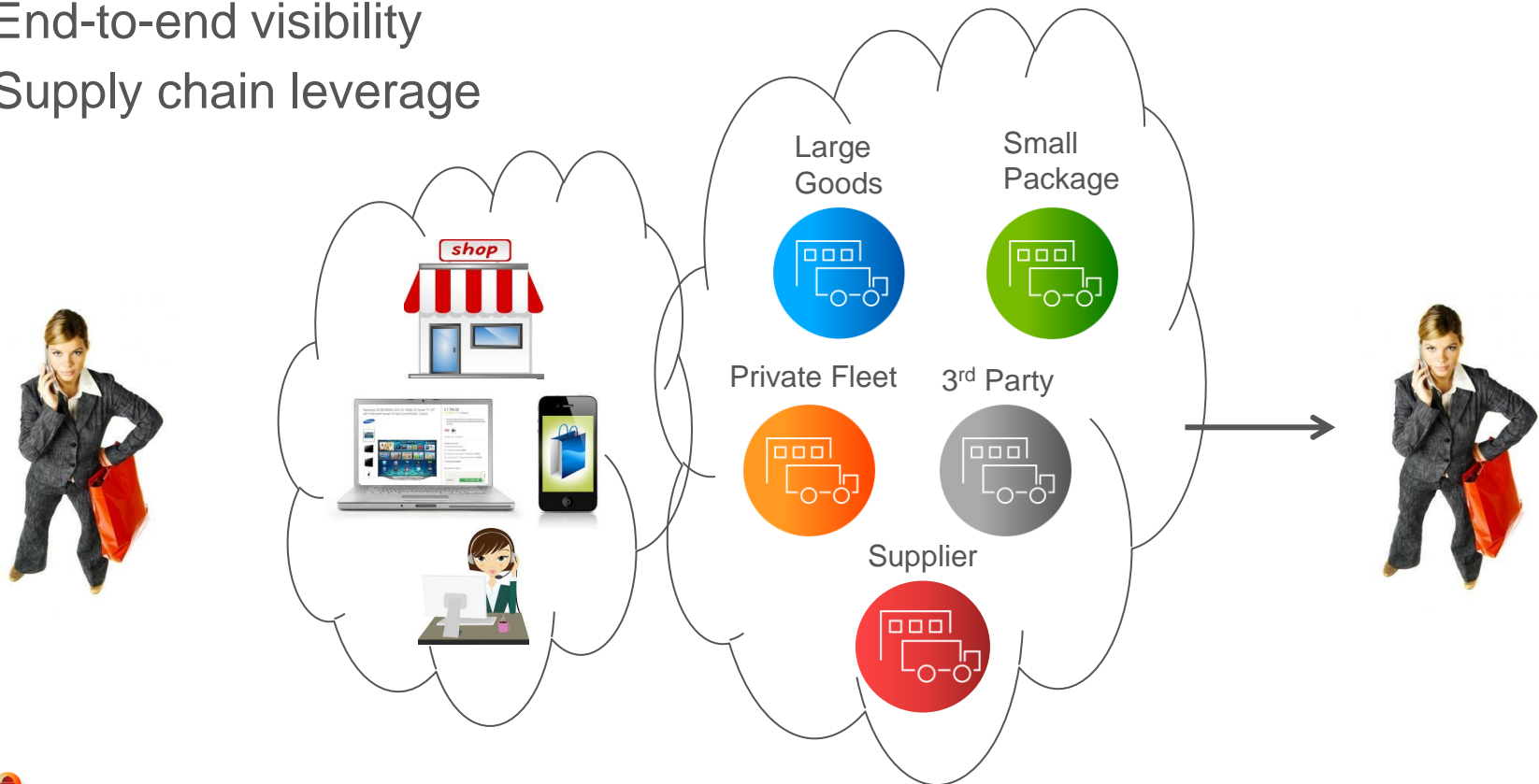
<http://www.tln.nl/Actueel/Algemeen/DPD-bezorging-binnen-tijdsvak-van-1-uur.aspx?id=8cf99f97612a7b0bd9a922e5c493698f>

The New Thinking



Omni-Channel Fulfillment

- ✓ Consistent/differentiated service
- ✓ End-to-end visibility
- ✓ Supply chain leverage



Omni-channel has to be just as seamless on the “back end” as it is on the “front end”



Service AND Revenue AND Profit



1 x Samsung UE55ES8000 LED HD 1080p 3D Smart TV, 55" with Freeview/Freesat HD and Voice/Motion Control
Product code:82492212

[Change quantities](#)

£1,799.00

[Add disposal/installation/assembly services](#)

✓ Premium Delivery Times

Select your delivery options

	Free Standard Delivery	£8.50 Premium Delivery 4 hr slots	£19.00 Premium Delivery 2 hr slots	£19.95 Express slots
	Thursday 21 February 2013	Friday 22 February 2013	Saturday 23 February 2013	Sunday 24 February 2013
	Monday 25 February 2013	Tuesday 26 February 2013	Wednesday 27 February 2013	Thursday 28 February 2013
7 AM-2 PM			●	
11 AM-5 PM			●	
2 PM-9 PM	● <small>eco</small>	●		● <small>eco</small>

eco Eco Delivery ⓘ

< Previous Day

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



✓ Value Added Services

£1,799.00

★★★★★ 4.8/5 41 Reviews

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



Product code : 82492212

Additional services

5 year guarantee included

Television disposal **£9.00**

Standard Large Screen TV Installation **£55.00**

Large Screen TV Wall Mount Installation **£125.00**

> More service details

More than 10 in stock

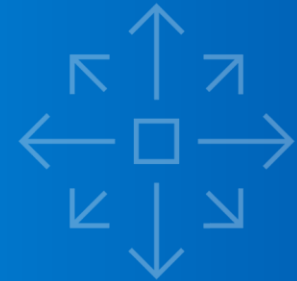
Quantity 1

Add to Basket



Delivery is no longer about getting it done, it's about getting more...

The Enablers



Dynamic Delivery Appointment Promising

Online Purchase



Your Store
Where Your Delivery
Options Are Infinite!

Your Account

Items in Shopping Cart: 1
Subtotal (before tax): \$56.01
\$40.00
\$250.78

Item Detail

Our items can be delivered to you with a [number of delivery options](#).



The Your Store Ultimate
(Please see delivery options)

In Stock.
Ships from and sold by Your Store - Where Your Delivery Options Are Infinite!
Ventless Cyclonic Action drying technology;
Built-in water heater; Unique textured workspace top
15 lbs. wash capacity; 7.71 lbs. dry capacity;
Seven (7) wash cycles;
Adjustable spin time (9 min. max);
Front-mounted control panel

[Click for Delivery Options](#)

Actual route optimization provides options in ~ 1 second



Considering:
Revenue
Costs
Routes
Vehicles
Roads
Skill Sets
Unload times
Time Windows

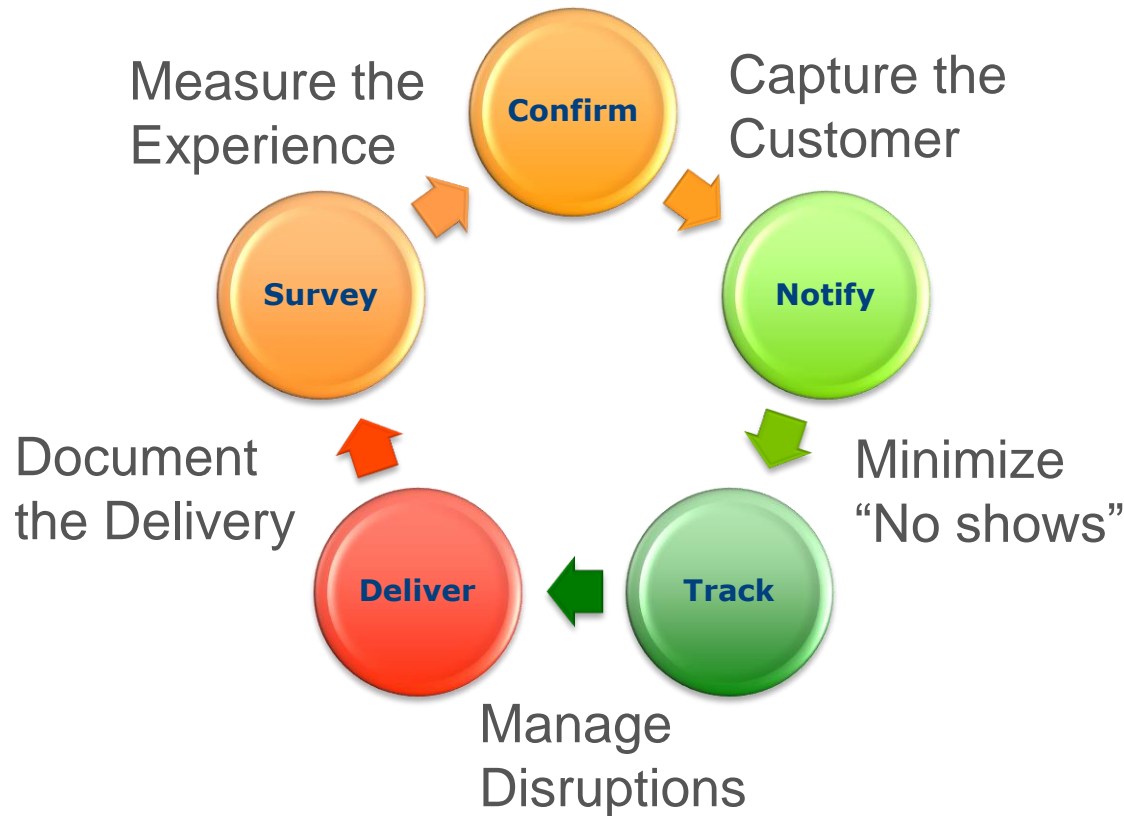
Customer Delivery Options

	Free Standard Delivery		Premium Delivery (\$10.00)		Same Day Delivery (\$25.00)	
	Wednesday 24 April 2013	Thursday 25 April 2013	Friday 26 April 2013	Saturday 27 April 2013	Sunday 28 April 2013	Monday 29 April 2013
7am-9am		●		●		
9am-11am		●	●			●
11am-1pm		●	●	●		●

Logistics costs are dynamically generated for each slot allowing a retailer to determine the most profitable choices

Closed Loop Customer Experience

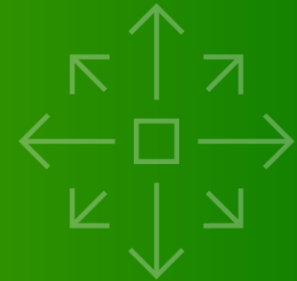
- ✓ More than mobile or web



This works no matter if fulfillment is in- or out-sourced



Client cases



John Lewis Partnership Introduction

- Leading United Kingdom Retailer and Grocer
- Headquarters: London, England
- Omni-channel
(stores, websites, catalogs)
- £8.2bn in annual revenue, 81,000 partners
(employees)
- 38 John Lewis stores and 277 Waitrose
supermarkets
- Sell 350,000 items (John Lewis)
- Known for superior customer service



Key Business Drivers

- True Omni-Channel approach: In-store, web and catalog is considered as a single sales channel.
- Customer experience is key
 - Offer choice to customer (Differentiated Pricing)
 - Customer is given control while improving Operational efficiency
 - Honor commitments made to customers

John Lewis

Secure checkout | 03456 049 049 | International +44 1698 54 54 54

View Basket | Continue shopping



Welcome | Delivery address | **Delivery options** | Order summary | Payment | Receipt

Delivery options



Standard UK delivery is FREE on all orders over £50



1 x Samsung UE55HU7200 Curved 4K Ultra HD Smart TV, 55" with FreeviewFreeSat HD
Product code:82452072

[Change quantities](#)

£1,359.00

1 x Television disposal

[Change quantities](#)

£9.00

Select your delivery options

	Tuesday 18 November 2014	Wednesday 19 November 2014	Thursday 20 November 2014	Friday 21 November 2014	Saturday 22 November 2014	Sunday 23 November 2014
7 AM-2 PM	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11 AM-5 PM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2 PM-9 PM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Eco Delivery

< Previous Dates | More Dates >



Customer Video: John Lewis

John Lewis

<https://www.descartes.com/nl/documents/john-lewis-partnership-danny-griffiths>



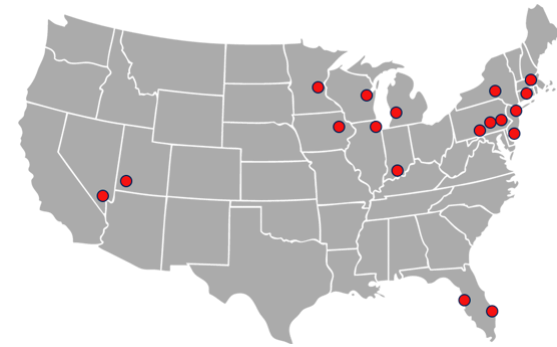
Business Case

- “One stop shop” for consumers
 - Single system manages home deliveries across all retailing channels
- Automated “value added” service attachment
 - Increase “value added” services 500% (revenue)
- Nationwide service
 - Able to offer a full delivery service during special events (Olympics)
- Reduced 1 mile/delivery (1.5million deliveries annually)



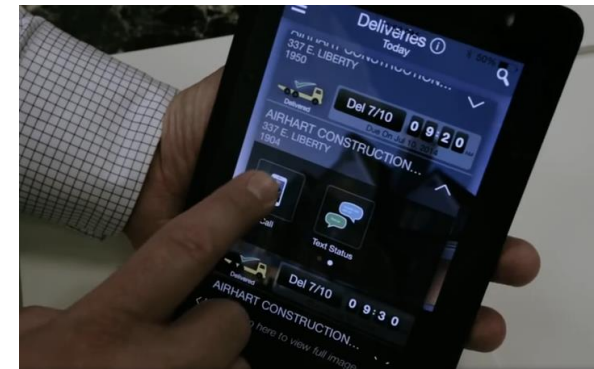
US LBM Introduction

- 13th largest lumber and building materials distributor in the U.S
- HQ, Green bay, Wisconsin USA
- 17 leading building material distributors across U.S in 19 states with more than 90 locations
- Customers that require specialized services:
 - Custom homebuilders
 - Professional remodelers
 - Multifamily and
 - Commercial contractors



Key Business Drivers

- Dynamic industry, delivery within 24 hours
- Meet customer expectations and provide great customer service.
- Customer-focused mobile solution designed to improve contractor efficiency and to help better manage construction projects.
- Help US LBM's highly mobile customers to be more productive:
 - real-time delivery updates,
 - proof of delivery and
 - automated exception notifications



Customer Video: John Lewis



<https://www.descartes.com/nl/documents/video-us-lbm-mike-lombardi>



Business Case

- Improved customer satisfaction
 - On-time delivery from 70% to 95%
 - More accurate and timely visibility into delivery times
 - Significantly reduced the number of customer calls
- Improved utilization
 - Decreasing costs by over 10%
 - Turnaround trucks more than 30% faster
- Better delivery claim resolution
 - Save tens of thousands of dollars every month



DESCARTES™



Network



Applications



Community