UNLOCK THE POWER OF REAL-TIME VISIBILITY

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Created by Descartes MacroPoint and Manhattan Associates

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THE PROMISE OF REAL-TIME SHIPMENT VISIBILITY

For manufacturers, wholesalers and retailers alike, supply chain disruptions have significant costs and consequences. To avoid the increasingly expensive impact of late shipments, unreported delays, detention or other disruptions, shippers require higher levels of visibility. Likewise, customers are demanding up-to-the-moment information on the status of their freight, including constant communication and in-transit updates about pending arrivals or delays. Real-time transportation visibility, paired with exception management and actionable analytics, enables shippers to react when there is a potential to significantly disrupt fulfillment or delivery operations. According to Gartner's 2018 Macro Trends in TMS report, improving visibility was the #1 driver for companies surveyed.

Figure 1. Key Drivers for a New TMS[1]
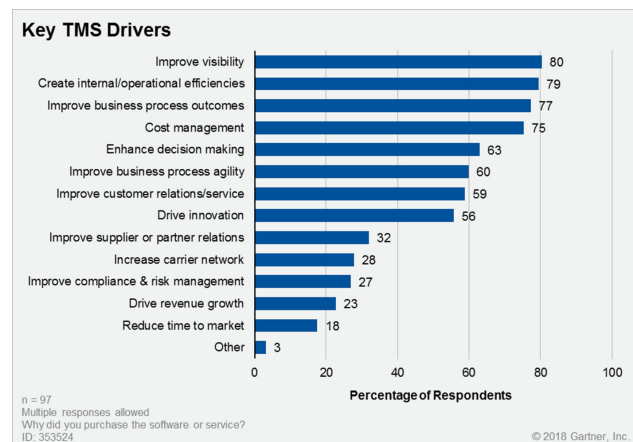
Source: Gartner (March 2018)

"Importantly, a lack of visibility often creates internal and external warehousing and transportation inefficiencies, and an increase in transportation costs."

— Gartner's 2018 Macro Trends in TMS Report

As a shipper, you do business with numerous carrier partners. They all vary in terms of the technology they use, the capabilities they have and the type of visibility and compliance they can provide. Although EDI is widely used, from a visibility perspective it is becoming antiquated under the demands of the modern supply chain. While adequate for sending batched status-updates, the lack of real-time support means an inability to predict key milestone events, such as arrival time. Notifications for weather delays are, ironically, themselves delayed. Therefore, track-and-trace teams spend a significant amount of time manually calling and emailing carriers to discern the last-known location of shipments and other relevant details. Entire operations become reactive instead of proactive, as advanced planning utilizing predictive or prescriptive analytics becomes impossible. In the modern world of digitally influenced commerce and rising consumer expectations, shippers must be able to leverage real-time visibility through solutions like Descartes MacroPoint™ paired with learning transportation systems like Manhattan TMS. Together, they enable companies to proactively identify problems that impact freight movement so as to solve, resolve or mitigate the associated costs and consequences of such disruptions. According to the Manhattan Associates 2019 Supply Chain Transportation Study, end-to-end supply chain visibility and traceability ranks in the top-five, most-important supply chain initiatives for 2019.

[1] Bart De Muynck, 2018, Macro Trends Affecting the Transportation Management System Market, GARTNER, Inc.

TMS UNLOCKS THE POWER OF VISIBILITY

Logistics complexities and service-level expectations have increased dramatically, forcing supply chains to be more nimble and frugal than ever. With increased supplier and product demands, natural disasters, tightening regulations and other challenges, supply chain failures can wreak havoc on both brand image and the bottom line.

As risk and volatility escalate, and global transportation options continue to evolve, a sophisticated transportation management system (TMS) is a necessity. Today, the right TMS offers a combination of power, scalability, integration and affordability, allowing all companies to quickly deploy and harness the benefits. Manhattan TMS is recognized as functionally rich, with easy-to-use modeling and optimization, along with advanced metrics and trend analysis capabilities. This proven technology simplifies even the most complex logistics operations.

It delivers all of the capabilities you need to manage your transportation operations:

— Supply Chain Modeling
— Transportation Procurement
— Shipment Planning and Optimization
— Inbound Supplier Enablement and Management
— Carrier and Rate Management
— Shipment Execution, Appointment Scheduling & Fleet Management
— Control Tower Visibility
— Freight Audit, Payment and Claims

While visibility allows you to see information, a TMS is what enables you to unlock its power through analysis and action. By combining the data from real-time visibility platforms with other relevant information (order and shipment history, ERP, WMS, OMS and POS) and applying business intelligence and analytics, the TMS delivers deeper insight into what is happening across the transportation and distribution network. Manhattan TMS offers Extended Control Tower capabilities, which enhance operations by enabling proactive decision making and promoting strategic awareness throughout the supply chain. TMS visibility offers:

— Multiple mechanisms for real-time, holistic collaboration supporting any size carrier, across any mode, including EDI, carrier portal, mobile devices and third-party platform integration.
— Information sharing amongst all internal parties, such as customer support, planners and the warehouse.
— Capture and communication of last-known vehicle location.
— Geofencing to automate processes and improve carrier compliance.
— Exception and milestone management, with proactive notifications.
— Complete audit history of all recorded events.

The innovations in Manhattan TMS help customers realize cost savings, automate business processes, deliver improved service levels and lower operational risk. To fully generate and unlock the power of visibility, Manhattan TMS is fully integrated with Descartes MacroPoint, a market-leading visibility solution.

VISIBILITY FOR ALL

Because each shipper has its own technology setup – and there are hundreds of thousands of carriers out there – connecting and testing each one with any TMS solution can be an expensive, time-consuming barrier to gaining total shipment visibility. Descartes MacroPoint solves that problem by offering "one-to-many" connectivity, onboarding a variety of different carriers, as well as a variety of devices in the actual trucks. The data is then made available to a solution like Manhattan TMS in real-time. The result is a TMS integrated with more than 135,000 carriers right out of the box, for real-time visibility of every truck in your network.

Descartes MacroPoint has developed the largest network of connected carriers by integrating with new technologies and onboarding hundreds of new carriers monthly. The impact? Customers can track and/or match more of their freight with greater efficiency and at a reasonable cost. Descartes MacroPoint represents the largest multimodal carrier network available and is constantly growing.

Here's what it looks like today:

More than **100 ELDs** integrated

More than **1.4 million** drivers

More than **2.3 million** in-cab devices connected

More than **135,000 carriers**

More than **100 partners**

THE SUM OF THE PARTS

Despite best intentions, disconnected transportation solutions can actually create more internal and external inefficiencies around transport, yard management, warehouse management, inventory operations and fleets. This leads to noticeable increases in costs. Working as one, Descartes MacroPoint and Manhattan TMS give shippers better planning and optimization through real-time visibility.

That's because visibility is knowledge. It's insight. It's a competitive advantage that can transform data into tangible benefits and significantly impact the way you plan, optimize and execute logistics on a daily basis. The benefits are wide-ranging and significant:

— **Better receipt planning** – With up-to-date notifications of load arrival at different locations, receivers can better schedule their yard, docking and labor needs.

— **Reduced labor costs** – Because shippers know what is coming and precisely when, they can more accurately allocate the labor and equipment needed to unload and to perform the necessary work in the warehouse.

— **Lower carrier costs** – More efficient planning means lower receiving and detention times, lower dwell times and lower demurrage charges.

— **Improved customer service** – Today, communication is the key to customer satisfaction. With better visibility, customers get more accurate updates and notifications to track where everything is. These capabilities can even be automated or offered as self-service, so you can focus on the exceptions.

— **Proactive transportation planning** – With real-time visibility and constant communication with every truck, it's easy to react to weather events, road closures and breakdowns efficiently. So, you can minimize bottlenecks and delays throughout the transportation network and improve the overall flow of goods..

— **Improved shipper preference** – In a time of capacity shortages, improved visibility increases your chance of becoming the shipper of choice. Earning a preferred shipper status also leads to better rates and better tender acceptances.

"Real-time visibility to shipments through Manhattan [TMS] and Descartes MacroPoint is key to our ability to optimize supply chain services. When we're better connected to carriers through predictive ETA and alerts, we can flex and adapt, ultimately yielding better results for the nearly 2,000 local brand stores we support."

– Mark Donley, Director, Logistic Services, Retail Business Services, an Ahold Delhaize USA company

REAL-TIME VISIBILITY IN ACTION

A produce shipper is delivering to a grocery store chain, which is increasing its demands for advance notice of when the product will arrive so that it can better manage receiving, labor, inventory and other processes. Real-time visibility keeps the shipper and customer informed – even if there are delays or disruptions.

A CPG company is delivering to a big-box retail chain. If the CPG company misses its delivery window, the trucks often have to wait a day or two to unload, resulting in detention charges and customer satisfaction issues. However, if the company can provide notification that the drivers will miss their window, the retailer will usually make arrangements to get the truck in and out the same day.

A plastics manufacturing company leverages on-time deliveries to improve its vendor scorecard, which allows it to expand the number of products provided to the customer and, ultimately, to increase revenue.

An automotive manufacturer needs inbound material to make its cars. In the past weather from a polar vortex impacted the flow of inbound materials, which delayed getting tens of thousands of vehicles to dealers – costing millions in lost revenue. Now, with real-time visibility, the company can realign its shipments and supply chain to mitigate the effects of bad weather and keep production moving.

Real-time visibility also extends inside the trucks. If a shipment is temperature-controlled, the driver gets updates and alerts throughout the journey. This not only saves time by not having the driver stop frequently to manually check the temperature of the shipment, but it also ensures the product arrives in good condition and is approved by the receiver.

THE VALUE OF REAL-TIME VISIBILITY

The ability to replace manual or disconnected tracking activities with more automated freight visibility and management performance can improve your entire operation. It significantly increases efficiency gains and cost savings across your logistics supply chain, while freeing up your talented resources to work on more strategic activities that drive value for your business.

Plan more intelligently. Lower costs. React faster. Serve your customers better. With Manhattan TMS and Descartes MacroPoint, you get the technology you need to shift your business into overdrive.

THE BENEFITS

TRACK AND TRACE PRODUCTIVITY IMPROVED BY 50%

DETENTION CHARGES REDUCED BY 20-25%

SUPERIOR CUSTOMER SERVICE

REDUCED LABOR COSTS

REDUCED PENALTIES & CHARGEBACKS

IMPROVED DOCK & RECEIVING OPERATIONS

BETTER CARRIER PERFORMANCE METRICS

For more information about how Manhattan TMS and Descartes MacroPoint can deliver real-time visibility within your transportation network, please visit **manh.com/tms** or **macropoint.com**.

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