

DIGITAL LOGISTICS

Drive personalized customer experience



INTRODUCTION

The emerging wave of digital technologies is changing the way Logistics Service Providers (LSPs) / 3PLs and consumers interact and the way these companies manage their operations. Digital has disrupted Transportation and Logistics more than any other technology-driven change in the recent past – with many Logistics service providers struggling to adapt and compete with “born digital” companies. Expectations of personalized interactions, real-time shipment visibility and data-driven decisions are pushing these LSPs to transform themselves to compete in this Digital Era.

HCL's approach towards Digital enables these companies achieve the capabilities which can help them drive a differentiated customer experience and a highly optimized and efficient operations. These capabilities include:



Booking



Freight Forwarding



Warehousing



Warehouse Ops



Transportation



Fleet Mgmt



Distribution



Maintenance

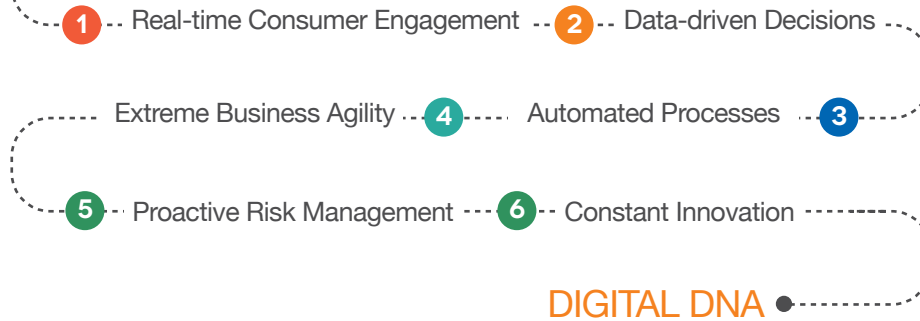
Being at the forefront of Digital transformation, the logistics industry has opportunities to drive change in both Customer Engagement and Operations including Omni Channel Commerce, Intelligent Pallets, Mobile Order Management, Slot Optimization, Enhanced Fleet efficiencies and Predictive Maintenance among others. Unfortunately the pressure to go Digital quickly is driving these transportation and Logistics Service Providers to implement silo point solutions which will hamper their ability to keep changing in the fast changing Digital world.

As you read ahead, you will get to see HCL's unique platform-driven approach that provides the right foundation for these transportation and Logistics Service Providers (including postal/ parcels companies) to drive Digital into every facet of their operations and provides them the flexibility to keep evolving to meet the ever changing customer demands. Utilizing this approach can help these companies set the foundation for incorporating Digital into every facet of their Operations and, differentiating themselves from their competitors.



DIGITAL LOGISTICS

CHARACTERISTICS <



PROACTIVE DISRUPTION

Freight Mgmt	Fleet Mgmt.	Warehouse Mgmt.	IMPACT
<p>Intelligent Pallets (IoT)</p> <p>Omni – channel experience</p> <p>Mobile Order Mgmt</p> <p>IoT enabled Planning</p> <p>IoT enabled containers</p>	<p>E-Docs</p> <p>Track and Trace</p> <p>Demand Forecasting</p> <p>Geo fencing</p> <p>Automated planning</p>	<p>IoT driven Warehouse</p> <p>Real time visibility with IoT</p> <p>Mobile Receiving</p> <p>E-Docs</p> <p>Digital Ops</p>	<p>Personalized Omni Channel Experience</p> <p>Real-time Analytics</p> <p>Increased efficiency</p> <p>Slot optimization</p> <p>Enhanced fleet efficiency</p> <p>Optimized Workforce Management</p>
ENABLING TECHNOLOGY			GAME CHANGERS



THE DIGITAL LOGISTICS DNA



Powered by
Modern Architecture

Web-oriented Architecture

Responsive Design

API/SOA

Digital First Architecture

Extreme Automation



Driven by
Standardization

Governance for IT tool Selection

Standards based integration

Standards based Apps Dev

Open Architecture

DEV OPS



Empowered by Consolidation
and Integration of Apps, Data

Customer 360

Data as a Service

API-based Consumption

Lightweight SOA

Third Party Integration



Enabled with
Customer Experience Apps

Omni Channel Experience

Eco-system Enablement

Unified Experience

Real-Time Visibility

Mobile Dashboard



DIGITAL CUSTOMER EXPERIENCE

Booking	Warehousing	Freight	Fleet Management	Analytics
<p>Personalized Omni channel experience</p> <p>Digital Experience</p> <p>Real time Track and Trace</p>	<p>IoT enabled warehousing</p> <p>Automated order management</p> <p>Mobility</p>	<p>Mobile quotations</p> <p>Tracking of shipments</p> <p>IoT based quality monitoring of shipments (temp, tilt, humidity etc)</p>	<p>Mobile based fleet booking</p> <p>Fleet optimization</p> <p>Geo fencing</p>	<p>Visibility reporting</p> <p>Real time analytics</p> <p>Data driven decision making</p>

DIGITAL OPERATIONS

Freight Forwarding	Warehouse Ops	Transportation	Distribution	Maintenance
<p>Mobile order booking & automated tracking</p> <p>Real-time monitoring</p> <p>End-to-end visibility</p> <p>Carrier system integration</p>	<p>Automated disruption management</p> <p>IoT driven warehouse operations</p> <p>Storage optimization & Slotting</p> <p>Mobility enabled OPS</p>	<p>IoT enabled fleets and containers</p> <p>Route optimization</p> <p>Visibility of cargo</p>	<p>Cargo consolidation (IoT)</p> <p>Route Optimization & Geo fencing</p> <p>Enhanced customer experience and real-time update</p>	<p>Predictive maintenance</p> <p>Real-time inventory management</p> <p>Interactive manuals</p>



IMPACT OF DIGITAL ENABLEMENT

CLOUDIFICATION

Migrating to Public/Private Hybrid cloud infrastructure can lead to savings of 12% to 30%

MONETIZATION OPPORTUNITIES

IoT in Warehouses and Fleet can lead to new monetization opportunities

OPERATIONAL EXCELLENCE

Enhanced information flow between warehouse and customers can result in upto 60% improvement in request fulfillment time

DIGITALIZATION

PROCESS AUTOMATION

Process optimization and automation for the enterprise can lead to enhanced operating performance and cost savings up to 5% to 8%

ANALYTICS/ REAL TIME DATA

Integration of Data and BI platforms can drive 5%-15% Savings. Use of integrated Digital Data (Web, Social, Mobile, Pax) can lead to increase in customer engagement



HCL'S DSI ECOSYSTEM TO TRANSFORM YOUR ORGANIZATION TO A DIGITAL ENTERPRISE

DIGITAL DISCOVERY TOOL SET



ENTERPRISE DISCOVERY FRAMEWORK



DIGITAL ASSESSMENT TOOL

1 APPLICATION MODERNIZATION

	Legacy Modernization	Cloud Enablement	Commercial Enablement
PROPOSITION	Rewrite, recode, translate, implement, upgrade, re-implement, SaaS	Public cloud, private cloud	Cost/consumption model
COMPONENTS	Agile applications	Future Ready Infrastructure	Flexible Engagement
BENEFITS			

SYSTEMS INTEGRATION APPROACH

2 DATA FABRIC

	Data model	Integration
VALUE PROPOSITION	Single data dictionary, single data flow	Minimum Viable Model
COMPONENTS	Customer 360	Seamless flow of Data
BENEFITS		

3 DIGITAL TRANSFORMATION

	Omni Channel	BI & Analytics	Collaboration	Disruptive Technology
VALUE PROPOSITION	Mobile, Web, Ecommerce, Content, Multichannel	BI, Analytics, Big Data	Social and Enterprise Collaboration	M2M, 3D Printing, Industrial Internet
COMPONENTS	Revenue Impact	Decision Impact	Human Integration	Future Ready
BENEFITS				



DIGITAL SUCCESS STORIES

Modernization of systems supporting revenue, shipments, customs and pricing using big-data technologies to provide business benefits of over \$100M

(System Modernization – US based Logistics and Transportation)

Implemented HCL's GVP platform to drive increased visibility and streamline business processes reducing operational cost and improving profit margin by 4%.

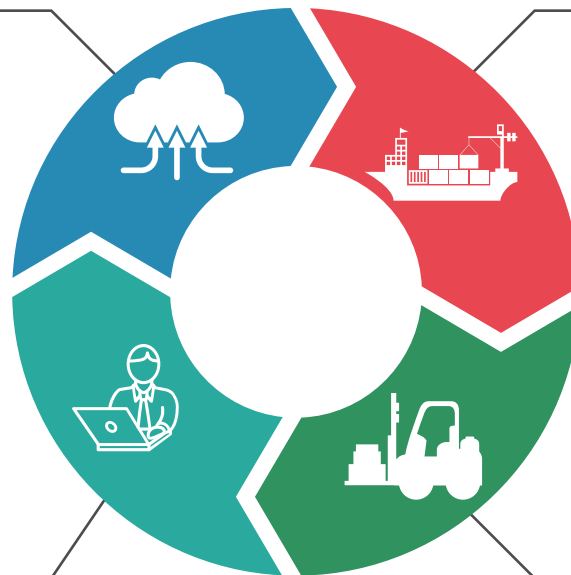
(HCL's GVP – Leading European 3PL)

Digitalized rental inspection and signature process and reduced rental times by 50% and reduced lengthy rental transactions from 29% to <1% driving over \$2M annual savings

(Digital Platform – Leading US Transportation company)

Consolidated 150+ applications into a single next gen platform driving over \$95M of cost savings and increase of revenue realization by 10%+

(Next Gen Platform – Leading US 3PL)



NOTES

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