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JDA and Descartes MacroPoint™

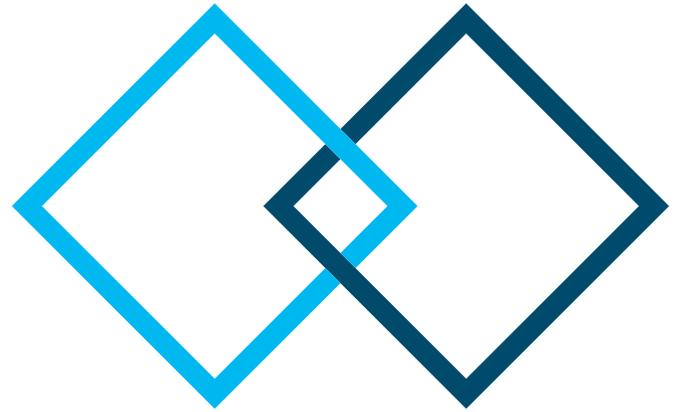
Achieve Real-Time Shipment Visibility to Maximize Service and Responsiveness

Today's shippers and receivers are being challenged to navigate increasingly complex global supply chains more efficiently. To succeed, the ability to view, analyze, predict and communicate the status of multimodal shipments in real time has become essential. As a result, global supply chain visibility has emerged as not just a competitive advantage — but an industry requirement.

JDA's best-in-class solutions, which span the end-to-end supply chain, have helped over 4,000 customers understand and respond to threats and opportunities across the global network, including transportation management.

Descartes delivers cloud solutions focused on improving the productivity, performance and security of logistics-intensive businesses. Today the Descartes Global Logistics Network™ has grown to represent an industry-leading ecosystem of carriers, forwarders, 3PLs and logistics services providers to empower logistics-intensive businesses. Over 200,000 unique carriers and millions of connected devices tie into this logistics community, resulting in reduced costs, better collaboration and increased customer satisfaction.

Based on its own transportation management experience, Descartes has developed an industry-leading solution that consolidates logistics tracking data from any carrier, device or transportation mode into a single integrated platform.



JDA and Descartes: A Comprehensive Solution

In an effort to help customers achieve the extremely accurate, real-time transportation insights they need to succeed today, JDA and Descartes have joined forces to provide customers with a unified transportation visibility solution for all areas and modes of their supply chains. By combining Descartes MacroPoint solutions with JDA software, customers can benefit from tightly integrated access to the visibility platform used by leading manufacturers, retailers, distributors and logistics service providers (LSPs) to obtain automated location tracking, performance monitoring and predictive analytics for in-transit shipments.

Historically, transportation management systems and warehouse management systems have lacked real-time visibility into freight options and conditions. The communication tools that connected them, such as phone and email, were slow — leading to a lack of responsiveness.

With logistics solutions from Descartes integrated directly into JDA Transportation Management and JDA Warehouse Management, companies have a new level of real-time visibility, which enables immediate action. They can react swiftly to changing conditions in order to control costs, maximize service, increase asset productivity and gain a significant competitive advantage. Via predictive analytics, they can even anticipate delays and avoid them.

Tight integration between JDA and Descartes solutions streamlines and accelerates communications, providing a steady stream of up-to-the-minute data on traffic and weather conditions. Shippers can gain an accurate look at estimated times of arrival (ETAs) as conditions change and, if needed, implement corrective actions.

In the past, disjointed technologies, a lack of integration, disparate sources of data and slow communications represented serious challenges to shippers as they sought to make intelligent trade-offs, balancing cost with service. Thanks to the strategic partnership between JDA and Descartes, those obstacles are removed, freeing companies to understand all their options and optimize their outcomes.

Meeting the Challenge of High Expectations

In today's fast-paced, demanding business world, just about everyone has come to expect real-time transparency into the location of their freight. This is true for a consumer tracking a recent online purchase, a service representative tracking a customer shipment or a retailer needing visibility to inbound inventory.

The problem is that both shippers and receivers have many layers and nodes in their supply chains — and, to complicate matters, many are currently inhibited by manual processes or legacy electronic data interchange (EDI) systems. That means the challenge is not producing shipment data, but sourcing and consolidating that data into an actionable format.

To meet these high expectations, Descartes MacroPoint created a solution to help overcome these challenges and achieve benefits such as:

- Supporting customers' on-time-in-full (OTIF) and just-in-time (JIT) mandates by delivering a high level of visibility
- Replacing multiple systems that create internal information silos between departments and external silos between trading partners with a unified logistics system
- Reducing the excessive labor costs and lost productivity caused by manual tracking and communication methods
- Improving working capital by increasing the focus on inventory planning, optimization and control
- Elevating the need to aggressively manage pick-up and delivery timeframes

- Improving the ability to predict and manage supply chain disruptions before they occur
- Eliminating the wide variety of third parties contracted for transportation and logistics that store information across multiple platforms and portals

The Power of Predictive ETAs

One of the key capabilities of Descartes MacroPoint is its ability to deliver in-transit ETAs for processes like labor planning, dock management and virtual inventory management. Descartes MacroPoint's game-changing technology allows shippers to view the location and dynamic ETA of every shipment simultaneously via a single control-tower view. Variables such as hours of service, traffic, weather, speed and lane are factors for every shipment — and are recalculated every 15 minutes by a proprietary algorithm.

By leveraging predictive ETAs, one e-commerce giant is able to systematically trigger its inventory management system to show that a specific product is available to sell online the moment a load is shipped from the supplier. Using ETA as a determining metric has also reduced lost sales resulting from stock-outs.

While ETAs can clearly help dock operations become more efficient, shippers should also think in terms of how supply chain visibility supports the creation of a virtual inventory management platform. ETA data is even being used to inform higher-profile business processes by supporting business simulations, contingency planning and what-if scenario analysis.

Understanding the Risks — for Informed Decision Making

The unpredictability of today's logistics environment makes it difficult to understand and manage the element of risk. Typically, by the time an issue has surfaced, it is too late to make adjustments.

However, Descartes MacroPoint provides a constant review of every shipment location and ETA. This happens automatically behind the scenes, and the solution classifies all loads under three categories of risk. This category segmentation, combined with geofencing and off-schedule alert capabilities, allow shippers to be notified of any at-risk loads. This, in turn, enables exception management capabilities that were previously unattainable.



Knowing that a shipment is going to be delayed is never a positive event. But having accurate inbound data allows shippers to modify their plans and keep customers informed. This is the hallmark of best-in-class shippers.

Intelligence Reporting Drives Smarter Logistics

Best-in-class shipping organizations have also created an ability to continuously fine-tune their carriers' performance and reaction times — resulting in smarter logistics management.

While many shippers analyze historical detention and dwell times across their network to identify problem areas, industry leaders go a step further. Advanced technology from Descartes MacroPoint equips them to proactively manage carrier compliance scores, carrier on-time performance and detention reporting. Descartes can even set up custom reporting and analytics to fit the unique needs of each customer's business.

Delivering Bottom-Line Benefits

Billions of dollars are spent each year by shippers on avoidable fees and penalties. Over time, detention, demurrage, chargebacks and the resulting labor costs can significantly impact the bottom line of any business.

The real-time visibility supported by Descartes MacroPoint can minimize these costs by identifying delays and other issues in advance, so corrective actions can be taken. As just-in-time becomes more prevalent, having the right assets in the right place at the right time is more important than ever.

Improving Satisfaction for Customers and Drivers

Outdated communication methods such as phone calls only create congestion and delays in today's fast-moving logistics environment. By offering immediate, automated access to time-sensitive information, Descartes MacroPoint enhances communication and responsiveness for customers, carrier partners and drivers. Information access and open communication foster strengthened relationships — resulting in increased revenues, profits and productivity levels for all parties involved.

JDA and Descartes: Stronger Together

By integrating their powerful technologies, JDA and Descartes MacroPoint have forged a path to enabling complete, end-to-end supply chain visibility. Through unmatched network integration and high-quality data aggregation, shippers and receivers now have the connectivity required to make better business decisions, reduce costs and increase customer satisfaction through real-time visibility.

About Descartes

Descartes (Nasdaq:DSGX) (TSX:DSG) is the global leader in providing on-demand, software-as-a-service solutions (SaaS) focused on improving the productivity, performance and security of logistics-intensive businesses. Customers use Descartes' modular, software-as-a-service solutions to route, schedule, track and measure delivery resources; plan, allocate and execute shipments; rate, audit and pay transportation invoices; access global trade data; file customs and security documents for imports and exports; and complete numerous other logistics processes by participating in the world's largest collaborative multimodal logistics community. With headquarters in Waterloo, Ontario, Canada, Descartes has offices and partners around the world. Learn more at www.descartes.com, and connect with Descartes on [LinkedIn](#) and [Twitter](#).

About JDA

JDA Software is the leading supply chain software provider powering today's digital transformations. JDA helps companies optimize delivery to customers by enabling them to predict and shape demand, fulfill faster and more intelligently, and improve customer experiences and loyalty. More than 4,000 global customers use JDA's unmatched end-to-end software and SaaS solutions to unify and shorten their supply chains, increase speed of execution, and profitably deliver to their customers. JDA's world-class client roster includes 75 of the top 100 retailers, 77 of the top 100 consumer goods companies, and 8 of the top 10 global 3PLs.

Running JDA, you can plan to deliver.

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