



Elemica

**How data networks can  
support LSP's to answer the  
needs of their customers**

# What the shippers want .....

**DELIGHT, not satisfy  
your customer**

While **satisfaction** is about meeting **customer** expectations, **delight** involves surpassing it and taking the entire experience to an emotional plane. A **delighted customer** is less likely to go to a competitor as against a **satisfied customer**. It breeds loyalty as **delight** is an emotion that one would want to experience more than once



# Also, for sustainability



..... Increase data entry accuracy up to 99%. Even if your error rates are low (>1-2%), what are these errors costing you? Considering retailers and manufacturers each lose \$2 million for every \$1 billion in sales due to bad data\*, errors are costing you more than you realise!

\*A.T. Keamey ("RFID/EPC: Managing the Transition")

- 2 million shipments a year, is probably more than 20 million pieces of information and a huge amount of fax paper in the “old world”
- From CEFIC, the European Chemicals sales is about \$650 billion. Without the automation that we do it would mean over \$1 billion in errors.

So what do your customers want?



OTIF

# What is reality

~~HOTMF~~

*Hopefully On Time Usually Full*

EU Road  
Infrastructure

Product on  
Allocation

Driver  
Shortages

Not Enough  
Equipment

Competitors on  
Force Majeure

Low Rhine  
Levels

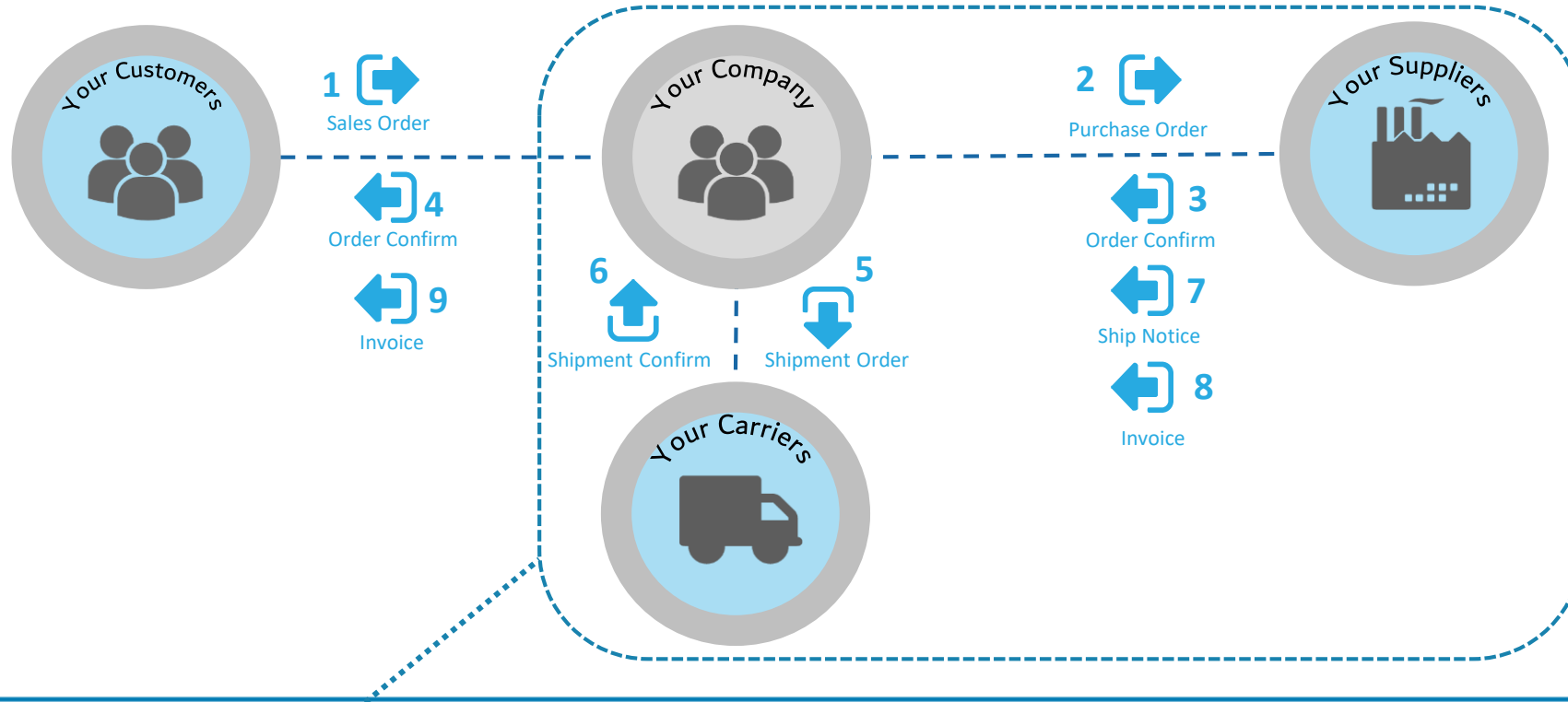
Gilet Jaunes

Dutch Farmer  
Strikes

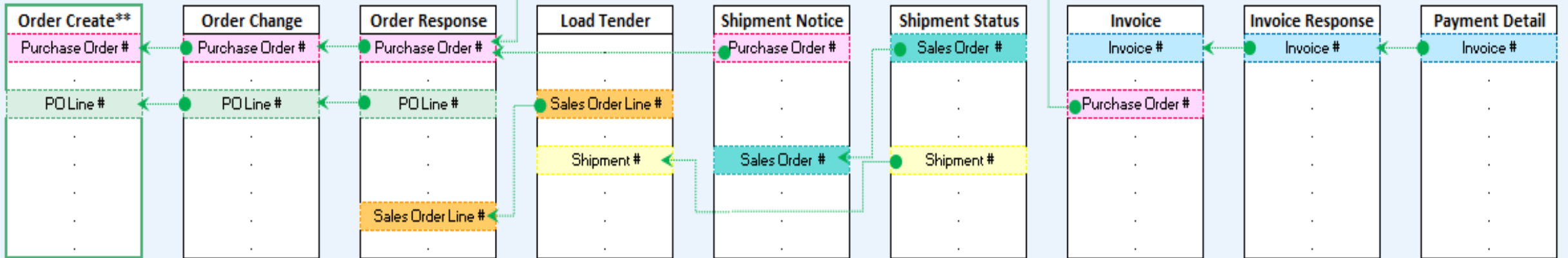
BREXIT???



# Link



## Transactions & Correlations



Time: 0 Time: n

# Get that data, then you can track the OTIF



2 WARNINGS

Search Profile

CURRENT None

Delivery Date Range  
2019-09-08 - 2019-10-15

Warning Type  
All

Warning  
All

Buyer  
Akzo Nobel Indu... CLEAR  
Select More

Supplier  
All

Ship To  
All

Product  
All

Save Search

Search ... Search

39 Order Lines VIEW AS BUYER SUPPLIER REALITY CHECK™ ON OFF CSV DOWNLOAD

STATUS	WARNING	WARNING TYPE	ORDER LINE	DELIVERY	SHIP TO	PRODUCT
Booked		No Warning	4500392661 L00010	2019-09-09	Malmö Warehouse Building...	1HE77
Booked		No Warning	4500390416 L00010	2019-09-09	Akka Frakt - Hemsögatan 6	4W181
Confirmed		No Warning	4500393743 L00010	2019-09-09	Malmö Warehouse Building...	1H584
Booked	Expected Late	Booking	4500394173 L00010	2019-09-10	Bulk Norregatan - Akzo No...	7M477
Booked	Expected Late	Booking	4500394173 L00020	2019-09-10	Bulk Norregatan - Akzo No...	7M406

ACTIVITY VIEW IN TRACE >

- Order Created ✓ 2019-08-27 12:25:02 UTC
- Order Confirmed ✓ 2019-08-27 12:30:31 UTC
- Order Confirmed ✓ 2019-08-28 09:16:00 UTC
- Order Confirmed ✓ 2019-09-02 09:16:43 UTC
- Order Confirmed ✓ 2019-09-02 09:22:44 UTC
- Transport Requested ✓ 2019-09-03 13:20:40 UTC
- Transport Requested ⚠ 2019-09-04 11:55:31 UTC

WARNING ORDER DETAILS

Most Recent Warning  
⚠ BOOKING ETA IS 2 DAYS LATER THAN REQUESTED BY PO.

Dismissal Notes  
Enter Notes

DISMISS WARNING

Easy to track which inbound raw materials may miss OTIF, both partners can know at the same time

# Then, with the help of the carriers



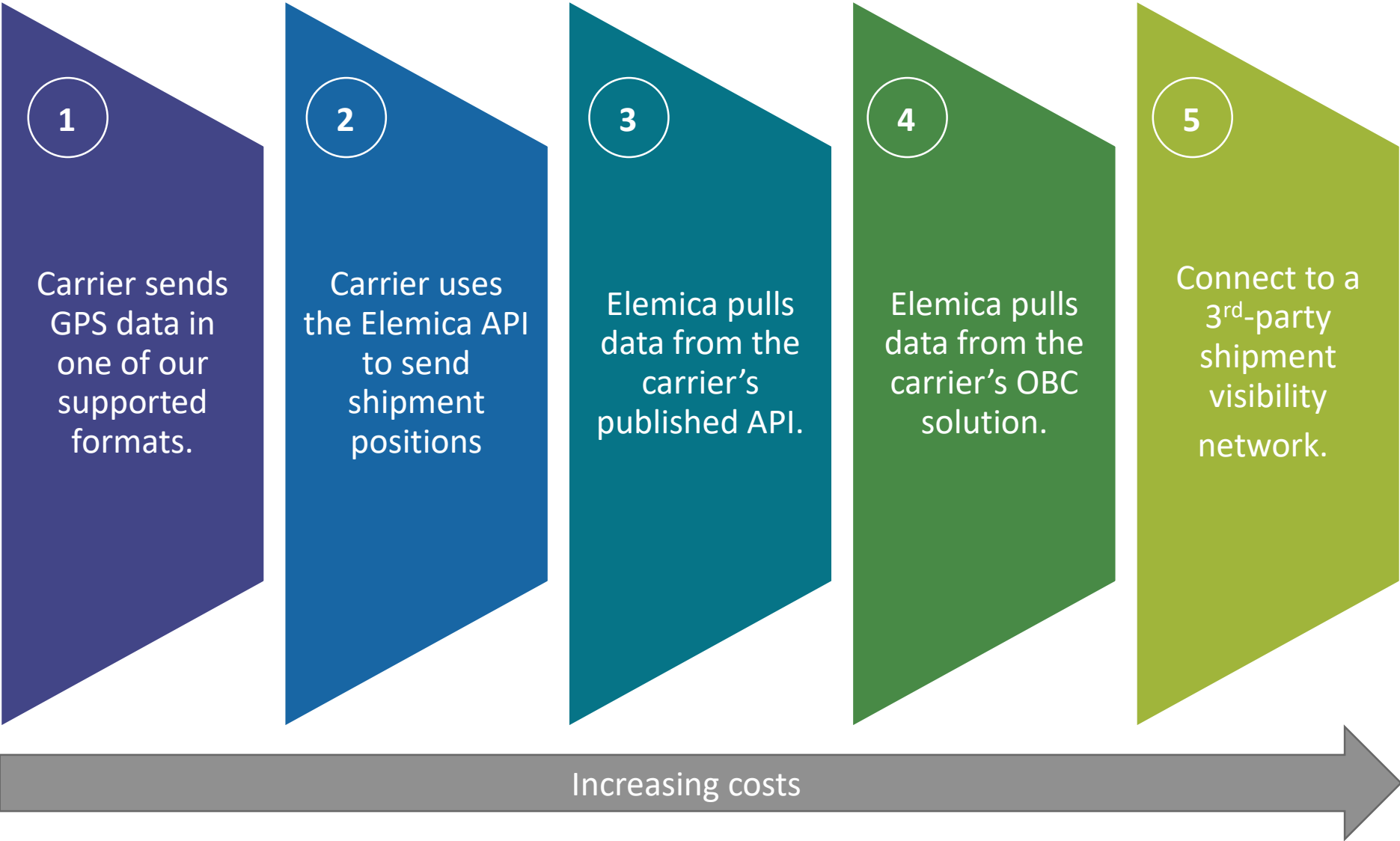
The screenshot displays the Elemica See web application interface. At the top, there are navigation tabs: DASHBOARD, PULSE, TRACE (selected), and TRANSPORT. The user is logged in as ACME USER. On the left, a circular gauge shows 52 SHIPMENTS. Below it is a search profile section with filters for Delivery Days From Today (30 to 14), Carrier (All), Origin (All), Destination (All), Product (All), Role (All), and Strategic Business Unit (All). The main content area shows 9 shipments. The first two are highlighted as 'Expected Late'. Below the shipment list, there is a detailed view for 'Acme Specialty Chemicals' (PICKUP) and 'OM Industries ~ OM Industries' (DELIVERY). A map shows the route progress with a red circle around the area from Antwerpen to Munich/Vienna. A legend indicates: Green for On-Time, Yellow for Expected Late, Red for Late, and Grey for No Data. At the bottom, a table lists the shipments.

ON-TIME STATUS	STATUS	SHIPPER	CARRIER	SHIPMENT NUMBER	PICKUP	DELIVERY	ORIGIN	DESTINATION
Expected Late	Delivered	Vining Eco Products	Translink Carriers (STG40000...	DLD9099754	2018-08-14 00:00:00	2018-08-15 15:00:00	Amsterdam	Leuna OT Kötschlitz
Expected Late	En Route	Acme Specialty Products	Haribo Trucking (STG40000...	TST0157558	2018-08-13 00:00:00	2018-08-16 17:00:00	Antwerpen	Brno-jih-Dolni Herspice
Expected Late	En Route	Acme Specialty Products	Terminus Logistics (STG40000...	SHPEL58463	2018-08-14 00:00:00	2018-08-17 17:00:00	Amsterdam	Leuna OT Kötschlitz

Some of the ECTA community are providing GPS signals to support visibility throughout the supply movement



# Connectivity Options for GPS Signals



A microscopic image of plant cells, likely from an onion skin, showing a grid-like structure of cells. The image is overlaid with a semi-transparent blue filter. The text "In Conclusion" is centered in white.

**In Conclusion**

**You are helping YOUR customers  
delight their customers.**

**They would struggle to provide the  
service they do, without the ECTA  
community providing the data that  
you do.**

Finally .....

I am convinced that we have data that would add value to carriers. If I can tell a Shipper that he may miss OTIF, should I tell you as well? If I am sending alerts, should I give you a “these were all the alerts you had this week for Shipper A”.

**I don't know what would help you, but I am damn sure there is something.**

