

Il Futuro del Transportation Management è nell' Oracle Cloud

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Safe harbor slide

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Agenda

- Il presente della logistica dei trasporti tra sfide e opportunità
- La piattaforma Oracle di Transportation Management (OTM)
- I vantaggi della soluzione OTM Cloud
- OTM Cloud e Reply: Success Stories



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The world is doing things differently.

Expectations are changing.



Everything has changed

Yesterday

- Cost efficiency
- Supply driven
- Transactional selling
- Stable trade agreements
- Standalone legacy systems
- Process execution

Today and beyond

- Cost efficiency + responsive agility
- Consumer-driven
- Continuous relationships
- Major disruptions and trade wars
- Process change and partner collaboration
- Intelligent automation

How disruptions in logistics will affect business

As complexity grows, how will you respond?

Changes in core technologies will disrupt transportation service

68%

expect major changes in transportation within next 5 years

Changes in distribution channels will disrupt business

65%

expect major changes in distribution within next 5 years

Changes in consumer behavior will cause disruptions in business

64%

of companies will need to adapt within the next 5 years

Need to make warehouses more responsive and efficient

78%

investing in technology to reduce warehouse costs

Source: PWC: Five forces Transforming Transport and Logistics; 2019 EMEA Trend Book



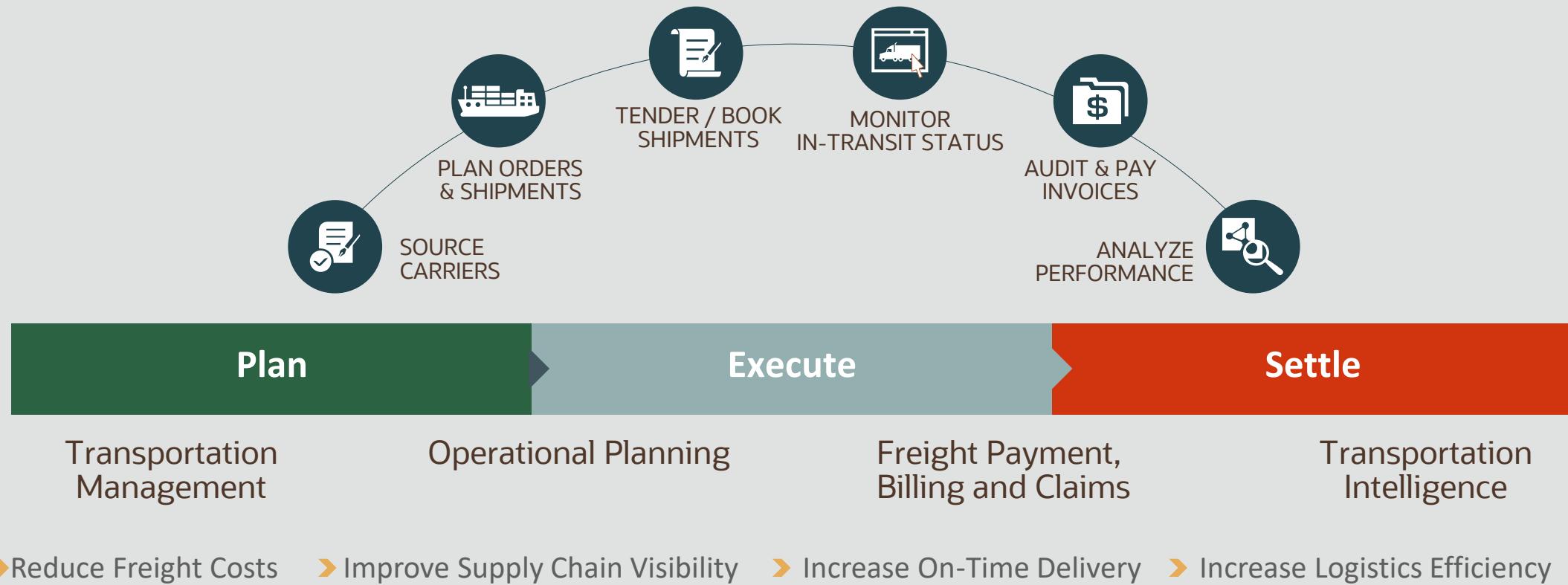
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Oracle Transportation Management Cloud

Executing Better Transportation Processes



Oracle Transportation Management Cloud

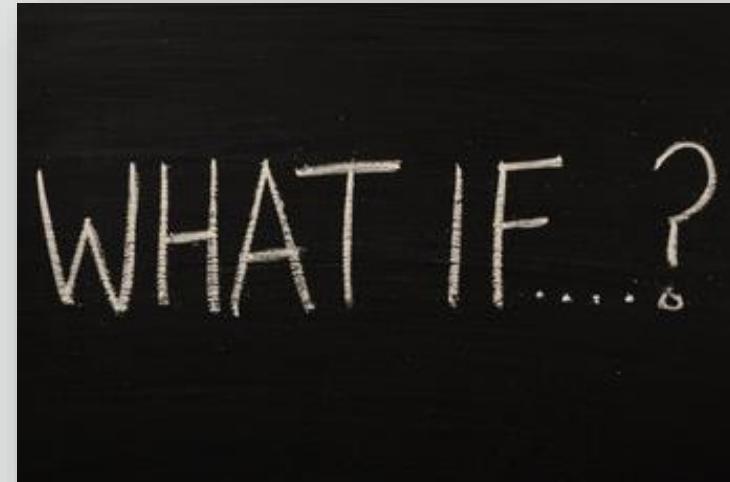
Executing Better Transportation Processes



Oracle Logistics Network Modeling Cloud

CHANGES IMPACT YOUR LOGISTICS NETWORK

- Shipping volume fluctuations
- Carrier cost & capacity volatility
- New suppliers & customers
- Unplanned disruptions



Oracle Logistics Network Modeling Cloud

- Define, optimize, analyze & compare logistics scenarios
- Simulate performance with using real-world data
- Intrinsic part of OTM Cloud for seamless execution
- Strategic decisions drive better business outcomes

The screenshot displays the Oracle Logistics Network Modeling Cloud interface. It features three main components:

- Define Projects:** A red callout points to a table titled "Modeling Project" containing entries like "LNMDemo.NETWORK ROUTING" and "LNMDemo.SINGLE_LEG_CONSOLIDATION".
- Define Scenarios within a Project:** A red callout points to a section titled "Modeling Scenario" showing three maps labeled "SCENARIO 01", "SCENARIO 02", and "SCENARIO 03". Each map displays a network of cities and routes in the Northeastern United States and Canada.
- Compare Scenario Results:** A red callout points to a table titled "Modeling Shipment Stop" and "Project Bulk Plans", which lists various shipment stops and their details.

Oracle Logistics Network Modeling Cloud

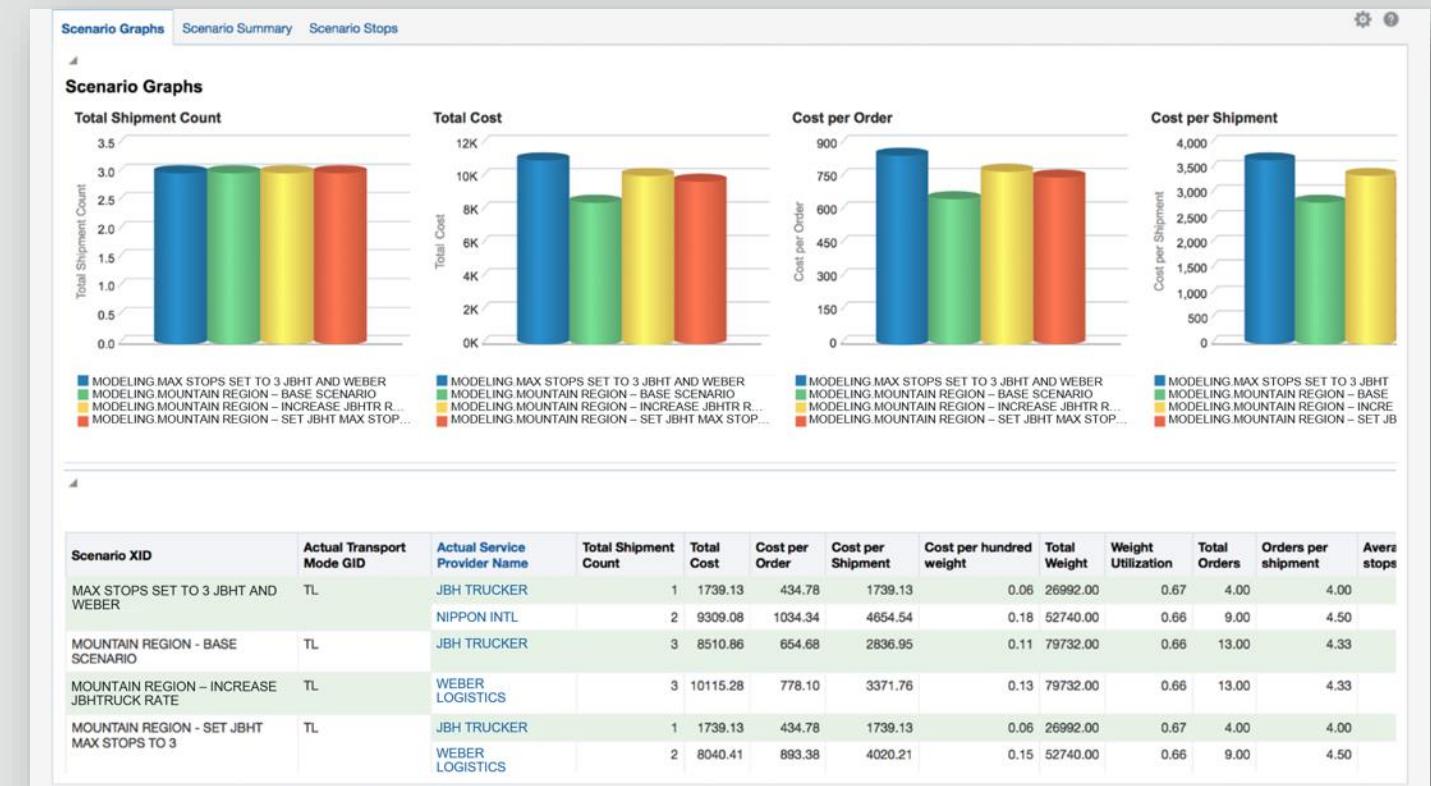
Scenario Analysis

Analyze plan results for each scenario (e.g., cost metrics, utilization, network efficiencies)

Compare results side-by-side within or between scenarios to determine impact and decisions

Utilize pre-built dashboards

Create your own ad-hoc queries, dashboards



Ready to Go Emerging Technologies and Logistics Cloud

➤ Digital Assistant, Chat Bot

Provide real-time status information through conversational interaction and Chat Bot

➤ IoT Fleet Monitoring

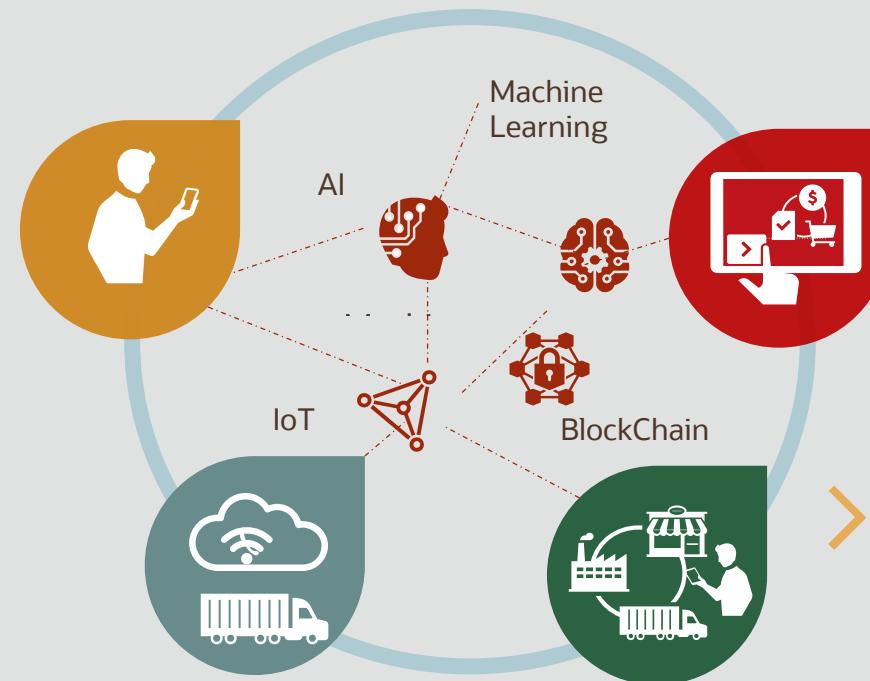
Real-time transportation visibility integrated with supply chain management

➤ Machine Learning

Improve transportation lead time prediction accuracy

➤ Intelligent Track and Trace

Monitor transactions and movement of assets or goods across organizations



Oracle Positioned as a Leader in Gartner Magic Quadrant for TMS

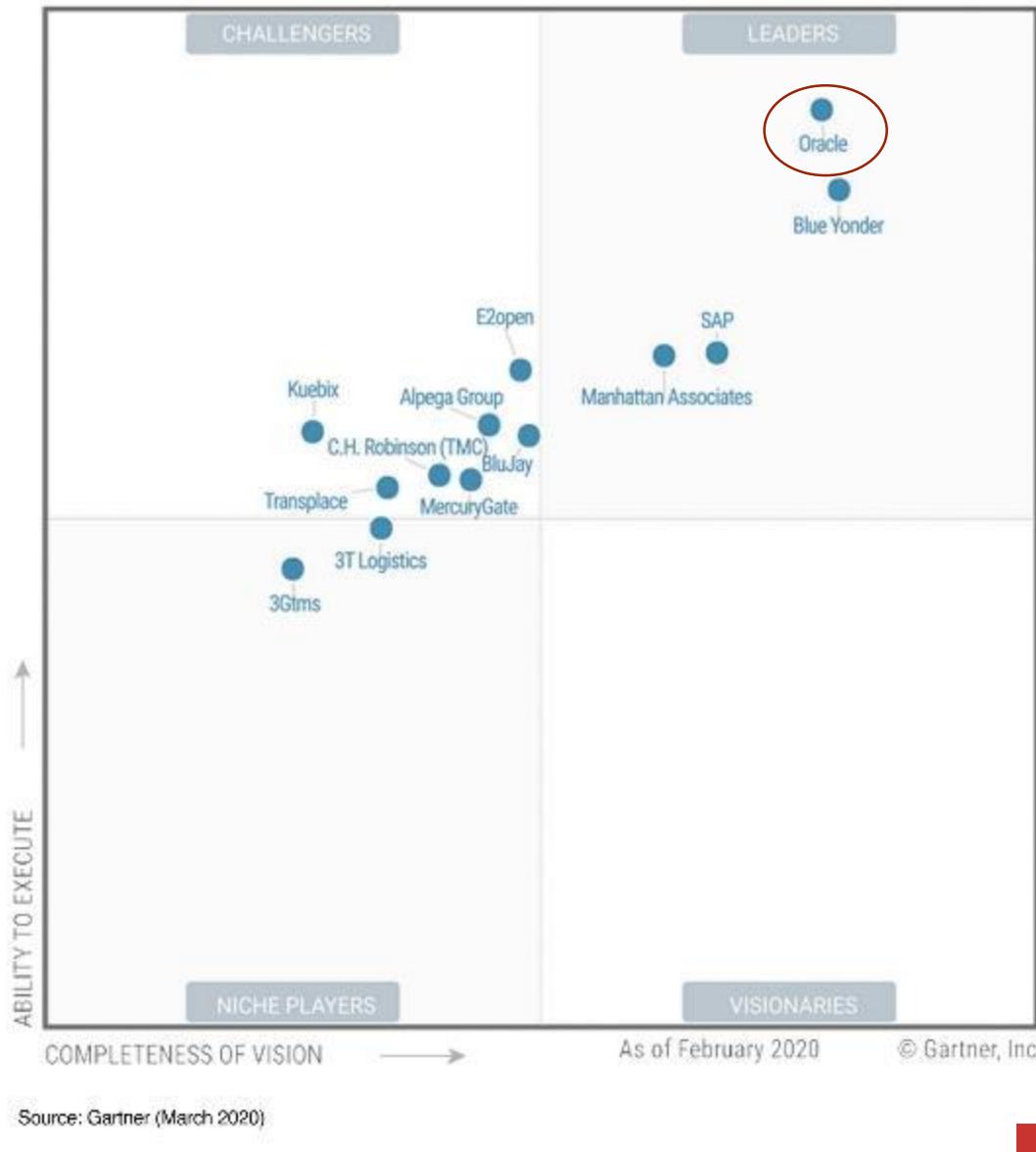
2020 Gartner Magic Quadrant for Transportation Management Systems

“TMS technology is on the rise. The latest Gartner forecast on TMS, worldwide, estimates that the market is growing at a five-year CAGR of 11.12% (from 2018 to 2023). Factors such as the need to reduce costs; improve internal productivity, efficiency and customer service; increase visibility; and make better use of capacity are driving the growth of the market through 2022.”

[Link to Gartner Magic Quadrant report](#)

Gartner, Inc., “Magic Quadrant for Transportation Management Systems”; Bart De Muynck, Brock Johns, Oscar Sanchez Duran; 25 March 2020. This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Oracle. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner’s research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Figure 1. Magic Quadrant for Transportation Management Systems



A person wearing a yellow and black striped shirt, seen from the side, looking towards the right.

ORACLE

IL FUTURO DEL
TRANSPORTATION
MANAGEMENT È
NEL CLOUD

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I VANTAGGI DELLA SOLUZIONE OTM CLOUD



WHY CHOOSE OTM CLOUD

TECHNOLOGICAL PLATFORM

1. OTM Cloud uses Oracle Cloud technological stack

- Break-through technologies
- All-in-one Services (application, analytics, integration, security, AI, blockchain)
- Volumes Scalability

2. OTM Cloud is a lean solution

- Immediate access to the platform at the subscription
- No hidden effort nor cost for the setup and maintenance of the infrastructure
- Platform security guaranteed by Oracle experts



WHY CHOOSE OTM CLOUD

APPLICATION

3. OTM Cloud is always up-to-date

- No more Release Upgrade projects
- New functionalities every 3 months
- 'Zero downtime' target
- Release update managed plan

4. OTM Cloud is highly versatile

- OTM Cloud is the Best of Breed in the TMS global market
- One product to cover a worldwide network of control towers



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OTM CLOUD E REPLY: SUCCESS STORIES



SUCCESS STORIES

- **First roll-out on OTM Cloud – Marazzi**
- **OTM On Premise customer migrates in OTM Cloud**
– Capital Goods Customer



FIRST CLOUD IMPLEMENTATION - CASE MARAZZI



MARAZZI

Marazzi Group is a leading international player in the ceramic tiles sector.

Experience and innovation capability, creativity and design, tradition and culture, a passion for ceramics and environmental awareness are the fortés of Marazzi ceramics which have been **defining living spaces** since 1935, combining aesthetics and top quality materials.



LOGISTIC CONTEXT

- **5 Countries**
- **12 Production Plants**
- **15 Shipping Warehouses**
- **~10K European Suppliers**
- **>20K Worldwide Customers**



MAIN PROBLEMS

WAREHOUSE

- The **carriers** arrival time at distribution plant is **unknown**
- **No slot booking organization**
- **Queue for truck for loading/unloading activities**

Invoicing

INVOICING

- A **custom tool** manages the **transportation cost** and **invoicing process**
- **High level of manual maintenance** to update the transportation costs
- **Complex cost rules implementation** to manage new carriers and new contracts



OTM CLOUD INITIATIVE

STEP BY STEP MVP APPROACH

1

Dock Scheduling (2016)

Improvement pick-up and delivery appointment scheduling at the production plants with the logistics service provider (LSPs)

DONE

2

Invoicing (2018)

Transportation cost reduction, improvement of contract management, costs control phase and automatization of valorization process

DONE

3

On-going initiatives (2020)

OTM Roll-out

WIP



RESULTS

KEY OF SUCCESS: START SMALL AND QUICK

A

Dock Scheduling (2016)

*Trips optimization and slot booking managed online
Improvement of warehouse operations thanks to online information exchange in advance
Check-in at the plants using barcode reading
Queues reduction for loading/unloading activities
High increase of carriers satisfaction*

DONE

B

Invoicing (2018)

*Important reduction of manual activities for the contract management, valorization and invoicing
Contracts rationalization and standard rules application in OTM planning
Contracts maintenance process simplified
Flexibility increase in the onboarding of new carriers*

DONE

C

On-going initiatives (2020)

From an offline and manual transportation management to a standard and automated one on OTM platform

WIP



FROM ON PREMISE TO CLOUD – CAPITAL GOODS CUSTOMER



THE CUSTOMER

A CAPITAL GOODS COMPANY

12 Brands

+60,000
Employees

66
Plants

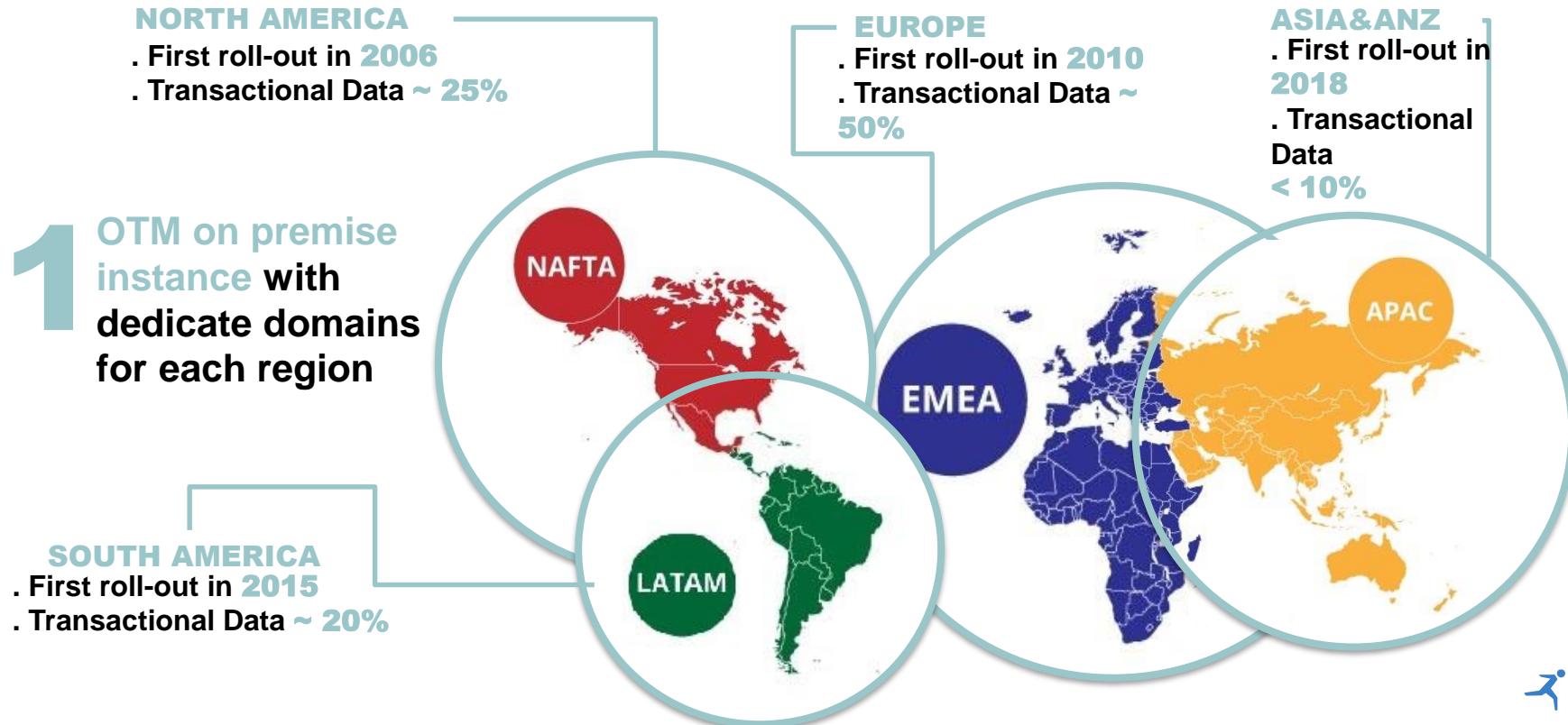
180
National
Markets

~\$30
Billion
Revenues



THE CUSTOMER & OTM ON PREM

AN ORACLE PARTNERSHIP 15 YEARS OLD



UPGRADING TO THE CLOUD

KEY REASONS

- 1. Improve System Performances and Reliability** using state-of-the-art technical solutions
- 2. Exploit the latest new functionalities** and enhancements available in the new versions enabling new and future possible business opportunities
- 3. 'No more Release Upgrade projects'**
- 4. Application always up-to-date** with the latest available features on the marketplace and enhancements
- 5. Maintenance:** patching and maintenance always up-to-date



UPGRADE AL CLOUD

COMPANY REQUIREMENTS

Enable the customer to the new OTM Cloud platform while
preserving the existing

- *Business Processes*



- *Business Data*



PROJECT CHALLENGES

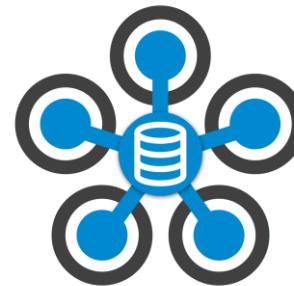
When preparing the project, the **most important challenges** identified for this Customer were..



**Transactional
Data Volume**



Customizations

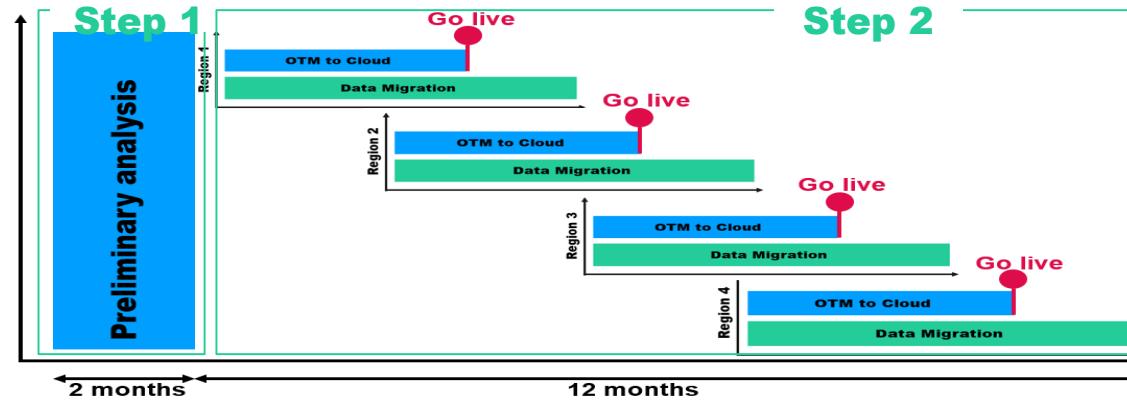


Systems Dependencies



PROJECT APPROACH

- Choose to go live through **roll-outs by region** instead of one 'big bang'
- Give to the **data migration** activity a **sub-project relevance** with dedicated team
- Workplan tailored to achieve unity of effort among the roll outs, Data migration project and Business needs alignment



PROJECT RESULTS

- **2 regions have successfully completed their journey to Cloud and have gone live**



- Complex customizations were re-designed with standard features by improving system maintenance, performance and reliability
- New Cloud module and facilities have automated and reduced manual users activities (e.g. Rates maintenance)



