

Il Futuro del Transportation Management è nell' Oracle Cloud

Serena Greco
SCM Solution Engineer



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

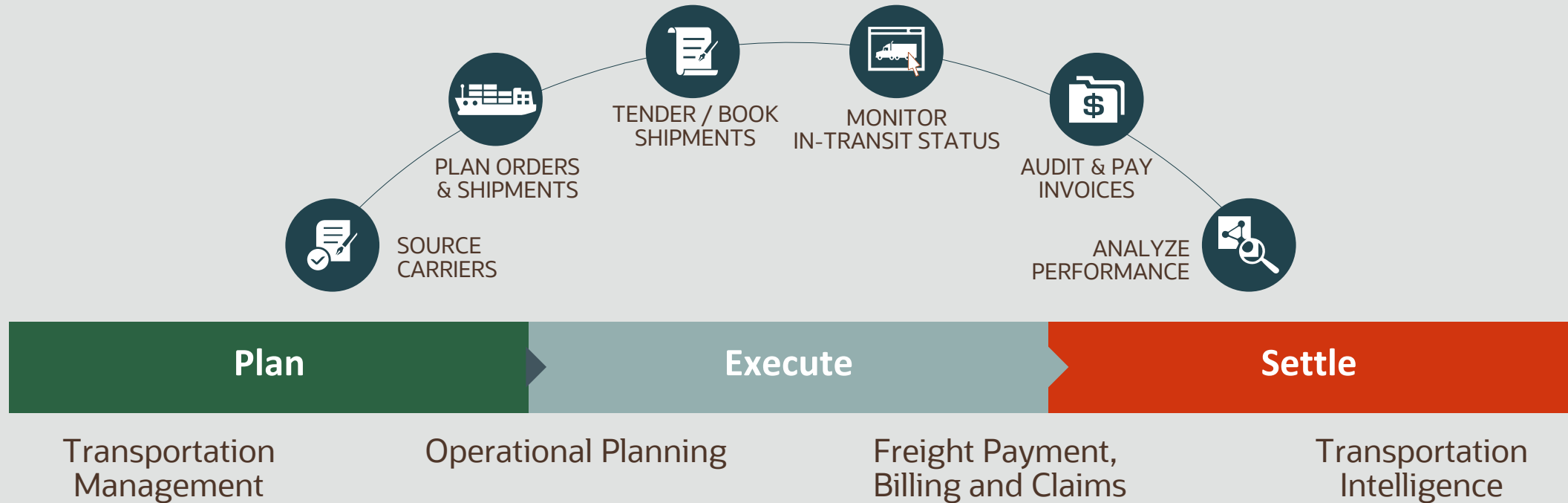


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Oracle Transportation Management Cloud

Executing Better Transportation Processes



➤ Reduce Freight Costs ➤ Improve Supply Chain Visibility ➤ Increase On-Time Delivery ➤ Increase Logistics Efficiency

Oracle Transportation Management Cloud

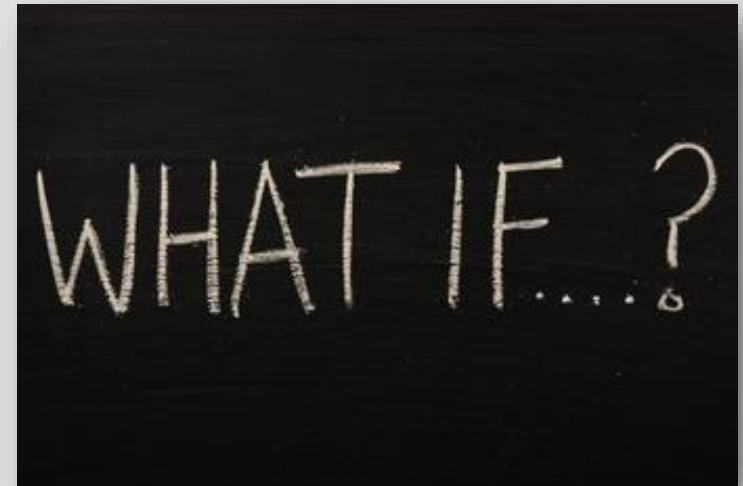
Executing Better Transportation Processes



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. At the top, a red speech bubble labeled "Define Projects" points to the "Modeling Project" section. This section contains a table with the following data:

ID
LNMDemo.NETWORK ROUTING
LNMDemo.SINGLE_LEG_CONSOLIDATION
LNMDemo.TEST PROJ

Below this, the "Modeling Scenario" section shows a table with the following data:

ID	Modeling Shipment ID	Modeling Scenario ID	Service Provider ID	Mode	Total Actual Cost	Total Gross Weight	Total Gross Volume
LNMDemo.10366	10366	NR_DYNAMIC_X...	JB HUNT	TL	723.44USD	12,097.00LB	110.00CU FT
LNMDemo.10367	10367	NR_DYNAMIC_X...	JB HUNT	TL	285.00USD	9,890.00LB	110.00CU FT
LNMDemo.10368	10368	NR_DYNAMIC_X...	JB HUNT	TL	230.44USD	2,796.00LB	99.00CU FT
LNMDemo.10369	10369	NR_DYNAMIC_X...	JB HUNT	TL	544.80USD	9,406.00LB	34.00CU FT
LNMDemo.10370	10370	NR_DYNAMIC_X...	JB HUNT	TL	401.78USD	6,181.00LB	17.00CU FT

At the bottom, two red speech bubbles labeled "Define Scenarios within a Project" and "Compare Scenario Results" point to the "Modeling Scenario" and "Modeling Shipment Stop" sections, respectively. The "Modeling Scenario" section shows a map of North America with various cities and routes. The "Modeling Shipment Stop" section shows a table with the following data:

ID	Bulk Plan ID
LNMDemo.20180407-0004	20180407-0004
LNMDemo.20180407-0005	20180407-0005
LNMDemo.20180407-0006	20180407-0006

Oracle Logistics Network Modeling Cloud

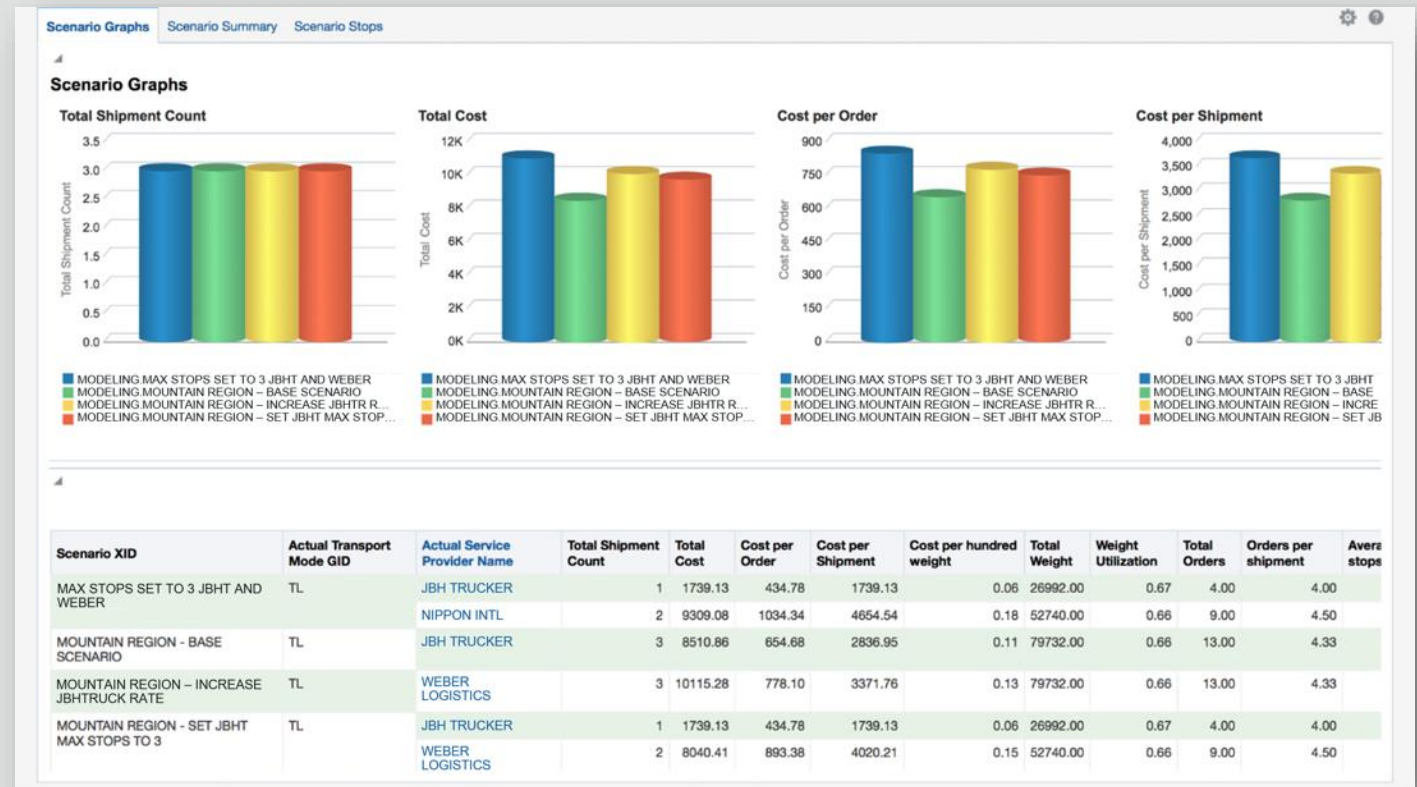
Scenario Analysis

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

> Machine Learning

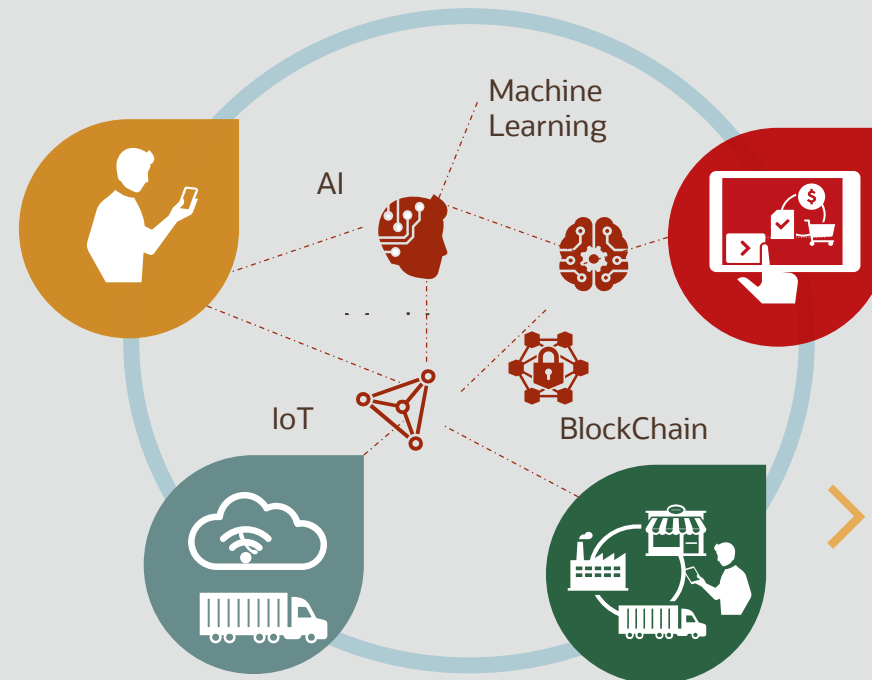
Improve transportation lead time prediction accuracy

> IoT Fleet Monitoring

Real-time transportation visibility integrated with supply chain management

> 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



Source: Gartner (March 2020)



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 fortes 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

Dock Scheduling Optimization

WAREHOUSE

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

Invoicing

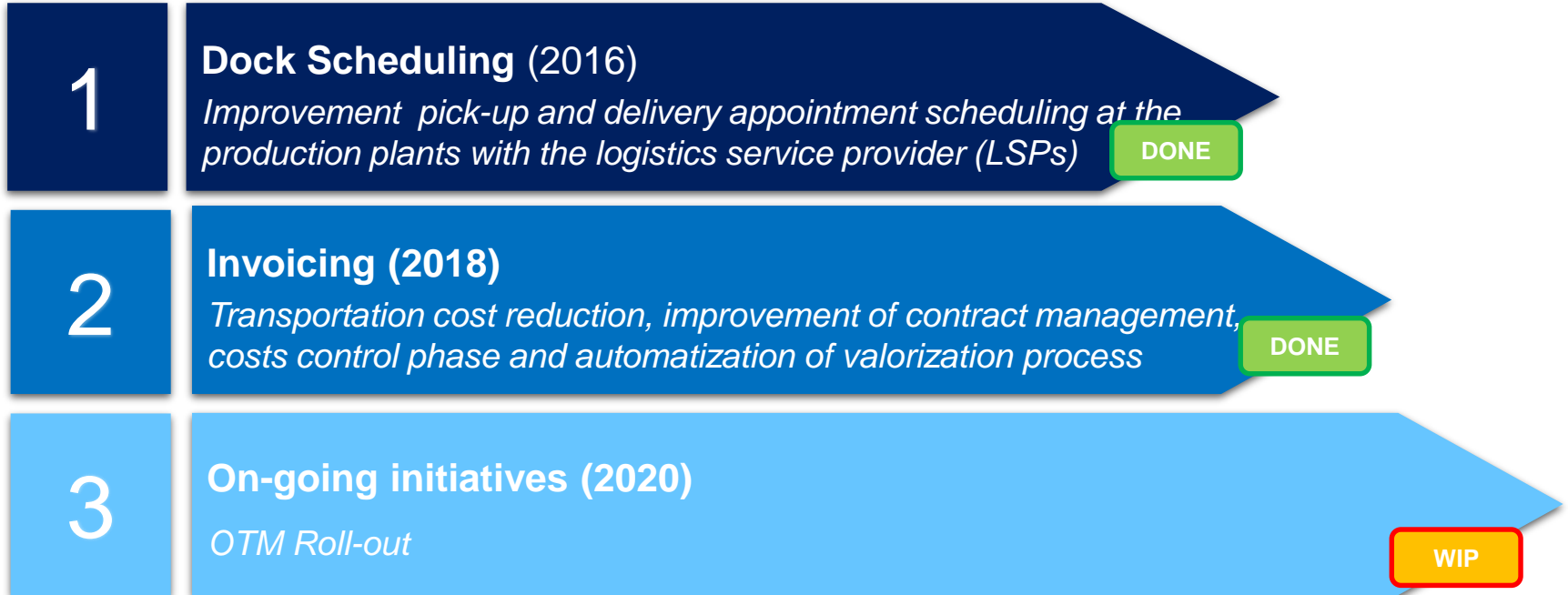
INVOICING

- 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



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

66

Plants

180

National
Markets

~\$30

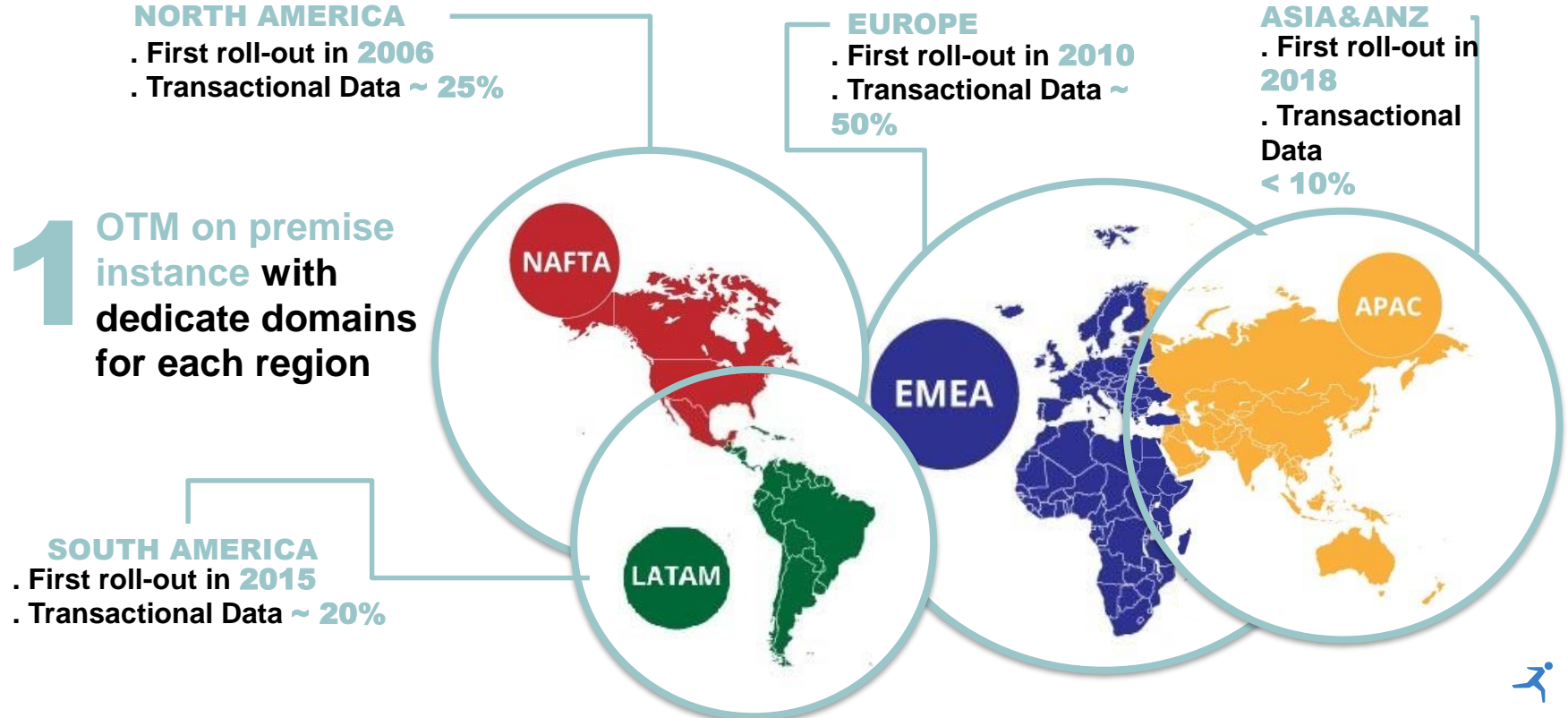
Billion
Revenues

+60,000
Employees



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

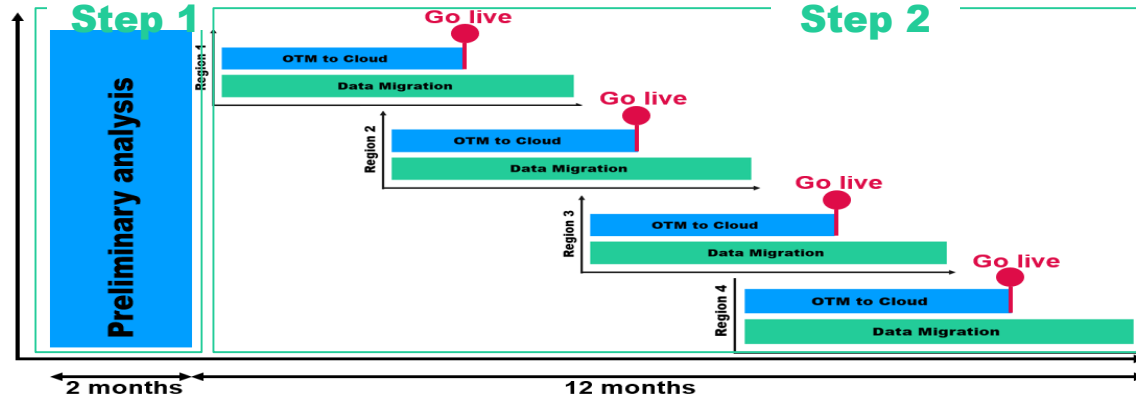


Systems Dependencies



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)**



