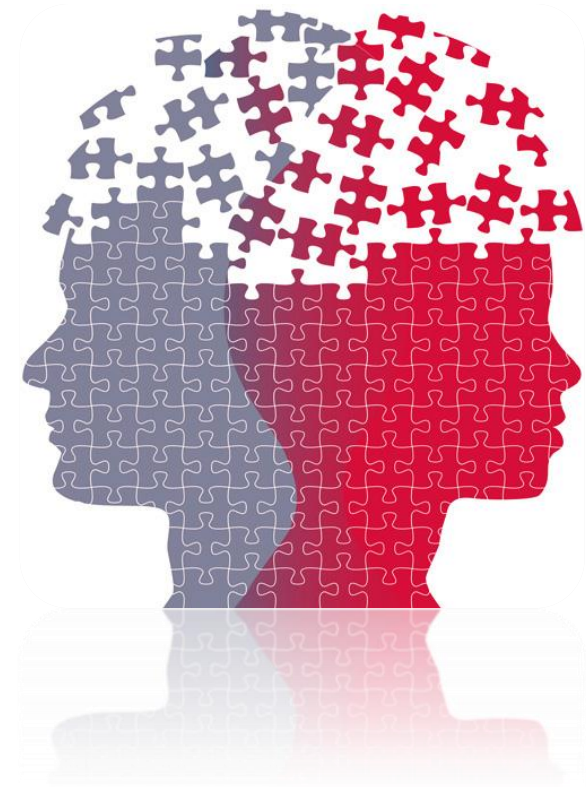




Oracle Transportation Management (OTM) Capabilities

Agenda

- ✓ Industry Key Challenges
- ✓ Oracle Transportation Management Overview
- ✓ Key Business Benefits of OTM
- ✓ OTM Suite Solution Foot Print
- ✓ OTM Integration Capabilities
- ✓ Future Roadmap for OTM
- ✓ Rapidflow Value Proposition



Industry Key Challenges

Manufacturing Industry

- ✓ Escalating end-customer expectations
- ✓ Lack of global inventory tracking mechanisms
- ✓ Increasing supply risks
- ✓ Reducing lead times
- ✓ Growing demand for frequent and time definite deliveries

Retail Industry

- ✓ Escalating end-customer expectations
- ✓ Increasing demand volatility
- ✓ Increasing inventory carrying/holding costs
- ✓ Inefficient management of inbound shipments
- ✓ Inefficient route optimization for outbound shipments

Logistics service providers

- ✓ Capacity shortages of drivers, railcars, ocean slots, and ports
- ✓ Increasing fuel costs
- ✓ Increased regulation on hours of service rules and security procedures
- ✓ Lack of efficient global inventory tracking mechanisms



Business Impact

Increased transportation and logistics processes inefficiencies

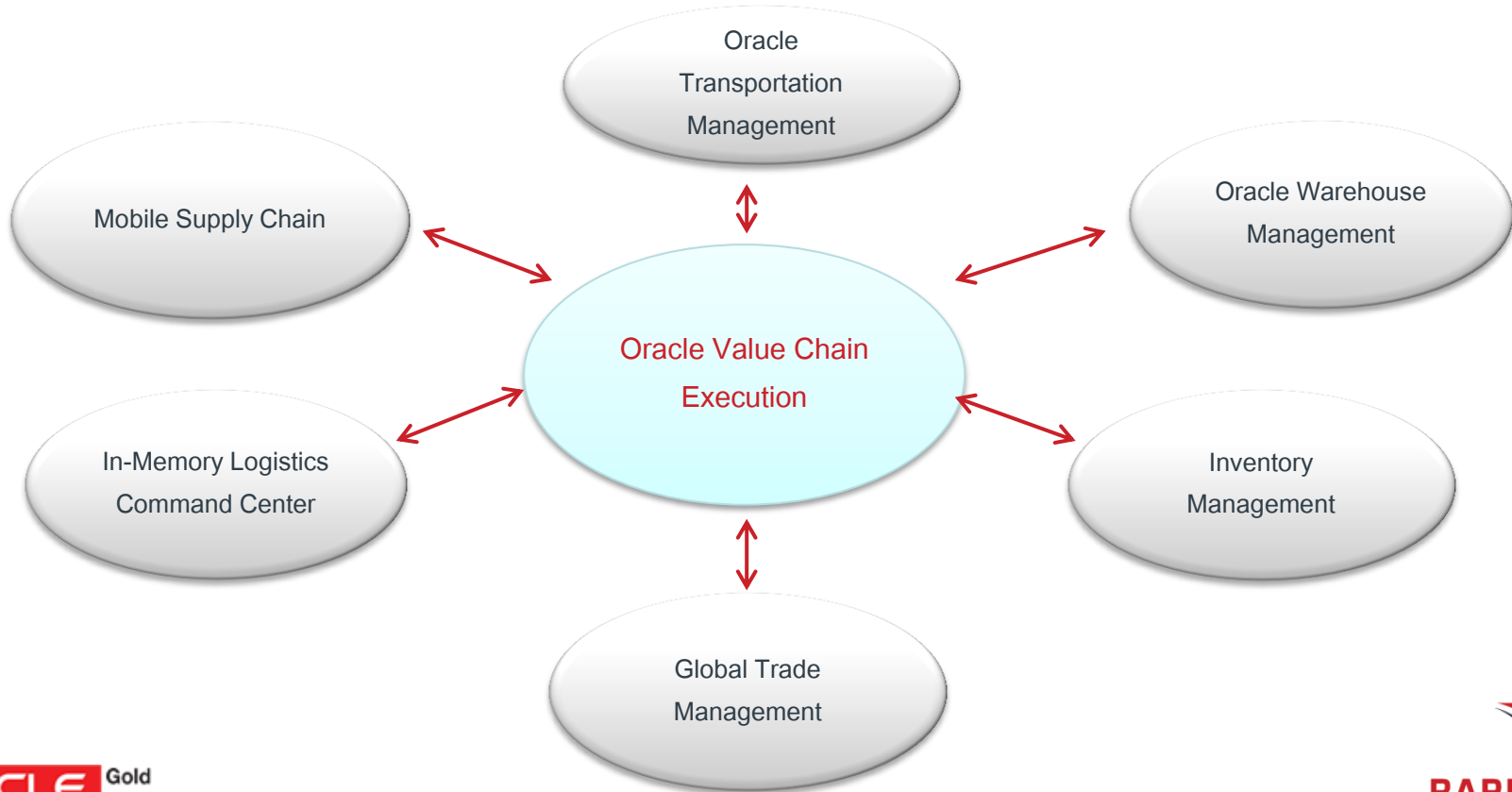
Increased transportation costs leading to decreased overall margins



Driving a need to have a global transportation management system to gain sustainable competitive advantage

Oracle Transportation Management Overview

OTM – Integral part of Oracle Value Chain Execution Capabilities



Oracle Transportation Management Overview

- ✓ One stop solution for all transportation activities- Integrates & Streamlines Transportation Planning, Execution, Freight Payment on a single application
- ✓ Supports business process automation across all modes of transportation - road, air, ocean, and rail shipments

Key Capabilities

- ✓ Global control, local execution and central management of transportation networks
- ✓ Multi-modal support
- ✓ Track and trace visibility of logistics networks
- ✓ Business process automation
- ✓ Strong analytical tools and transportation dashboards leveraging Oracle Business intelligence solutions
- ✓ Secure collaboration with all the trading partners for seamless flow of information
- ✓ Modern, flexible and standard based architecture to minimize effort

Key Business Benefits

- ✓ Reduced transportation and logistics cost
- ✓ Increased customer service levels
- ✓ Increased supply chain performance and reliability
- ✓ Greater business process flexibility and adaptability
- ✓ End to end visibility across the supply chain
- ✓ Improved operational efficiencies by better resource and asset utilization
- ✓ Better event management abilities to react to unforeseen circumstances
- ✓ Reduced operation overhead through Business Process Automation

Key Business Benefits of OTM

Manufacturing



Reduced overall transportation/logistics cost leading to reduced product costs and improved profitability

Supply chain visibility and exception management across entire transportation network helps avoid any transportation related problems and delay in shipments

Improved customer service levels by ensuring on-time deliveries

Improved operational efficiencies through improved asset and resource utilization

Business process automation capabilities significantly reduces manual intervention and increase productivity

Retail



Reduced overall transportation/logistics cost leading to reduced product costs and improved profitability

Better control of inbound/outbound shipments through proactive actions and efficient route optimization

Improved customer service levels by ensuring on-time deliveries

Business process automation capabilities significantly reduces manual intervention and increase productivity

Logistics Service Providers



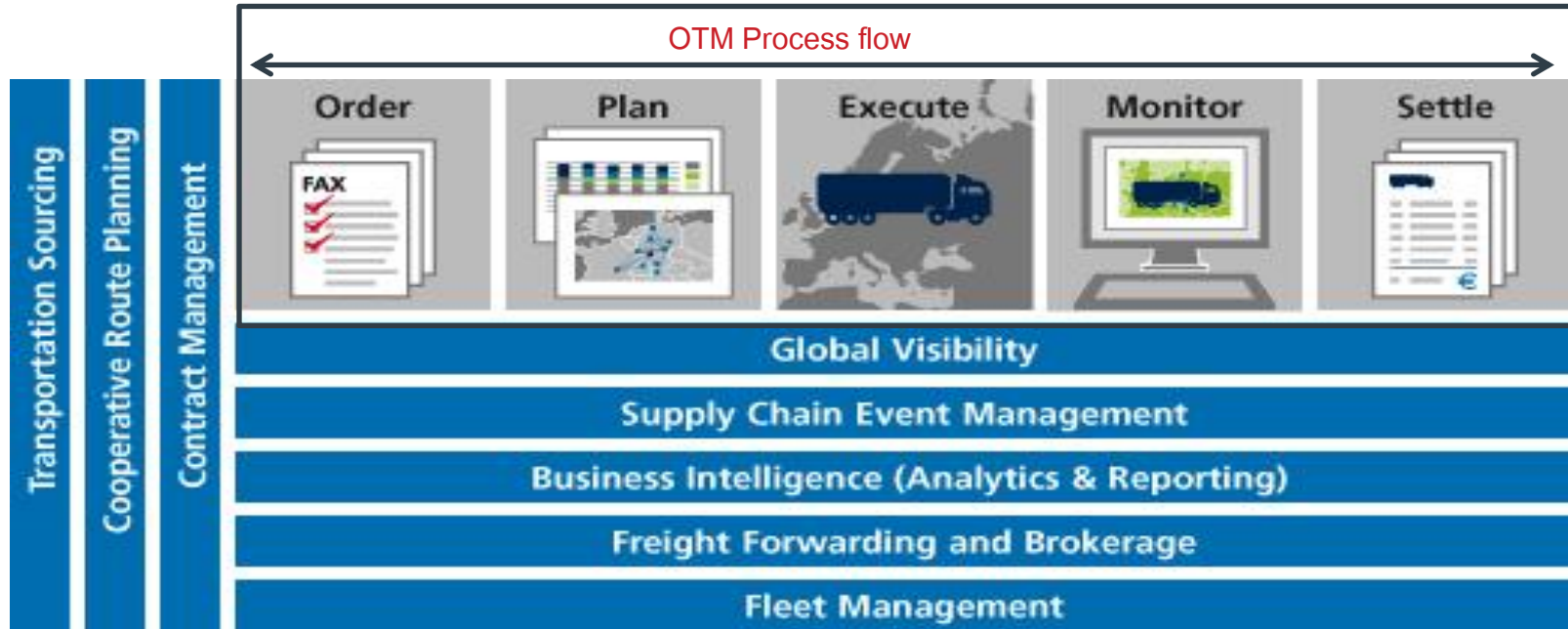
Reduced overall transportation/logistics cost leading to reduced product costs and improved profitability

Supply chain visibility across entire transportation network helps avoid any transportation related problems and delay in shipments

Improved customer service levels by ensuring on-time deliveries

Improved process efficiencies through automated freight forwarding and brokerage processes

OTM Suite Solution Footprint



✓ 100% Web Based Architecture

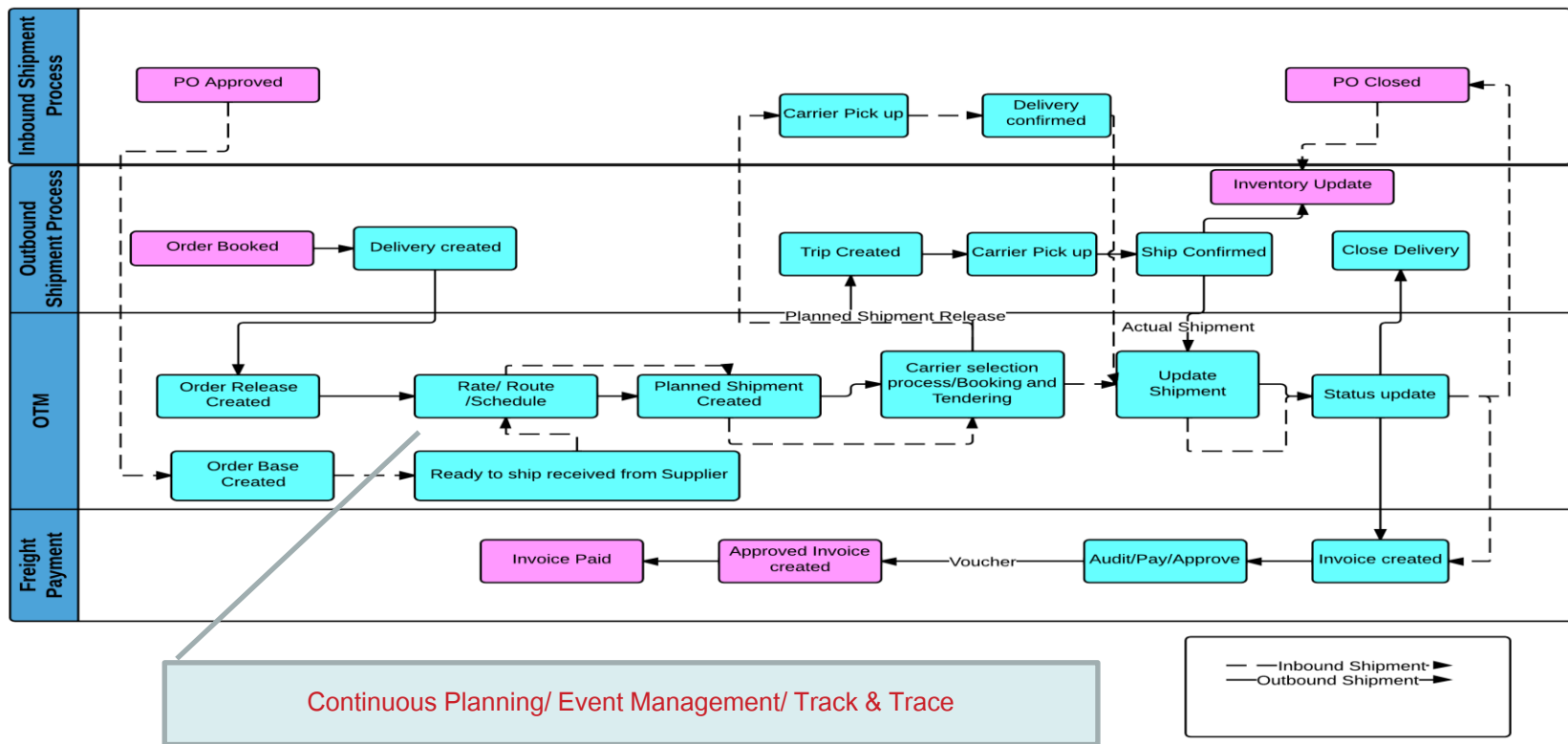
✓ Supports SOA

✓ Highly Configurable and Expandable

✓ Global Business Support

OTM Suite Solution Footprint

Business Process Flow



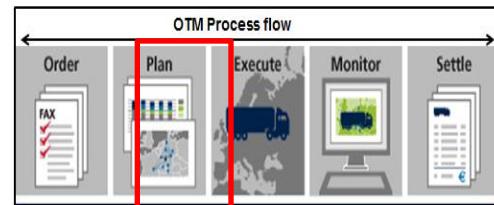
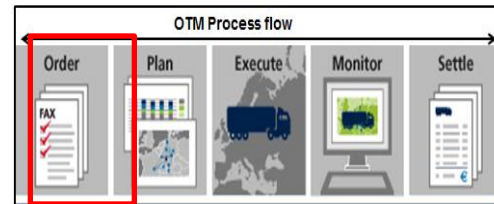
Outbound Shipment Process

Order Capture

- ✓ Seamlessly integrates with external order management for managing transport demand
- ✓ Booked Order details from OM go into OTM for planning and execution

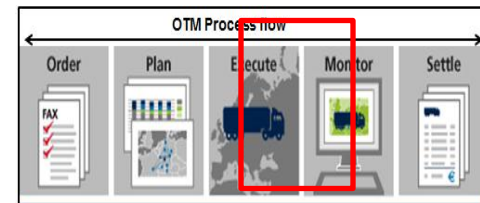
Shipment Planning

- ✓ Performs Customer, service, cost and price synchronization
- ✓ Performs route planning and provide rate estimation
- ✓ Performs order evaluation
- ✓ Uses powerful algorithms and optimized engines to optimize orders and shipments
 - ✓ Carrier selection – cost, capacity
 - ✓ Service level
 - ✓ Asset utilization
- ✓ Supports multiple transportation scenarios for efficient logistics management for outbound shipments
 - ✓ Multi-leg, multi-mode, Common-leg, multi stop, LTL consolidation
 - ✓ Multi-tier networks
 - ✓ Outbound consolidation pooling
 - ✓ Three dimensional load configuration
 - ✓ Cross docking



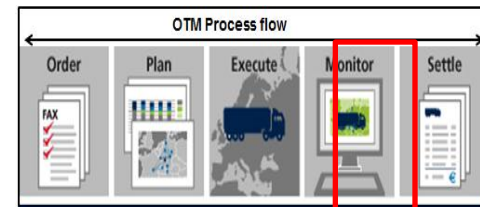
Shipment Execution

- ✓ Performs carriers selection/ booking and tendering process
- ✓ Creates and execute trips
- ✓ Tracks shipment delivery



Shipment Monitoring and Event Management

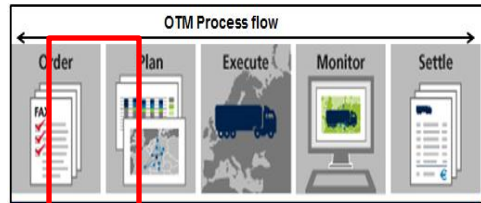
- ✓ Provides continuous tracking and tracing to gain visibility to entire logistics network
- ✓ Provides status alerts and updates using multiple communication formats – web, XML, mobile etc
- ✓ Provides robust event management system through exceptions planning to avoid any transportation related problems
- ✓ Supply chain event management notify the parties involved in case of delayed, expedited shipments



Inbound Shipment Process

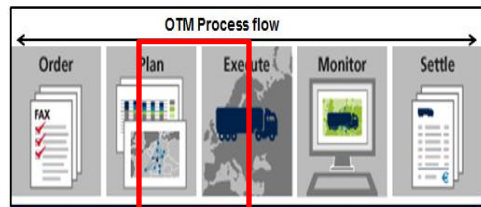
Order Capture

- ✓ Seamlessly integrates with external purchasing for managing transport supply
- ✓ PO requests details from Purchasing go into OTM for planning and execution



Shipment Planning

- ✓ Suppliers can provide 'Ready to ship' information for release of purchase orders
- ✓ Performs route planning and provides rate estimations
- ✓ Use powerful algorithms and optimized engines to optimize orders and shipments
 - ✓ Carrier selection – cost, capacity
 - ✓ Service level
 - ✓ Asset utilization

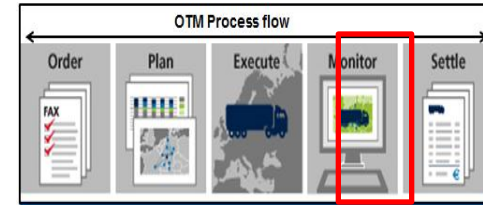
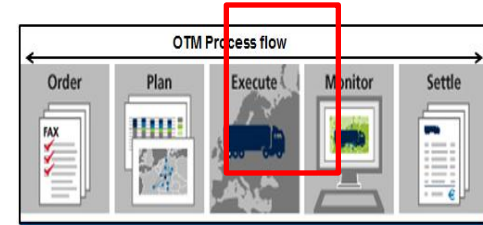


Shipment Execution

- ✓ Performs carriers selection/ booking and tendering process
- ✓ Track shipment delivery by Freight Forwarders

Shipment Monitoring and Event Management

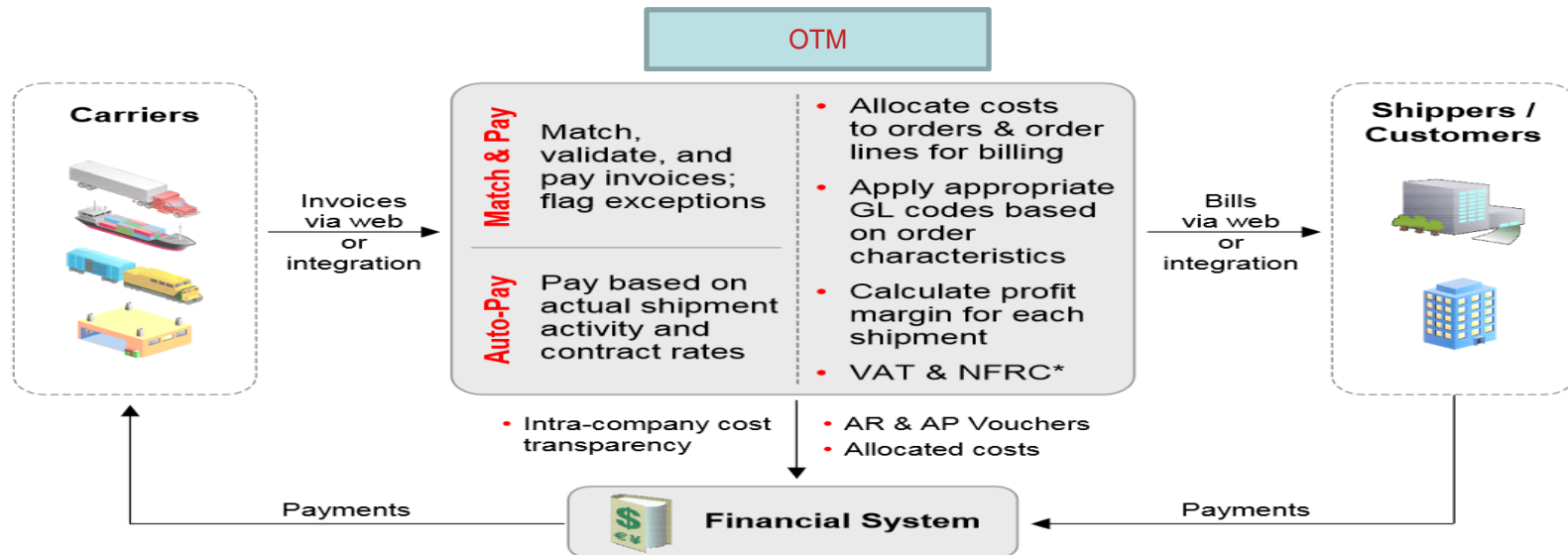
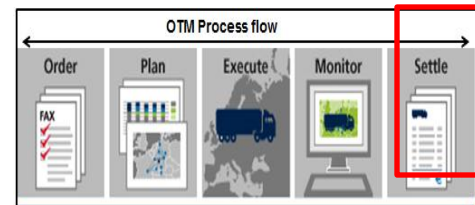
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OTM Suite Solution Footprint

Settlement – Freight Payment, Billing and Claims

- ✓ Auto Pay functionality to trigger payment invoice generation on confirmation of delivery (outbound/inbound)
- ✓ Matching of invoices to shipments
- ✓ Payment voucher generation against approved invoice
- ✓ GL codes assignment for post shipment financial reconciliation



Contract Management

- ✓ Provides centralized rate management systems for transport/logistics service providers contracts
- ✓ Rate contracts depend on several factors leading to increased pressures on the manufacturers-
 - ✓ Transport mode
 - ✓ Carrier
 - ✓ Distance
 - ✓ Fuel costs
 - ✓ Loading/unloading/handling charges
- ✓ OTM global repository and rating engine automatically manage independent service providers contracts to eliminate manual processes

OTM Suite Solution Footprint

Business Intelligence – Analytics & Reporting

- ✓ OTM utilizes Oracle Business Intelligence Publisher to provide advanced analytics and reporting tools
- ✓ View KPIs , metrics and dashboards to identify problems and evaluate execution performance to planned levels
- ✓ Helps in aligning operational performance to business strategy



Oracle Fleet Management

- ✓ Support for all aspects of managing a fleet for shippers with a private or dedicated fleet and Logistics Service
- ✓ Considers the cost impact of using a fleet resource (owned or leased)
- ✓ Single platform for increased asset utilization, lower transportation costs and reduced environmental impact.
- ✓ Business functions supported include:
 - ✓ Driver and equipment assignment
 - ✓ Dispatch
 - ✓ Asset tracking and event management
 - ✓ Financial settlement for driver payroll
 - ✓ Supplier payment
 - ✓ Customer billing

Oracle Transportation Sourcing

- ✓ Streamlines and enhances the entire sourcing and procurement process
- ✓ Automatically pulls data from an active logistics data hub to build bid packages
- ✓ Seamlessly loads the awarded bids back into the execution environment
- ✓ Greatly enhances the accuracy of the bid package
- ✓ Reduces the time and overhead it takes to run a procurement cycle

Oracle Transportation Cooperative Routing

- ✓ Strategically examines and optimizes the use of third party carrier and internal fleet resources
- ✓ Identify historical shipping patterns to determine efficient lane combinations of freight
- ✓ OTM uses the information to ensure proper deployment of fleet and carrier resources, ensuring optimum asset utilization

Oracle Forwarding and Brokerage Operations

- ✓ Automates the processes to diminish the labor and cycle times of freight forwarding and brokerage operations
- ✓ Improves speed, accuracy, and predictability of the flow of goods
- ✓ Supports following business functions-
- ✓ Quoting
- ✓ Job management
- ✓ Console management

OTM Integration Capabilities



OTM interacts with other Oracle Value Chain Execution components (Warehouse Management systems, Inventory Management) and Oracle EBS (Purchasing, Order Management, Financials, Shipping Execution) through BPEL and SOA (web services) to provide a holistic Global Logistics Integration solution

- ✓ Built on modern, internet based architecture - provides maximum flexibility and lowest total cost of ownership
- ✓ All OTM functionality is accessible via standard web browsers - enables companies to deploy the solution across global organizations with minimal effort

OTM integration with Value Chain Execution – Warehouse Management

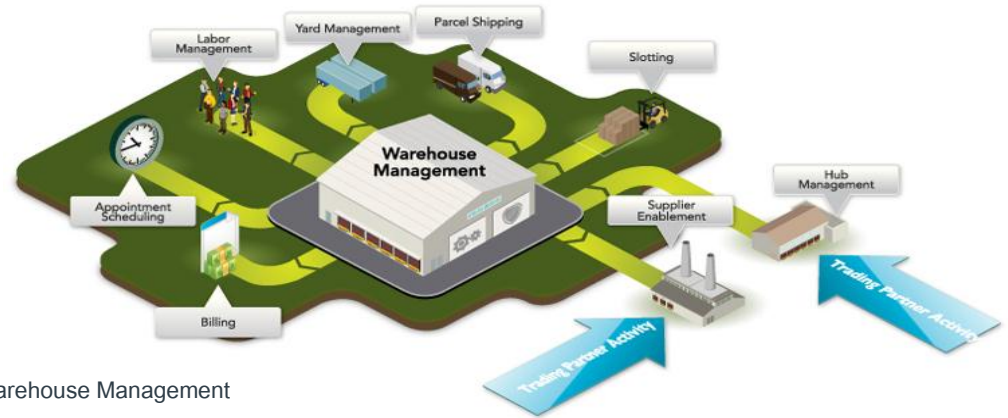
- ✓ Enables users to perform warehouse tasks based on transportation plan
- ✓ Improves shipment processing and capacity usage by providing more accurate committed dock appointments and load sequencing information

Dock Door Appointments

- ✓ Optimizes dock door usage
- ✓ Keeps dock doors synchronized with the transportation plan
- ✓ Ensures material is staged to the correct dock door

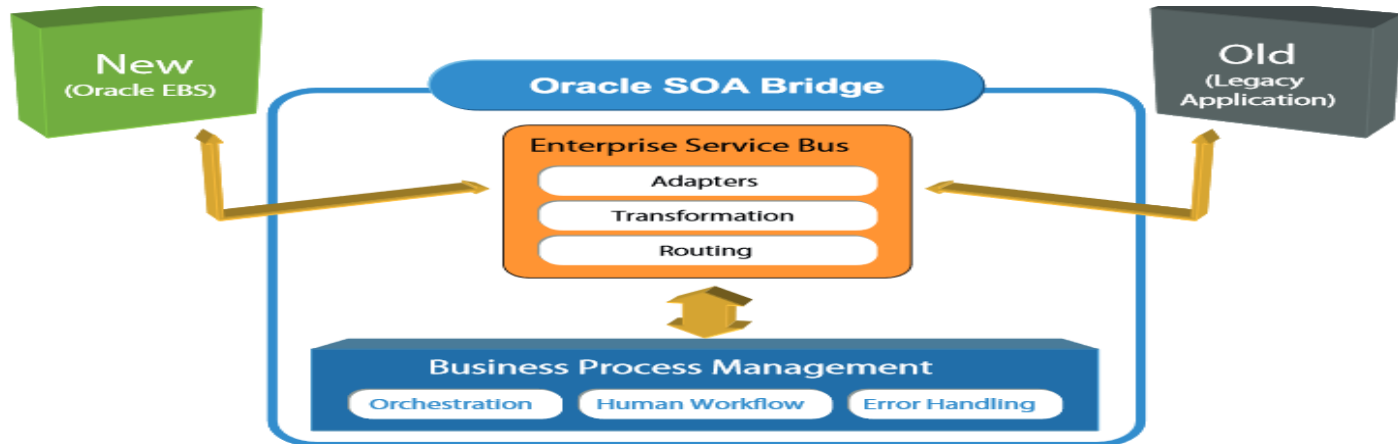
Load Sequencing

- ✓ Uses shipment itinerary feature in OTM to sequence loads in Oracle Warehouse Management
- ✓ Enables direct outbound staging based on loading sequence
- ✓ Validates loading sequence during trailer loading
- ✓ Minimizes material handling during loading and unloading



SOA Based Architecture

- ✓ OTM utilizes Oracle SOA based architecture to enable integrations
- ✓ Oracle SOA builds reusable services using Enterprise Service Bus (ESB) and enables business process management using Business Process Execution Language (BPEL)
- ✓ SOA architecture provides low cost integration of heterogeneous systems, bringing in improved interoperability and enhanced flexibility
- ✓ Automated workflow capabilities and process activity monitoring



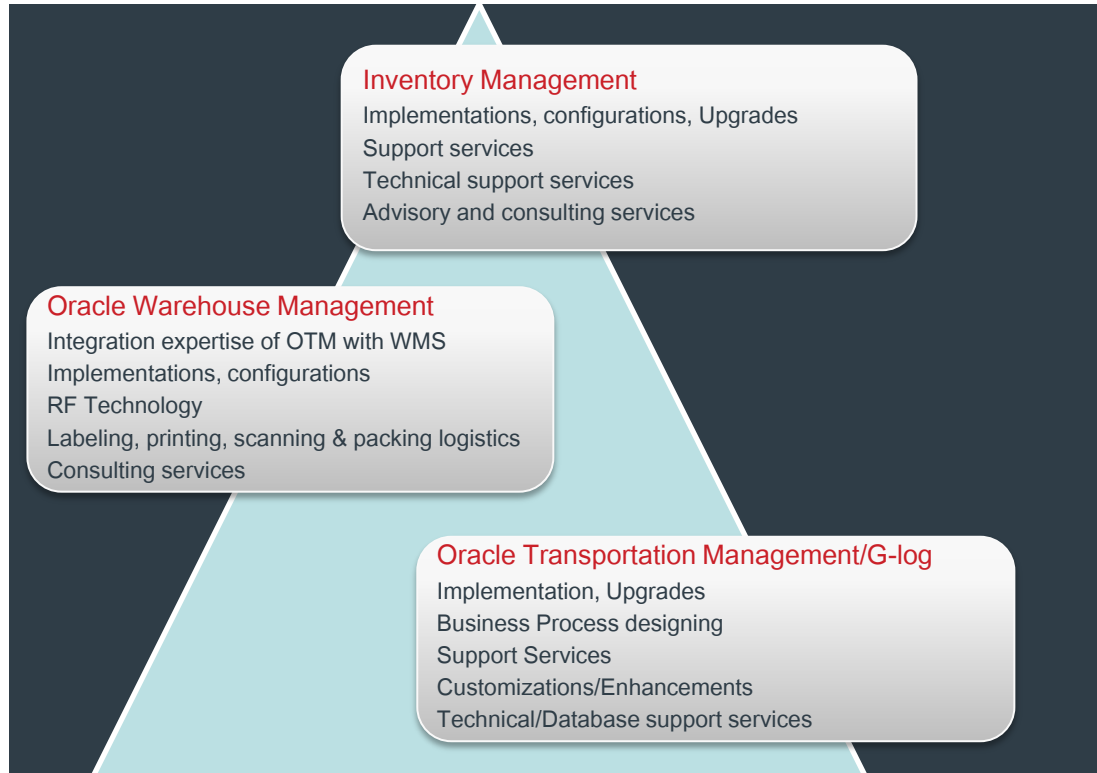
OTM Integration Capabilities

- ✓ Better Global Transportation Management Platform - Multi-division/customer, multi geography
- ✓ Asset and Non-Asset Based Transportation – effective online Transportation Management using company's assets or 3rd party assets (drivers, trucks, trailers, containers)
- ✓ Effective Management of cross-border transactions
- ✓ Improved integration capabilities with other value chain execution products
- ✓ End to end Quote-to-Cash management for Logistics Service Providers
- ✓ Better Reporting and Business Intelligence with more KPIs and reports
- ✓ Support for advanced features of EDEs (equipment-specific routing, traffic, POIs/Signs, Tolls)
- ✓ Improved Strategic fleet optimization, Asset pool sizing and deployment
- ✓ Improved Fleet Management – better Geo-Spatial considerations like Geo-fencing location and routes, planned-versus actual, out-of-route
- ✓ Support for Dedicated fleets – costing, driver pay, billing, revenue-sharing calculations
- ✓ Actual record of driver routes, truck metering (fuel consumed, odometer miles), hard braking/rapid acceleration events

Improved features
for better OTM

Rapidflow Value Proposition

Rapidflow Value Chain Execution Capabilities



Oracle Value Chain Execution

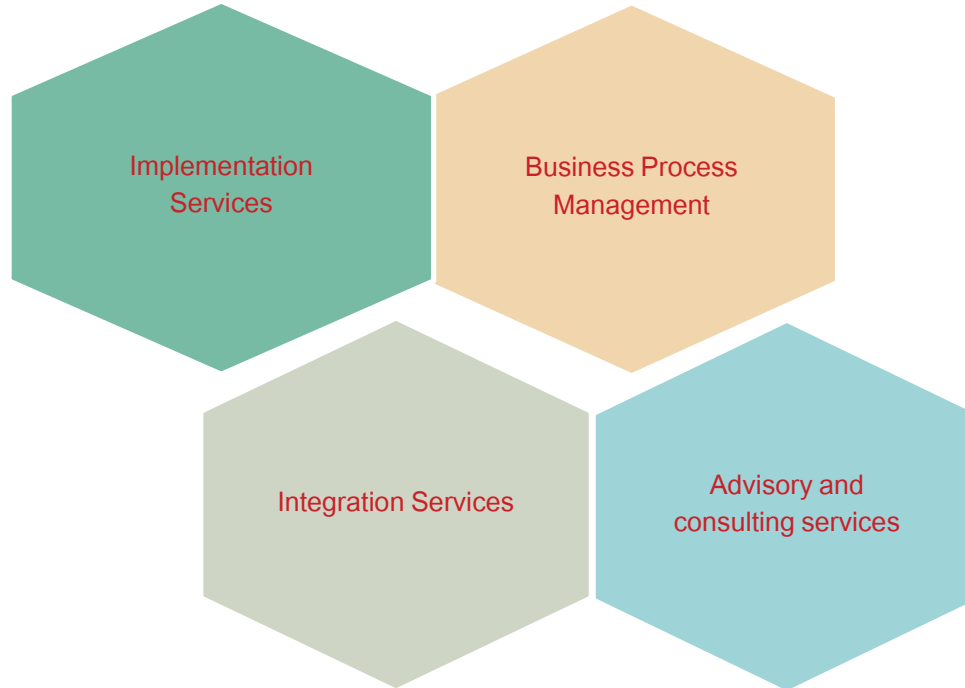
Comprehensive VCE consulting and implementation services

Experienced Value Chain Execution Resource pool

In-depth understanding of overall logistics, inventory management and warehousing domain coupled with past experience of successful VCE implementations

Leveraging Logistics management industry best practices and solution frameworks

Rapidflow SOA/BPEL Capabilities



Help customers to adopt SOA architecture to enable seamless integrations with minimal change management

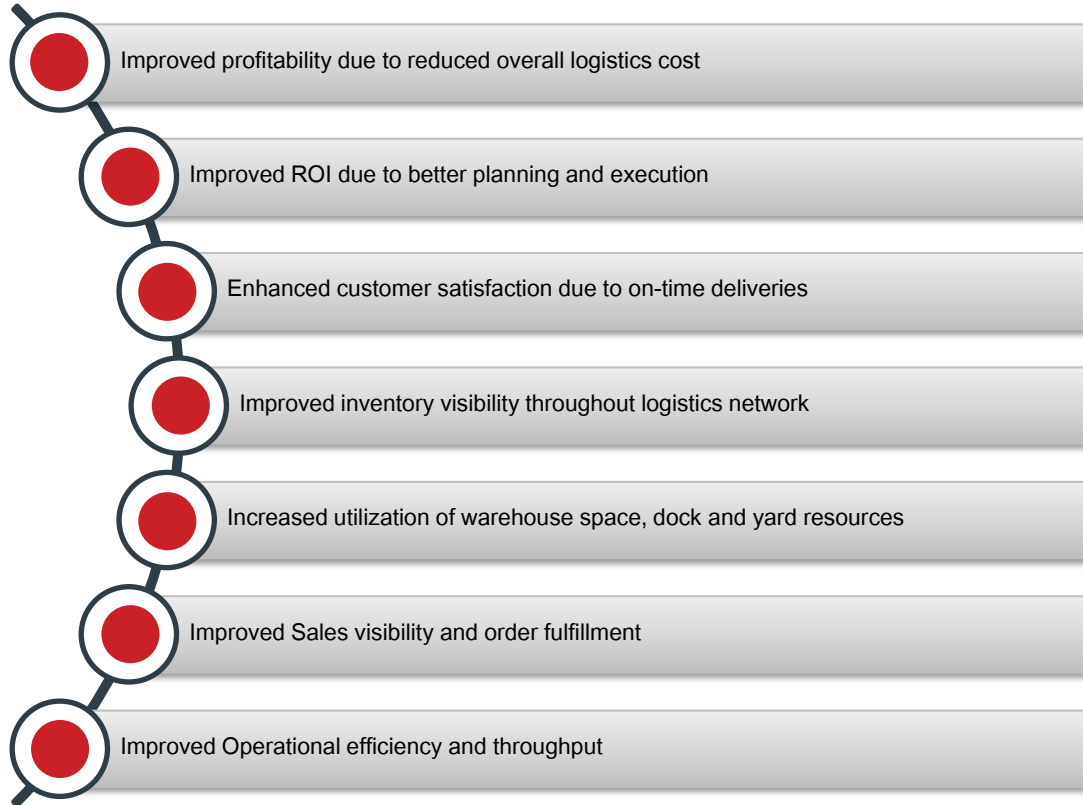
Resource pool of experienced technical and database analysts

In-depth understanding of Oracle SOA architecture and processes

Leverage industry best practices, tailor to client specific requirements

Rapidflow Value Proposition

Bottom line Benefits for businesses from Rapidflow comprehensive VCE Solution



Warehouse Control System/Material Handling

- Integration expertise of WMS with WCS
- Warehouse business process designing
- Warehouse Analytics

Oracle Warehouse Management

- Integration expertise of OTM with WMS
- Implementations, configurations
- RF Technology
- Labeling, printing, scanning & packing logistics
- Consulting services

Oracle Transportation Management/G-log

- Implementation, Upgrades
- Business Process designing
- Support Services
- Customizations/Enhancements
- Technical/Database support services

Rapidflow Value Proposition

Rapidflow Oracle VCP/VCE Practice

Key Highlights

Products:

- ✓ Oracle Transportation Management
- ✓ Warehouse Management
- ✓ Inventory Management
- ✓ Advanced Supply Chain Planning
- ✓ Production Scheduling
- ✓ Demantra
- ✓ Sales & Operation Planning
- ✓ Inventory Optimization
- ✓ Collaborative Planning
- ✓ Rapid Planning
- ✓ Strategic Network Optimization
- ✓ Service Parts Planning

Partnerships:

- ✓ Strategic partnership with Oracle
- ✓ Leverage Oracle pre-built solutions, frameworks
- ✓ Cooperative Solution Development

Industry Presence:

- ✓ Hi-tech Industry
- ✓ Manufacturing
- ✓ Retail, Consumer Product, Goods & Logistics
- ✓ Food Processing
- ✓ Oil & Gas
- ✓ Communications & Media

Service Offerings

- | |
|---|
| Rapid Implementation, Configurations & Development services |
| Application & Database support services |
| Upgrades & Rollouts |
| Third party design validation |
| Onsite/Offshore support |
| Customizations , Enhancements |
| Consulting services |

Key Differentiators

Accelerated Deployment Methodology

- ✓ **RD² [Rapid discovery and design implementation]** - Rapid OTM implementation model to provide rapid deployment
- ✓ **Business flows based approach** – Pre-configured OTM business solutions tailored to industry standards to shrink the project timelines
- ✓ Utilize **tools, plug-ins, accelerators** to ensure rapid solution deployment
- ✓ Pre-designed **ready-to-use global templates** for quick implementation



Value to Business-

- ✓ Users are on board quickly leading to quick ramp up
- ✓ Compressed requirements gathering, design phases leading to drastic reduction in project timelines
- ✓ Users visibility into solution as it develops leading to minimal change management
- ✓ Accelerated ROI by reduced implementation time and cost

Rapidflow Value Proposition

Key Differentiators

Proven Framework for delivery excellence

- ✓ Use **industry best practices**, tailor to **domain specific requirements** to meet desired business objectives
- ✓ Use **Industry specific pre-built frameworks** and solution sets to deliver successful implementations
- ✓ **Integrated solution comprising of other Value chain execution products** – WMS to provide global logistics solution

Value to Business-

- ✓ Leverage Industry best practices/ solutions to deliver excellence
- ✓ Tried and tested solutions minimize issues during implementation
- ✓ Address immediate pain points and provide a platform to enable business growth

Knowledge pool & Expertise

- ✓ **Strong, competent and experienced team** of professionals that span across VCP/VCE products implementation, development, customization
- ✓ Pool of **certified functional and technical consultants** to bring quality
- ✓ **Large knowledge pool** due to strong presence in implementing industry specific value chain planning & execution solutions

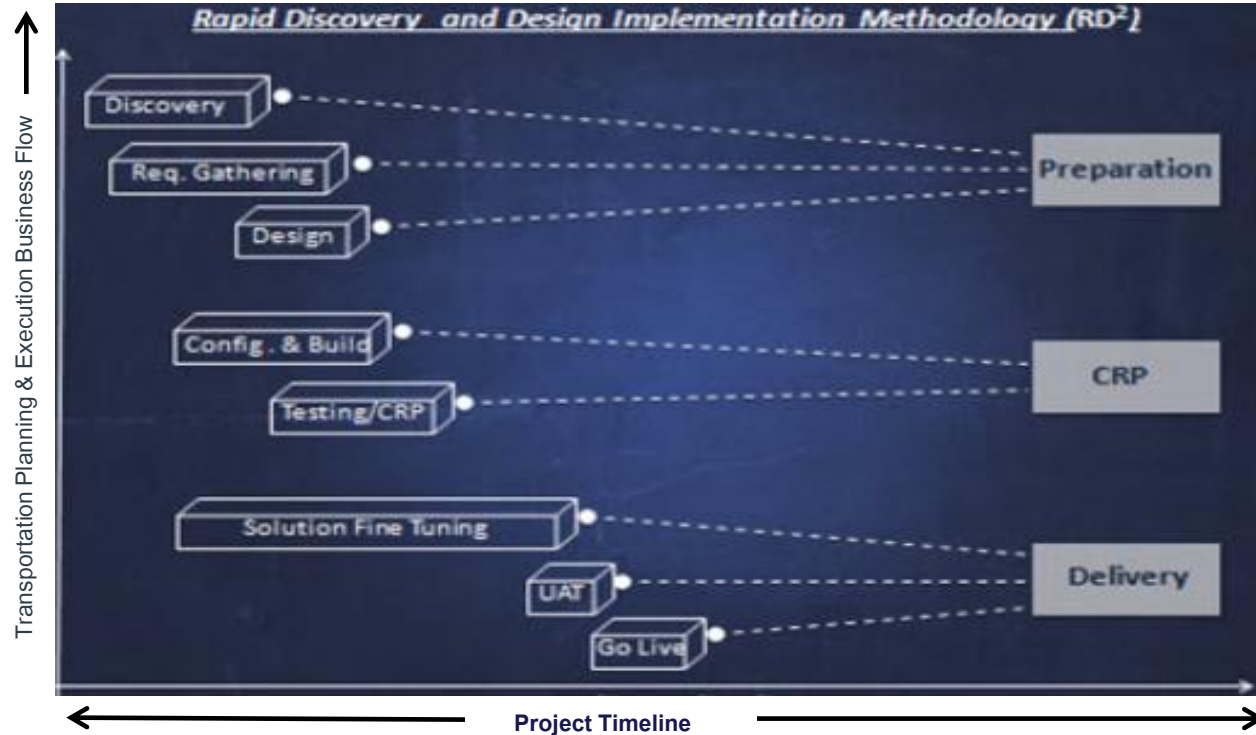
Value to Business-

- ✓ Competent team of professionals to bring thought leadership and innovation throughout the course of solution
- ✓ Use past experience to minimize risk on business by reducing the no. of issues faced during execution

Rapidflow Value Proposition

Rapid Discovery And Design Implementation Model [RD²]

Rapidflow Blue Print



RD² Benefits

- ✓ User are on board faster enabling a quick project ramp-up
- ✓ Compressed requirements gathering, design and rework phases
- ✓ Parallel design, configuration and testing activities
- ✓ Minimal change Management throughout project lifecycle
- ✓ User co-designed solution with high degree of adoption

Why Rapidflow ?

Our Unique Selling Point

- ✓ Provide very low Implementation cost with best in class solution
- ✓ Provide Implementation of Oracle Transportation Management (OTM) in as little as 8 to 10 weeks
- ✓ Provide Oracle Transportation Management (OTM) with Cloud solution which enable our client to purchase this application for a low monthly fee
- ✓ Newly offered OTM cloud option enables customers of all sizes to quickly deploy and benefit from these transformative applications.
- ✓ Our Implementation comes with a planned training program for User level, Middle Management and IT team to enable our client to come on board quickly resulting in a quick ROI
- ✓ Our Rapid Design and Discovery approach accelerates time-to-value and puts the OTM Cloud to work for you