



Maximizing logistics productivity through real-time supply chain visibility

Dobrina Laleva

HERE Technologies





Dobrina Laleva

Global Product Marketing Lead, Supply Chain
HERE Technologies

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Supply chain
resilience and why
is visibility key

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Key takeaways





We're the world's leading location data and technology platform

HERE Technologies moves people, businesses and cities forward by harnessing the power of location.

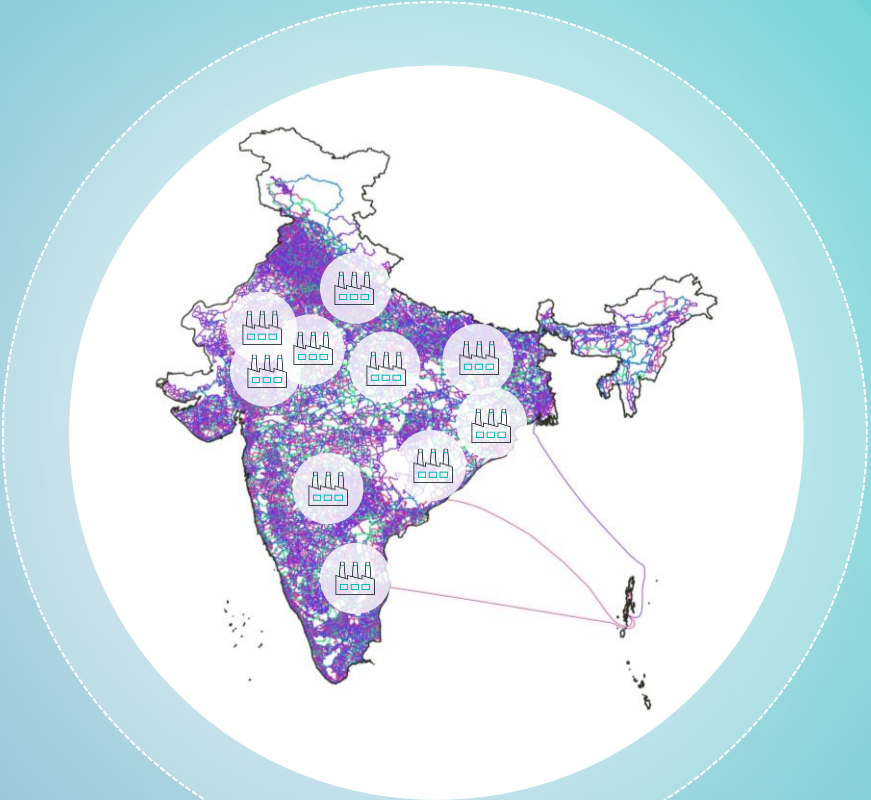
We empower our customers, partners and developers to achieve better outcomes by leveraging our open platform.

According to Omdia, Counterpoint Research and Strategy Analytics, 2020

Made in India, by HERE Technologies

Regional summary – valued assets

Presence & assets



40% HERE total work force with **4,000 local talented resources** in **10** cross functional depts

Teams focus on **Data Engineering & Operations, Engineering, IT and Sales**

Offices managed in **3 Major cities** across the country



Voted one of the **Best Company** to work in India



A world map with a network of teal dots and dashed lines overlaid, representing global connectivity. The map is centered on the Atlantic Ocean, with North and South America on the left and Europe, Africa, and Asia on the right. The network lines connect various points across all continents.

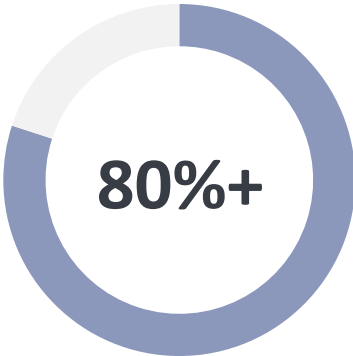
Location technology

Powering the logistics demand of today and tomorrow

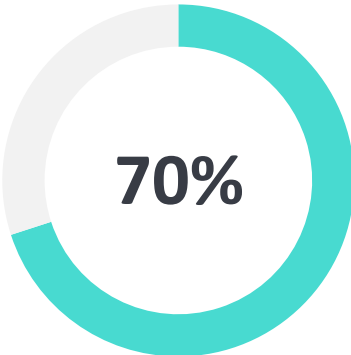


Supply Chain

Market Voices: Supply Chain visibility as top investment priority



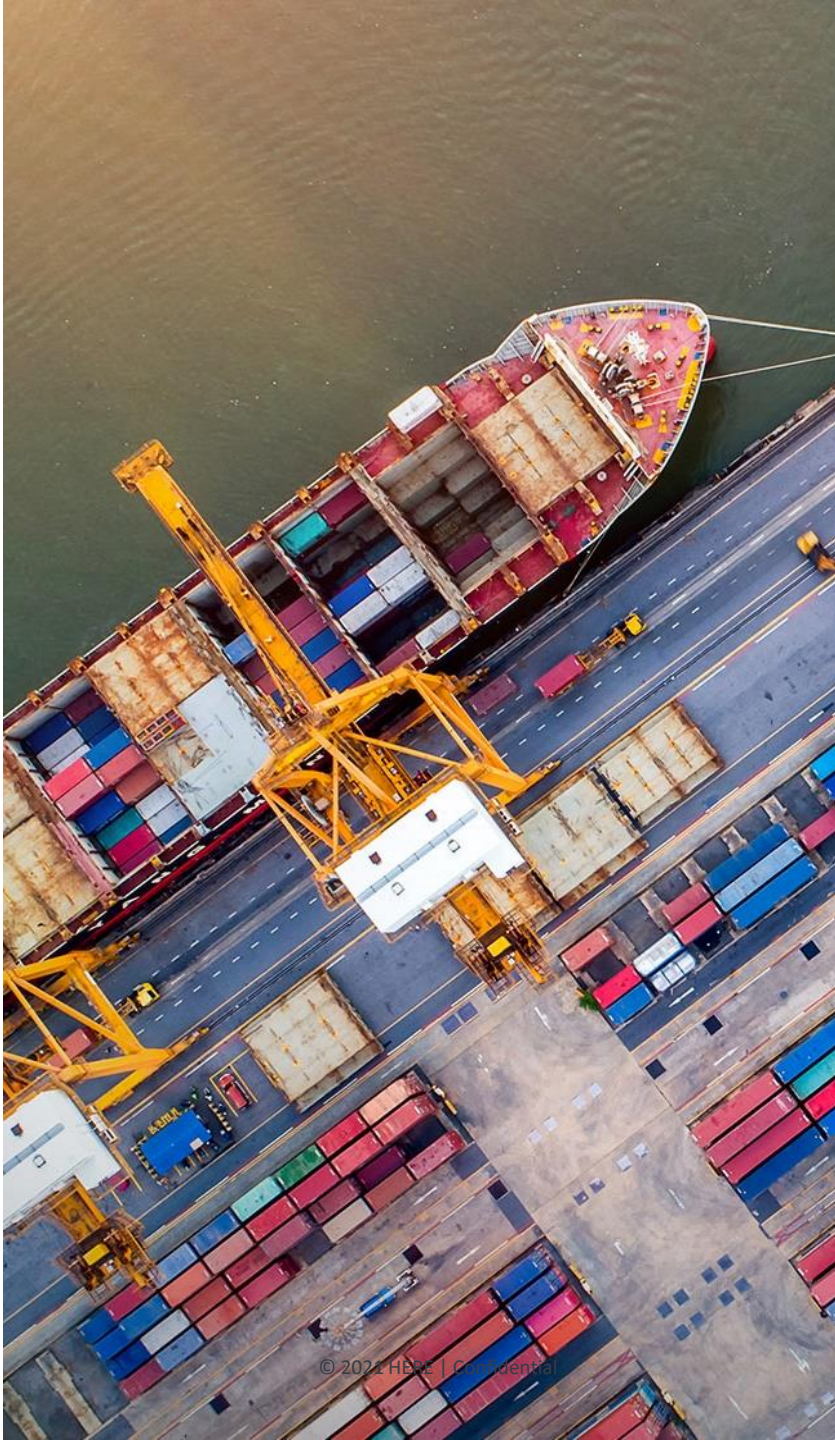
of companies in the supply chain industry still lack basic visibility



of businesses deem supply chain too complex to accurately predict ETAs at each journey point



COVID-19 has exacerbated and accelerated the need for supply chain resiliency even more

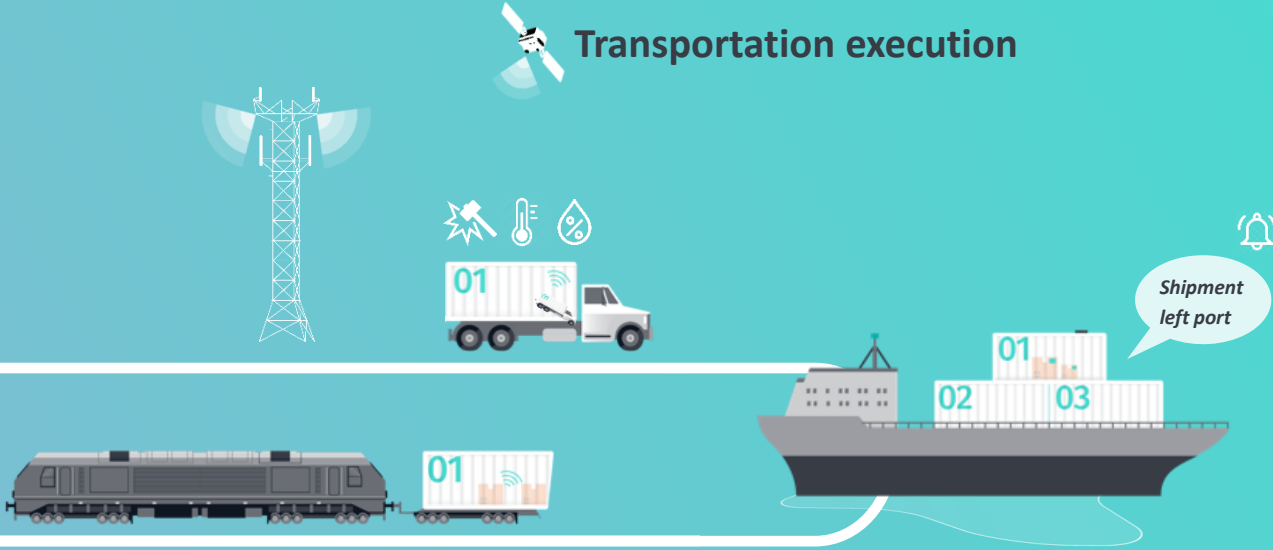


Location data and services help you at each step of your logistics journey

Transportation planning



Transportation execution



Last mile



Post-trip analysis



Freight handovers



How can location technology improve supply chain resilience

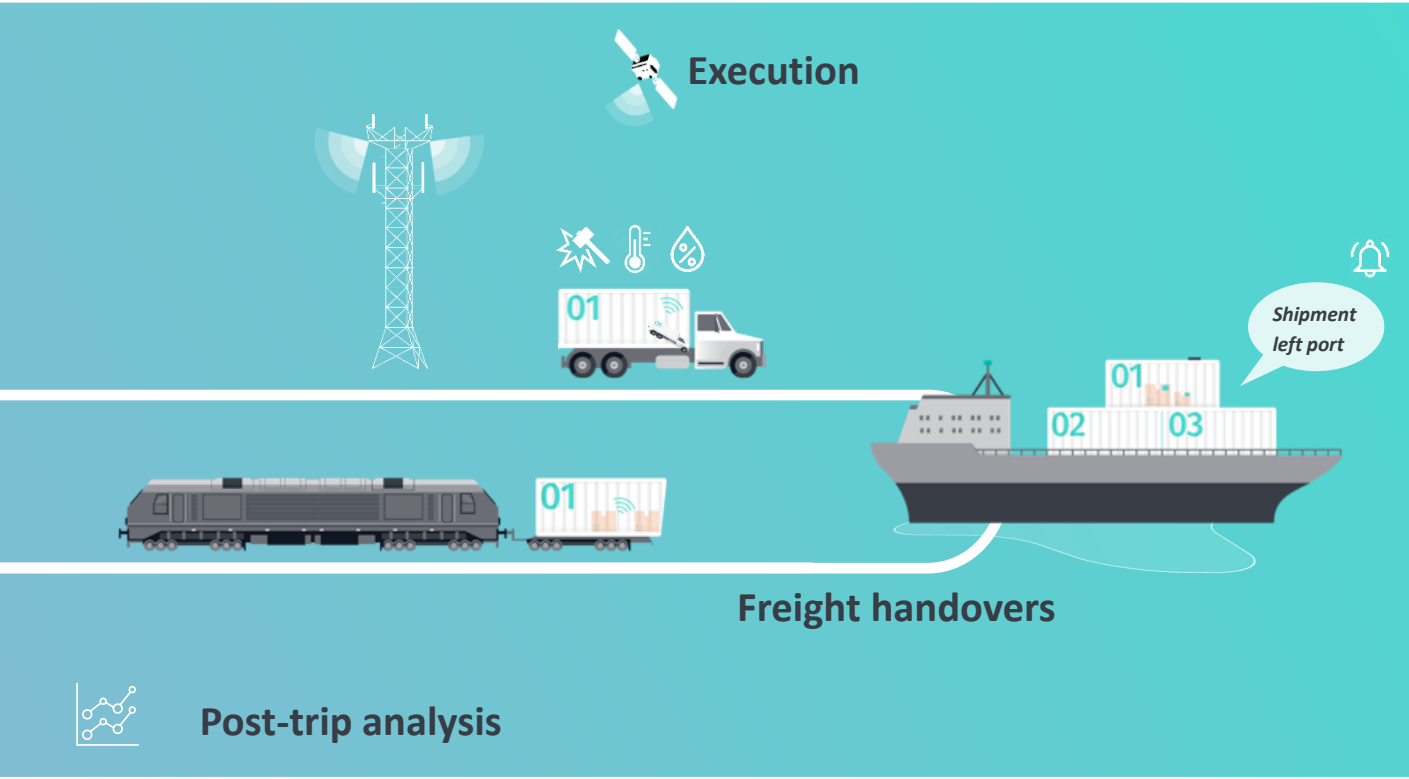
Planning



Last mile



Execution



Location intelligence is critical in all stages



Execution

- Monitor multi-modal shipments in real time
- Identify disruptions and provide alerts
- Provide customers with accurate ETA and shipment condition information
- Gain real-time visibility of returnable/ reusable and warehouse assets, both indoor and out



Service reliability
Cost optimization
Asset utilization



Freight Handovers

- Enable smoother inbound logistic operations and handovers across road, rail, sea and air
- Increase throughput of logistics hubs
- Reduce waiting times with yard mapping and navigation up to the loading and unloading docks



Operational efficiency
Reduced waiting times
Driver satisfaction



Post Trip Analysis

- Report on shipment performance, condition, delays, SLAs
- Report on asset utilization, dwelling, detention
- Derive insights with predictive data analytics for future business improvement
- Inform product, transport, packaging decision



Process optimization
Data ownership
Customer retention



GDPR compliance & data privacy framework

Why invest in supply chain visibility



Operational benefits

20-40%
improvement in
ETA prediction

15-20%
decrease in shipment
wastage

25-30%
increase in
NPS score



How HERE solves it with HERE Shipment Visibility

Track anything,
anywhere



Multimodal
ETAs



Detect
damage



HERE
Platform



Improved
metrics



Solving for end-to-end visibility: our use cases



Multimodal high-value shipments

Monitor ETA and condition of shipments



Cold supply chain

Monitor temperature, humidity, get tamper alerts and ETA notifications



Cargo damage control

Understand where damages occur

Pharmaceutical & MedTech

Food & Beverages

Logistics Service Providers

Automotive & Industrial Manufactures

High-Tech/ Electronics

Chemicals & Energy

Automotive & Industrial Manufactures

High-Tech/ Electronics

Chemicals & Energy



Reference:

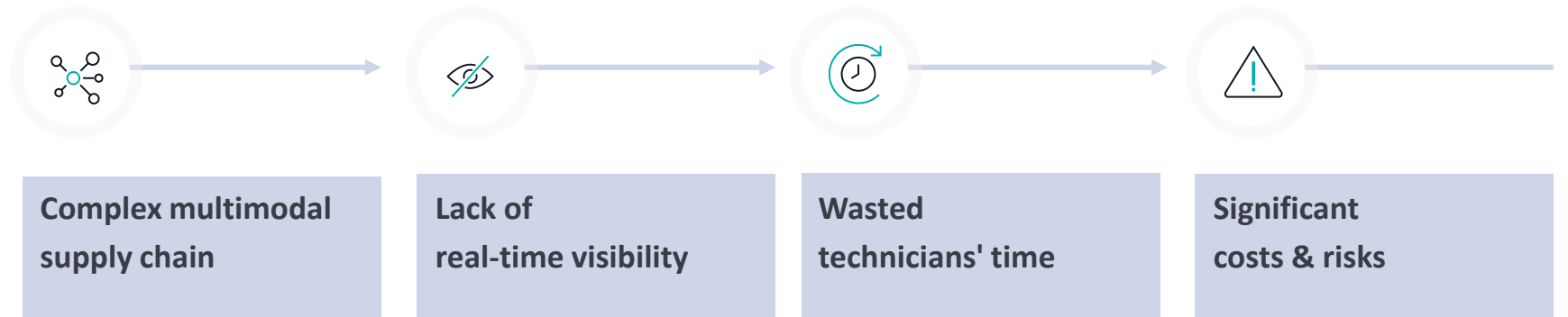
End-to-end shipment visibility for Siemens Healthineers



**A medical
equipment OEM**

A leading medical technology company with over 120 years of experience and over 50,000 employees in more than 70 countries.

Business challenge: tracking spare parts of time-critical and high-value medical equipment

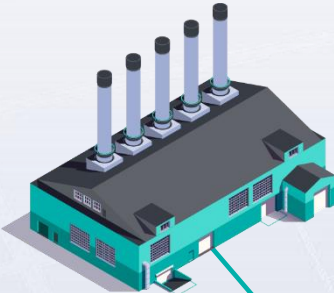


Impact: multi-modal shipment visibility and condition monitoring

with HERE Shipment Visibility



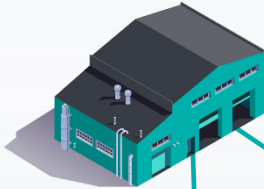
Improved ETA performance and ability to inform hospitals and technicians about delayed or early shipments



Manufacturing



Reduced dead-on-arrival shipments with geofenced alerts and complete condition monitoring



Warehouse



Indoor visibility inside the warehouse for equipment monitoring + on-time discovery



Indoor visibility up to the hospital floor and room without additional infrastructure, reduced time locating spare parts



Hospital



Hospital Floor

Key takeaways



The supply chains of tomorrow will require **accurate real-time ETAs** as demand increases



Goods and assets will need to be located anywhere, anytime in real-time, **outdoor** and **indoor**



Flexible integration into existing systems, coupled with a **platform** approach will be key

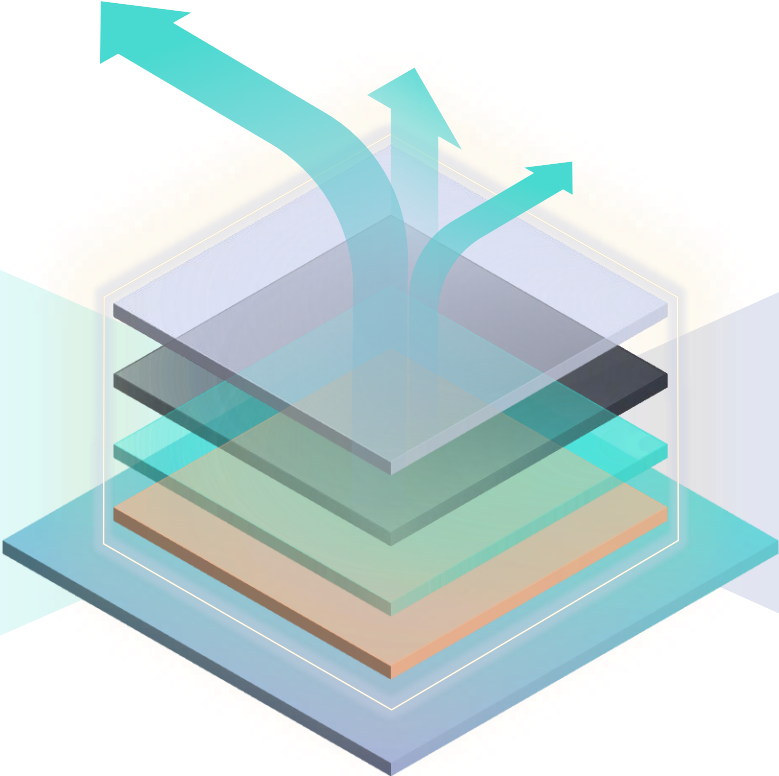


Look for **infrastructure-savvy** solutions to keep you TCO down

HERE is uniquely positioned to enable the future



Location technology enables your logistics use-cases



Let's co-develop & co-create



Thank you for your time.

The State of Movement: Asia-Pacific

Get the white paper

