Innovation and Invention in the Supply Chain

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Enabling the Intelligent Supply Chain

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Today’s Supply Chain Limitations

Data Analysis

Supply Chain Systems of Record

Supply Chain Overall Framework

ERP, OMS

Carrier Data

WMS

TMS

Fabrication

Warehousing

Distribution

ERP

Analytics

Carrier-specific Analysis

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Today’s Supply Chain Limitations

- ERP, OMS
- Carrier Data
- WMS
- TMS

Data Analysis
Inventory
Supply Chain Systems of Record
Supply Chain

Fabrication Warehousing Distribution
Today’s Supply Chain Limitations

ERP, OMS

Carrier Data

WMS

TMS

Data Analysis

Supply Chain Systems of Record

Supply Chain

ERP Analytics

UPS/FedEx

Carrier-specific Analysis

Fabrication Warehousing Distribution

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Remove Barriers to Optimization

Optimize™ Predictive Analytics Cloud

Cross-functional Data Analysis

Supply Chain Systems of Record

Supply Chain

Fabrication Warehousing Distribution

ERP, OMS Carrier Data WMS TMS
Enabling Intelligent Supply Chain

Cross-functional Data Analysis

Optimize™ Predictive Analytics Cloud

Dynamic optimization for Supply Chain

Supply Chain Systems of Record

Fabrication  Warehousing  Distribution

ERP, OMS  Carrier Data  WMS  TMS
Using Invention, Innovation and Its Resulting IP as You Develop Your Supply Chain / Logistics Solutions

Nagesh Kadaba
Senior Advisor
ipCapital Group

March 15
Introduction - Detailed View of Innovation, IP through Invention

- **Innovation**
  - The process of taking an idea from mind to market
  - A series of inventions towards a marketable product or process

- **Invention**
  - Solving of a specific technical problem or...
  - The discovery of something new – but this is more rare

- **Intellectual Property**
  - Exclusive rights on inventions
  - Granted through vehicles including patents and trade secrets
IP Trends in the Supply Chain & Logistics Industry
Innovation and Invention in the Supply Chain - B2Me - Game Changers

- **Group 1**
  - “The Last Mile”, Carrier agnostic delivery and returns
  - Environmental sensors based routing and dynamic delivery. (Cold Chain)
  - Internet of Things, IoT sensors on mobile assets
  - On-demand delivery for eCommerce
  - Dynamic Routing & Real-time visibility
  - Cloud Computing (Information flow, communication flows and Funds flow)

- **Group 2**
  - Millennium generation and smart phones, Mobile computing
  - Human Machine Interface (HMI)
  - Social networking triggered marketing
  - Big data harvesting

- **Group 3**
  - Drones, Driverless trucks, Robotic vehicles (Warehousing)
  - Uber model for delivery
  - Smart Kiosks, Flexible access points, Self-Sorting Collection Box
IP Trends in the Supply Chain & Logistics Industry

Inventions in Drones

Inventions in Internet of Things

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Invention, Innovation and Its Resulting IP

• Methodic data driven Strategic IP analysis can:

  • Identify “White Spaces”
  • Rapidly identify NEW application areas
  • IP can serve as a catalyst and an accelerator
  • Recognize the need for organizations to devise new IP development strategies that address the issues of speed, quality and relevance.
  • Identify TECHNOLOGY ADVANCEMENTS
    • Will your IP become obsolete with next generation technologies?
  • Identify COMPLIMENTS
    • Have you protected invent-on-top-ofs?
    • Have you protected add-ons & interfaces?
  • POTENTIAL ENTRANTS
    • How well does your IP protect your core business?
    • Is your 1st mover advantage protected?

• To invent-in-front of new technology trends. Investors will support innovative companies by investing in invention, not litigation
Thank You
A Day in the Life of a Parcel

15-March-2016
Ramesh Ratan, CEO
A Day in the Life of a Parcel

Innovations driving new value in the economics of supply chain and logistics

Order → Pick → Pack → Label / Encode → Sort → Encode → Deliver / Track → Collect & Acknowledge → Return → Enjoy

Old → Today → Future

10x → 3x → 3x → 6x → 3x → 15x
Thank you

Shaping the Future of Mail and Commerce

Questions?

Thank you

Ramesh.Ratan@bhemail.com
Postal Vision 2020

March 2016
About OpenMarket

We believe mobile has fundamentally transformed how Enterprises communicate, engage, and interact with their customers.

- 4 of the Top 10 most respected global brands\(^1\) work with OpenMarket
- Over 40% of mobile messaging VARs rely on OpenMarket\(^2\)
- Managing over 1B E2P engagements per month

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\(^1\) Harris Interactive 2014
\(^2\) Forrester Mobile Messaging Vendor Overview report 2013
OpenMarket provides interactive mobile messaging solutions with expert guidance to help achieve your desired business results.
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Jointly committed to

USPS growth and success

Combined postage volumes in USPS FY15:

31% of all Priority Mail
10% of all Priority Mail Express
31% of all International Parcels
49% of all First Class Package Service and Parcel
Online Retailers Fuel the Search for Options

- Growth in e-commerce establishments is expected to continue, driving increased need for **affordable** and **accessible** shipping solutions

- Consumer expectations of **free shipping** and **free returns** are forcing sellers to optimize their shipping strategies across shipping carriers and technology providers

More platforms… more options

- Making it easy for sellers to use USPS across multiple marketplaces
- Automatically imports orders from direct integrations to anywhere a seller sells

...and many more!
Diversified fulfillment… ship-from-store

What is it?
An integrated solution allowing retailers around the country with multiple locations to successfully fulfill orders from stores using the USPS.

The benefits
• **Easy to use:** minimal training required with integration to POS processes
• **Reduced shipment errors:** built-in address validation, correct rates and services and shipping labels with tracking all available at the push of a button
• **Reduced shipping time and cost:** ship from within a customer’s zone instead of a far-away distribution center
• **Increased visibility:** comprehensive reporting and tracking across all locations, as well as automated customer notifications

The time is now:
93% of retailers report positive revenue uplift with ship-from-store

Source: Customer Desires Vs. Retailer Capabilities: Minding The Omni-Channel Commerce Gap, Forrester Research, 2014
Getting creating… hybrid shipping options

Ship more quickly & easily to all of Latin America

- Fast & predictable service
  - Consistent delivery in less than 10 days
  - Clear customs in less than 6 hours
  - Tracking and confirmation of delivery

- Easy to use
  - No customs forms
  - No tariff codes required
  - No surcharges or extra fees

- Reduced fraud potential
  - No goods declared on external label
  - Address validation and postal code lookup
  - Pay duties and taxes in advance

Best of the Best Options!
- USPS domestic
- Commercially cleared
- Private foreign courier network