

INNOVATION

IN THE SUPPLY CHAIN

May Chew, CIO, APL Logistics
April 8, 2019

APL Logistics At A Glance

- Global logistics specialist in **Automotive, Consumer, Industrials** and **Retail** verticals
- Revenues of USD \$1.7B and over 6,800 employees
- Offices in over 60 countries in 110 locations
- Part of the Kintetsu World Express (KWE) family
 - Top three 3PL in Japan with more than 10,000 employees in over 30 countries
 - Focused on air and ocean freight, specializing in Asia

Our Partnership with Orange



Service Excellence

- SG and US Data Centers Moves
- New offices/warehouse sites setup
- Network, IPT & Conferencing 24x7



Transformation

- Move to OBS Messaging cloud
- Explore Flexible SD-WAN services to improve agility & visibility



Optimization

- Application traffic optimization and acceleration
- Ensure Operation efficiency
- Connectivity to cloud providers

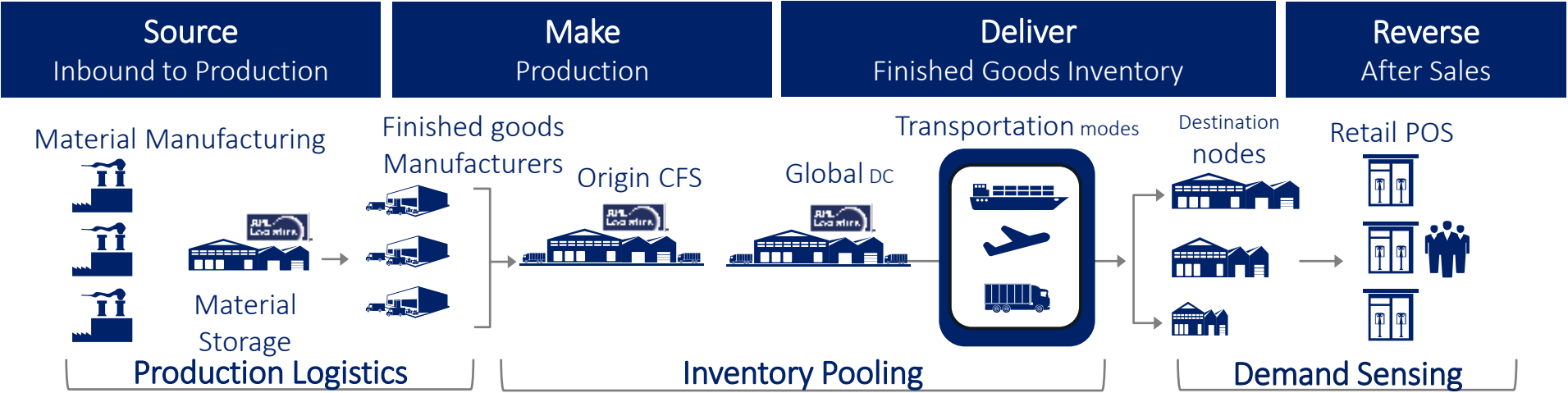


Innovation & Business Value

- Application Performance Management “Dynatrace” deployment
- Robotics Process Automation (RPA)
- Explore Cloud DR

Supply Chain Complexities

Flow metering
to reduce total
inventory and
enhancing
demand-supply
match



Origin Operations	Flexible Nodes	Transport	Trade Compliance
Prioritize shipments by store or by online dates, instead of DC due dates	Activation of global nodes and pooling locations & Ability to supply directly to all nodes in the network	Multimode transport options to meet priority dates from all nodes	Leveraging of FTA and first sale benefits to improve margin

- Visibility and collaboration platforms for decision support
- Foundation and process automation to drive operational execution
- Stakeholder integration to improve data timeliness, completeness and accuracy
- Predictive and advanced forecasting tools

Innovation in Supply Chain



Chatbot



Mobility



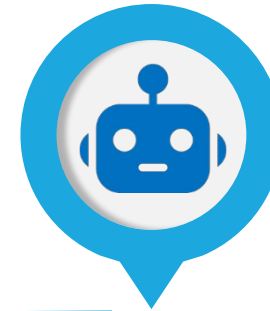
Alerts & Monitoring



SAP Mobile Approvals



Data Analytics



Robotics Process Automation (RPA)



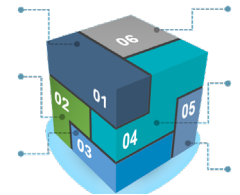
Document Management



Create, Translate & Automate



Blockchain



CHATBOT



User Scenarios

IT Service Management

- Enhanced user experience
- User Messaging for ticket logging
- Contextual & FAQs based

Faster response
Ticket reduction

Conversation Management

Context

Session

User

Q & A

FAQ

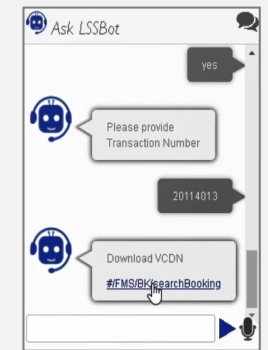
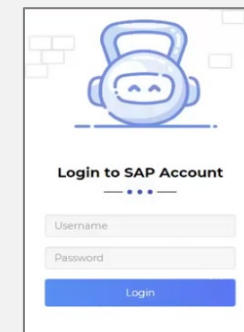
LiveChat

Txn No

Automation

- Search and respond to online request
- Integrated and perform users' tasks
- Integrated portal to applications

Simplify operations
Improved productivity



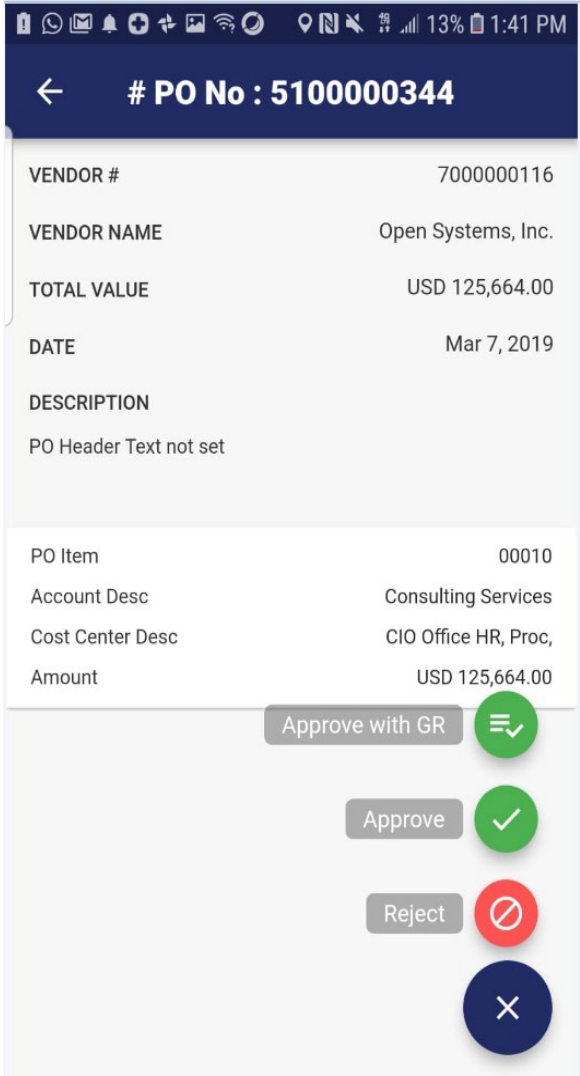
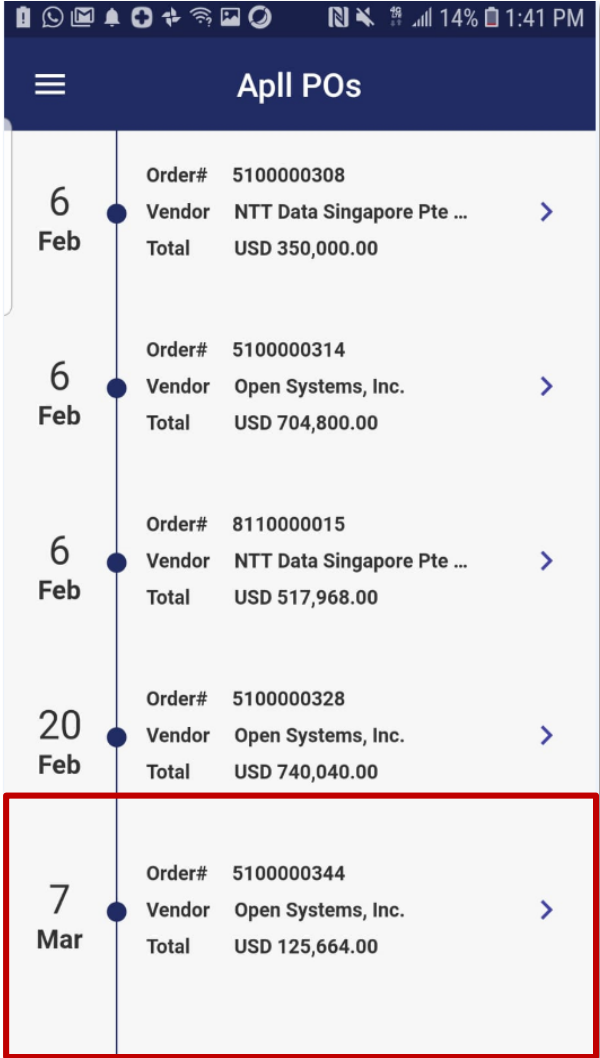
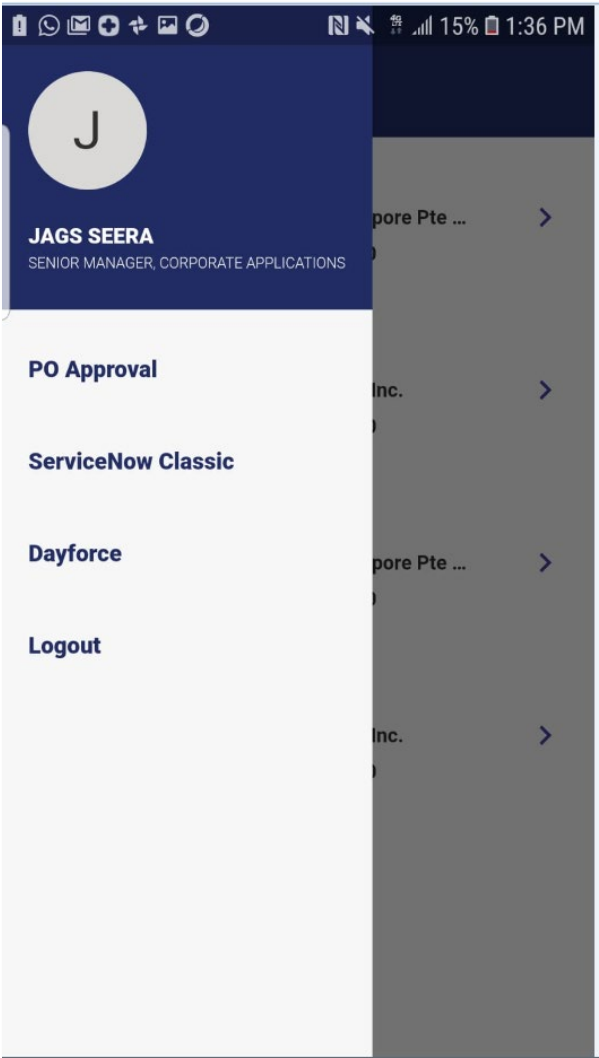
MOBILITY



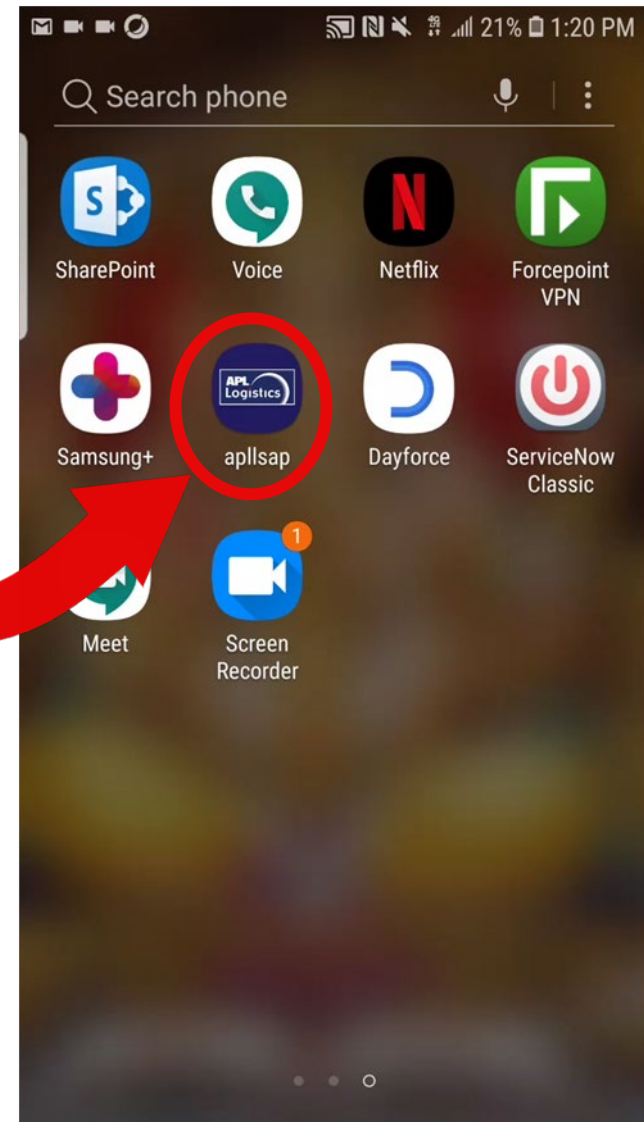
Proactive Monitoring



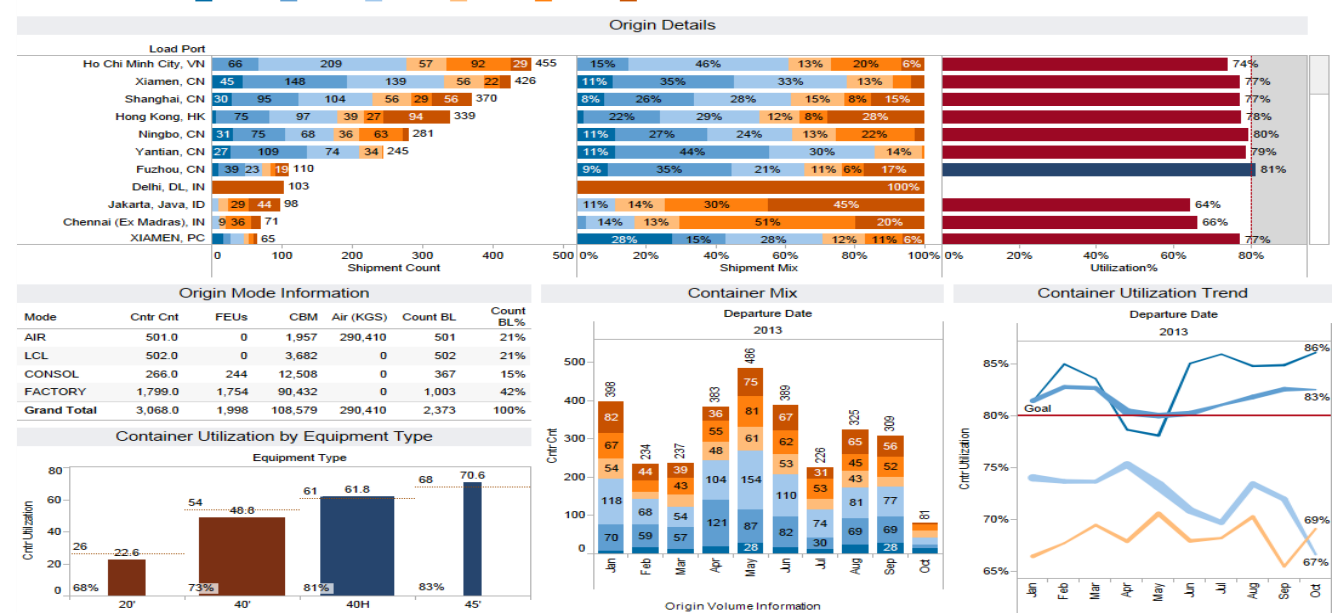
SAP Mobile App to Enhance Collaboration



SAP Mobile App to Enhance Collaboration



Dashboard and Performance



- ✓ Monitor and detect issues proactively to fine tune our applications with Dynatrace
- ✓ Set the foundation for Predictive and Prescriptive Analytics for customers
- ✓ Improve forecasting for our Customers

Application Performance Monitoring (APM)

BUSINESS CHALLENGES



Performance
Obstacles



Multiple
Monitoring Tools



Lagging
Alerts



Managing Customer
Expectations

NEEDS



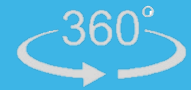
Performance
Optimization



Adapt
Rapidly



Standardized
SLA Reporting



Enhanced
Visibility



Industry
Leader



Speed of
Deployment



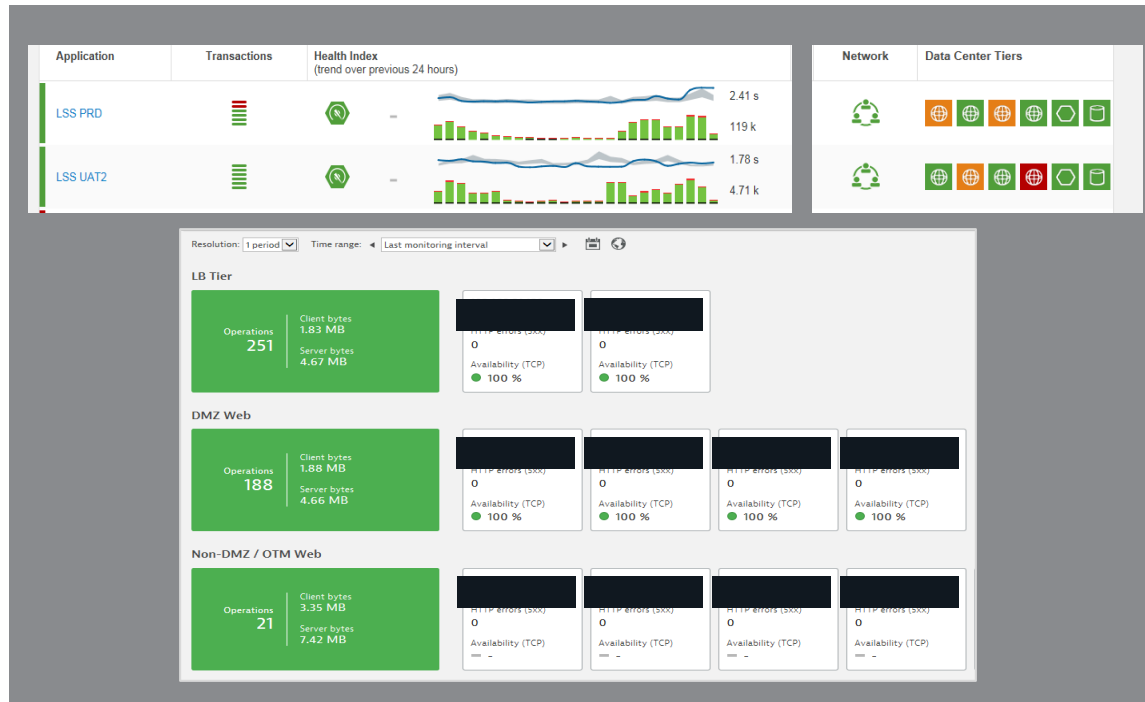
User-Friendly
Interface



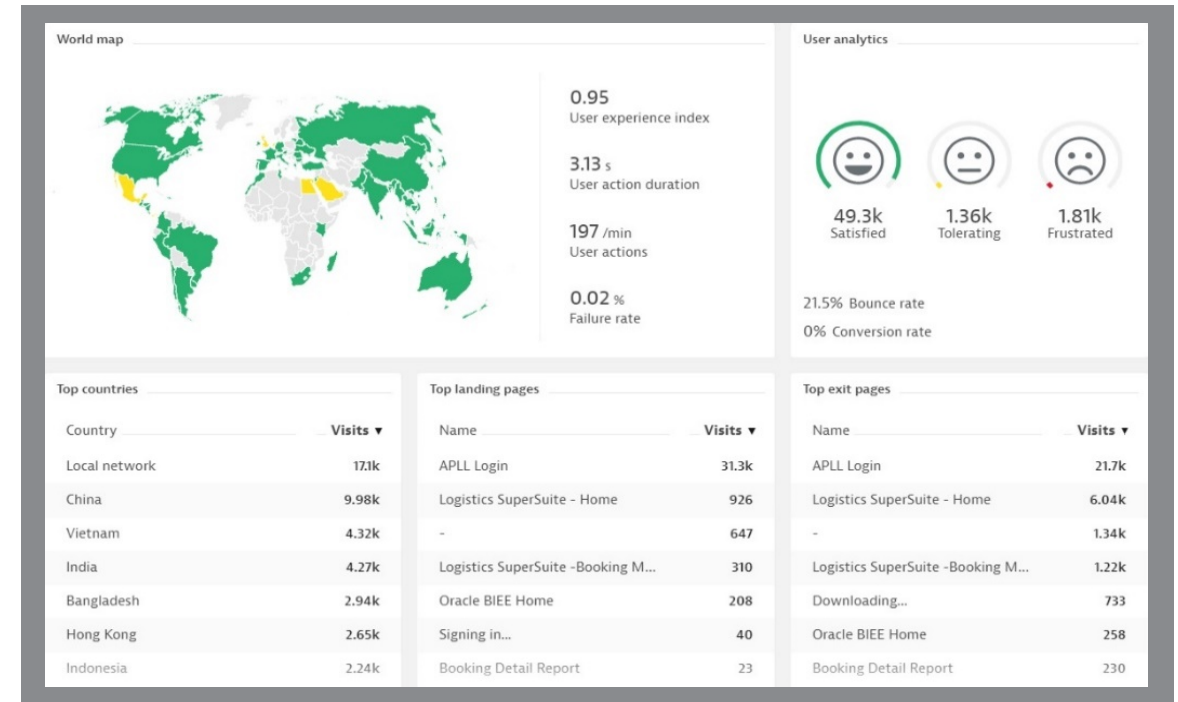
Real-Time
Visibility



Big data analytics provide critical business Insight via our Application Performance Management (APM) Tool

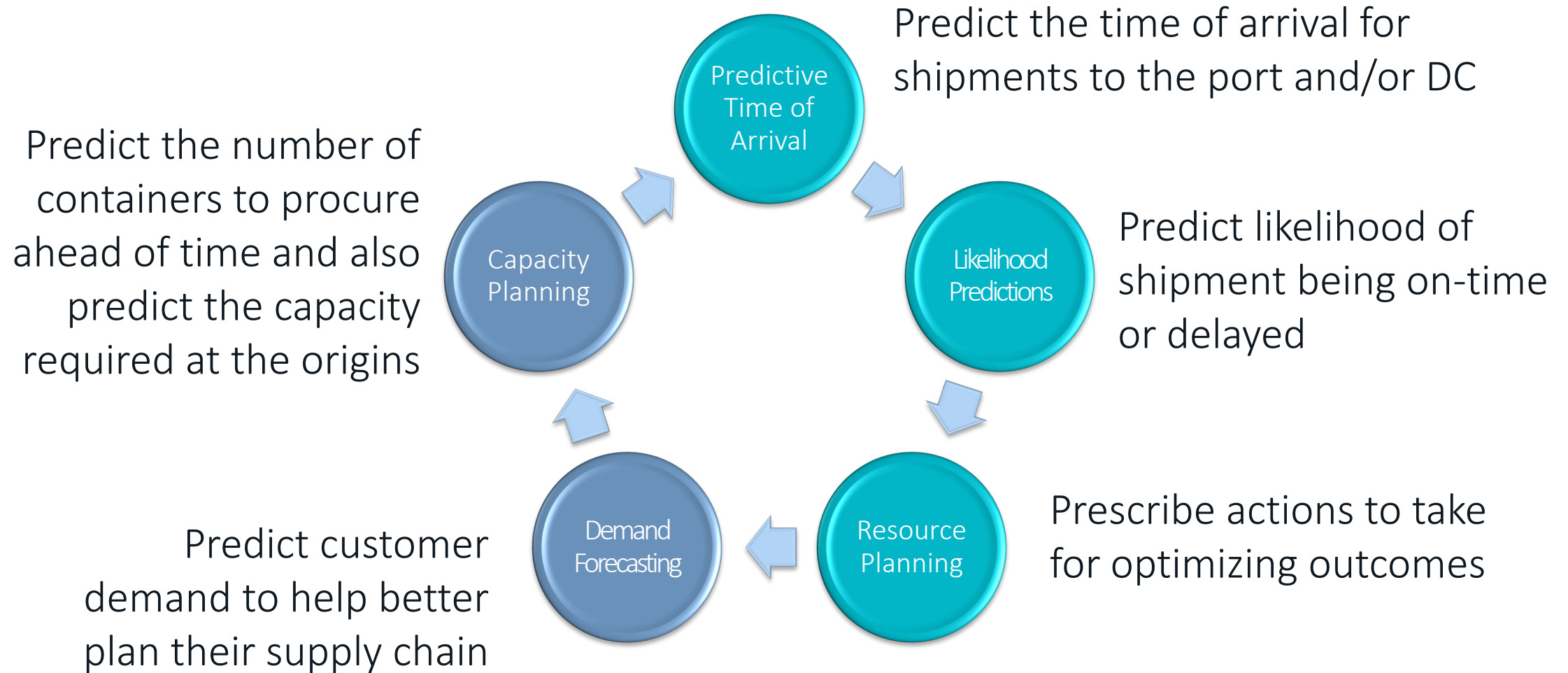


Infrastructure Health Dashboard



Geographical View

Prescriptive and Predictive...



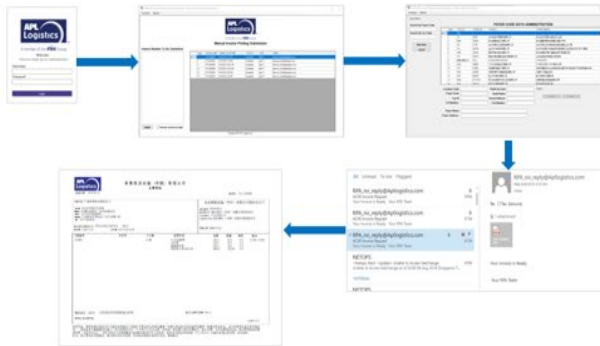
ROBOTICS PROCESS AUTOMATION (RPA)



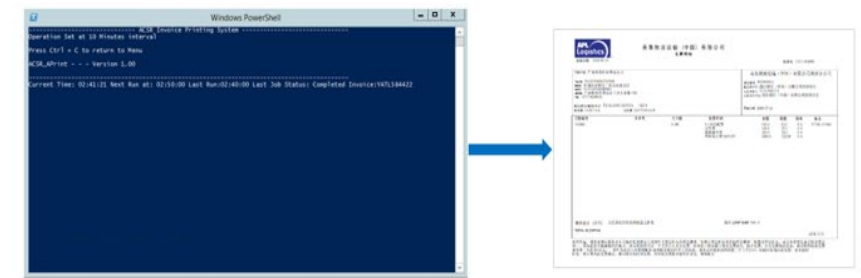
Operations Workflow Automation



Manual Printing using
multiple logging screens



Automated Printing
using RPA



Problem Statement

- Error-prone and time consuming method
- Manual checking and printing
- Multiple screens to ensure completeness
- Manual language conversions and checking

Invoice Bot Implementation

An Automated work process powered by an Invoice Bot was deployed to enable local invoices in Chinese characters to be printed with just one step instead of multiple steps.



PROBLEM

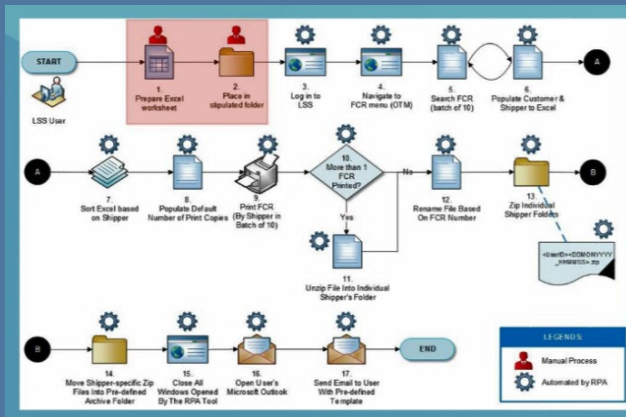
Printing of Invoices
in Multiple Languages

- Error-prone and time consuming
- Manual eye-ball and printing
- Multiple screens for billing

Robotic Process Automation for Operations

Manual Process

17 Steps!



Invoice Bot only requires

2 Steps!

WOW!



SOLUTION

Invoice Bot

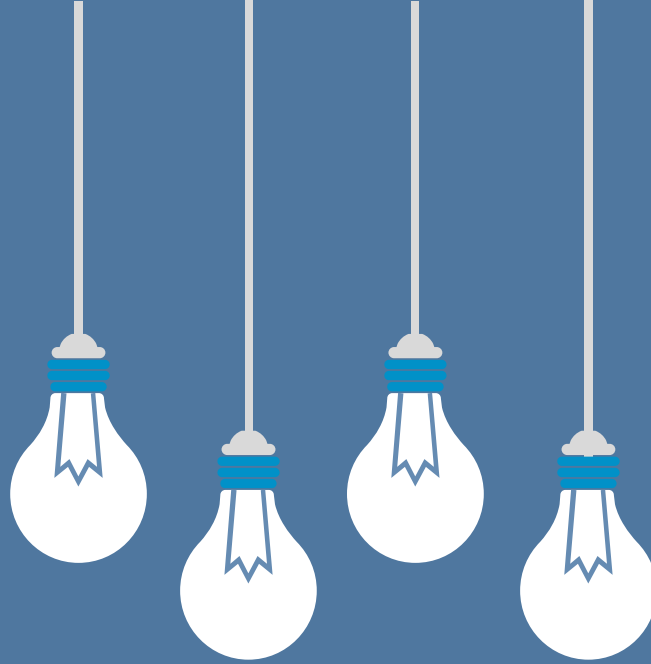
An automated work process powered by an Invoice Bot was deployed to enable Chinese characters to be printed on invoices



PROBLEM

Printing of Invoices in Multiple Languages

- Error-prone and time consuming
- Manual eye-ball and printing
- Multiple screens for billing



RESULTS

- ✓ Improve work productivity up to 80%
- ✓ Automates translation to local language and standardizes formats
- ✓ Improved operations workflows to reduce manual interventions
- ✓ Simplified employee training
- ✓ Weekly savings of 52+ man hours



SOLUTION

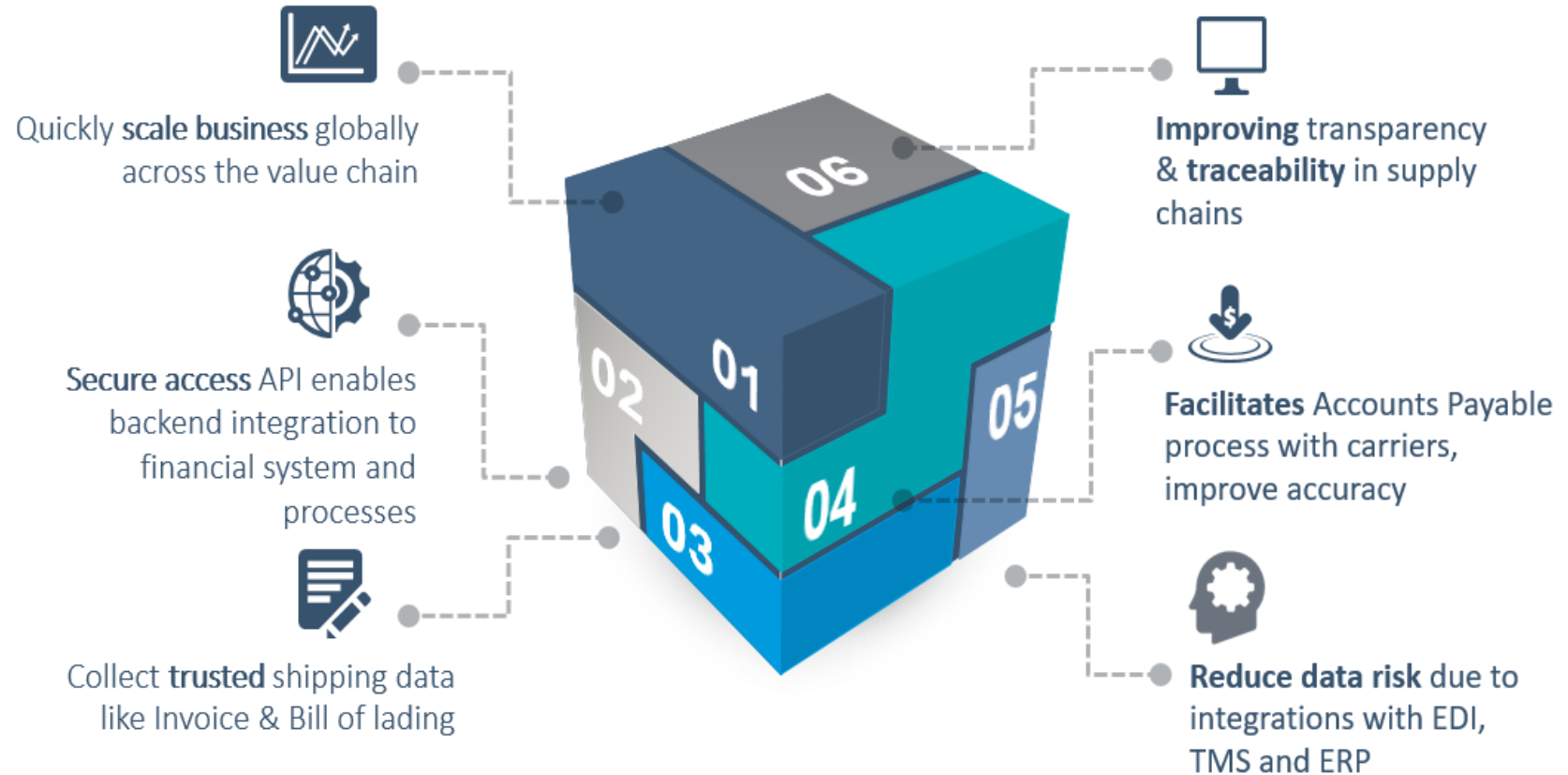
Invoice Bot

An automated work process powered by an Invoice Bot was deployed to enable Chinese characters to be printed on invoices

BLOCKCHAIN



Empowers Enterprise Innovation



Blockchain on Logistics and Finance Invoicing

Invoice Auditing and Financing

25%

Total Invoice 60

Outstanding Invoice 15

APL Logistics China

Bill of Lading

Search

From

To

Feb 11, 2019

Invoice Amount

Invoice Due Date

Carrier

4158241228

\$7,876.00

Feb 18, 2019

ABC

Feb 8, 2019

Invoice Amount

Invoice Due Date

Carrier

4158241205

\$1,967.00

Feb 15, 2019

ABC

Jan 22, 2019

Invoice Amount

Invoice Due Date

Carrier

4158241149

\$7,538.00

Jan 29, 2019

ABC

Oct 25, 2019

Invoice Amount

Invoice Due Date

Carrier

4158240867

\$1,967.00

Nov 1, 2019

ABC

Nov 11, 2019

Invoice Amount

Invoice Due Date

Carrier

4158240878

\$7,538.00

Nov 18, 2019

ABC

Nov 22, 2019

Invoice Amount

Invoice Due Date

Carrier

4158241228

Invoice Amount Outstanding Amount Status

\$7,876.00 \$7,876.00 Validated

Direct Pay Apply Financing

Currency	Invoice Date	Invoice Due Date	Invoiced Company
USD	Feb 11, 2019	Feb 18, 2019	APLL

Master Bill of Lading

6258241233

Mar 8, 2019

Charged Amount

Place of Receipt Final Destination

\$1,968.00

Hong Kong

Los Angeles

6258241234

Mar 8, 2019

Charged Amount

Place of Receipt Final Destination

\$1,920.00

Hong Kong

Los Angeles

6258241235

Mar 8, 2019

Charged Amount

Place of Receipt Final Destination

\$2,003.00

Hong Kong

Los Angeles

6258241236

Mar 8, 2019

Charged Amount

Place of Receipt Final Destination

\$1,985.00

Hong Kong

Los Angeles

Copyright 2018 APL Logistics. All rights reserved.

Apply Financing

Invoice Number & Loan Amount

4158241228

\$ 7876 USD

Please select Loan Days :

60 Days

Please select a bank for applying the financing:

☒

Bank

Bank A

☐

Bank

Bank B

Please select your loan account number:

123-456780-909

Cancel Submit

Forward Looking...



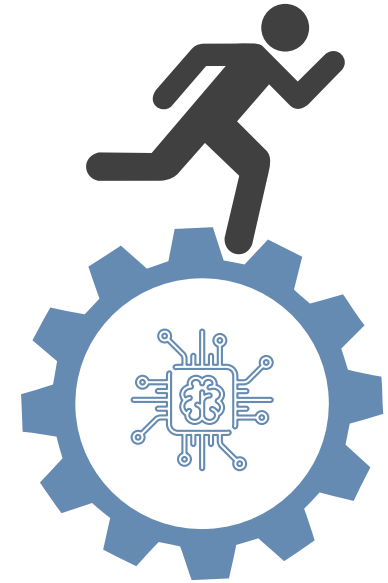
Traditional vs Digital IT

Mindset change from a traditional IT to demands of a digital business technology



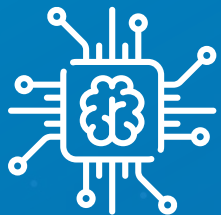
Co-ownership

A co-ownership delivery model with business leaders



Advisory

Continue playing a key advisory role to manage new technology advancements



A member of the **KWE** Group

THANK YOU!