Blue Yonder and Descartes MacroPoint

Blue Yonder and Descartes: a comprehensive solution

In an effort to help customers achieve the extremely accurate, real-time transportation insights they need to succeed, Blue Yonder and Descartes have joined forces to provide customers with a unified transportation visibility solution for all areas and modes of their supply chains. By combining Descartes MacroPoint solutions with Blue Yonder solutions, customers can benefit from tightly integrated access to the visibility platform used by leading manufacturers, retailers, distributors and logistics service providers to obtain automated location tracking, performance monitoring and predictive analytics for in-transit shipments.

Meeting the challenge of high expectations

In today's fast-paced, demanding business world, just about everyone has come to expect real-time transparency into the location of their freight. The problem is that both shippers and receivers have many layers and nodes in their supply chains, and, to complicate matters, many are currently inhibited by manual processes or legacy electronic data interchange (EDI) systems. That means the challenge is not producing shipment data, but sourcing and consolidating that data into an actionable format.

To meet these high expectations, Descartes MacroPoint created a solution to help overcome these challenges and achieve benefits such as:

- Supporting customers' on-time-in-full (OTIF) and just-in-time (JIT) mandates by delivering a high level of visibility

- Replacing multiple systems that create internal information silos between departments and external silos between trading partners with a unified logistics system

- Reducing the excessive labor costs and lost productivity caused by manual tracking and communication methods

- Improving working capital by increasing the focus on inventory planning, optimization and control

- Elevating the need to aggressively manage pick-up and delivery timeframes

- Improving the ability to predict and manage supply chain disruptions before they occur

- Eliminating the wide variety of third parties contracted for transportation and logistics that store information across multiple platforms and portals

The power of predictive ETAs

One of the key capabilities of Descartes MacroPoint is its ability to deliver in-transit ETAs for processes like labor planning, dock management and virtual inventory management. Descartes MacroPoint's game-changing technology allows shippers to view the location and dynamic ETA of every shipment simultaneously via a single control tower view. Variables such as hours of service, traffic, weather,

speed and lane are factors for every shipment, and are recalculated every 15 minutes by a proprietary algorithm.

While ETAs can clearly help dock operations become more efficient, shippers should also think in terms of how supply chain visibility supports the creation of a virtual inventory management platform. ETA data is even being used to inform higher-profile business processes by supporting business simulations, contingency planning and what-if scenario analysis.

Understanding the risks for informed decision-making

Descartes MacroPoint provides a constant review of every shipment location and ETA. This happens automatically behind the scenes and the solution classifies all loads under three categories of risk. This category segmentation, combined with geofencing and off-schedule alert capabilities, allows shippers to be notified of any at-risk loads. This, in turn, enables exception management capabilities that were previously unattainable.

Knowing that a shipment is going to be delayed is never a positive event. But having accurate inbound data allows shippers to modify their plans and keep customers informed. This is the hallmark of best-in-class shippers.

Improving satisfaction for customers and drivers

Outdated communication methods such as phone calls only create congestion and delays in today's fast-moving logistics environment. By offering immediate, automated access to time-sensitive information, Descartes MacroPoint enhances communication and responsiveness for customers, carrier partners and drivers. Information access and open communication foster strengthened relationships, resulting in increased revenues, profits and productivity levels for all parties involved.

Blue Yonder and Descartes: stronger together

By integrating their powerful technologies, Blue Yonder and Descartes MacroPoint have forged a path to enabling complete, end-to-end supply chain visibility. Through unmatched network integration and high-quality data aggregation, shippers and receivers now have the connectivity required to make better business decisions, reduce costs and increase customer satisfaction through real-time visibility.

About Descartes

Descartes (Nasdaq:DSGX) (TSX:DSG) is the global leader in providing on-demand, software-as-a-service solutions (SaaS) focused on improving the productivity, performance and security of logistics-intensive businesses. Customers use Descartes' modular, software-as-a-service solutions to route, schedule, track and measure delivery resources; plan, allocate and execute shipments; rate, audit and pay transportation invoices; access global trade data; file customs and security documents for imports and exports; and complete numerous other logistics processes by participating in the world's largest collaborative ultimodal logistics community. With headquarters in Waterloo, Ontario, Canada, Descartes has offices and partners around the world. Learn more at www.descartes.com, and connect with Descartes on LinkedIn and Twitter.

About Blue Yonder

Blue Yonder, Inc. (formerly JDA Software, Inc.) provides seamless, friction-free commerce, empowering every organization and person on the planet to fulfill their potential. Blue Yonder's machine learning-driven digital fulfillment platform enables clients to deliver to their customers when, how and where they want it. Applying over 35 years of domain expertise, contextual intelligence and data science, Blue Yonder is helping more than 3,300 of the world's leading manufacturers, retailers and logistics companies create more autonomous, sustainable and profitable operations. blueyonder.com

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