

Have you ever lost your shoe?
How logistics cloud solution
can strengthen your position
in global textile business

Daniel Kucner



Rank	Company
1	Apple
2	Amazon
3	McDonald's
4	Dell
5	P&G
6	Coca-Cola
7	Intel
8	Cisco Systems
9	Wal-Mart Stores
10	Unilever

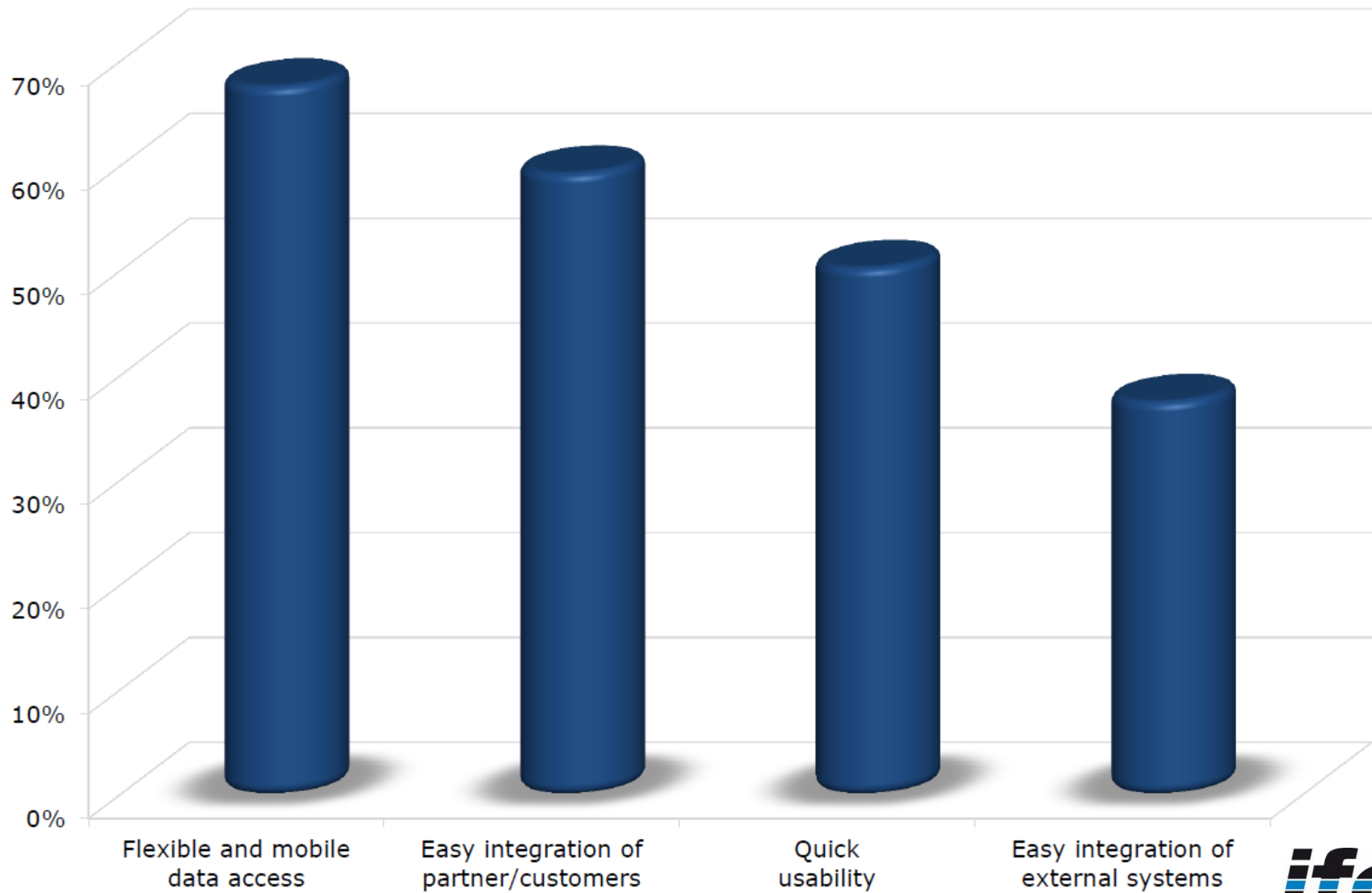
* Gartner Supply Chain Top Companies

Main success drivers:

- Flexible supply chains
- Fast reaction time for economic changes
- Fast adaptation of logistics network
- Logistics Service Providers take leadership in providing information and management

The key role play:

- High transparency of all steps of supply chain
- Measured quality of supply chain and all participants





Flexibility

Easy integration

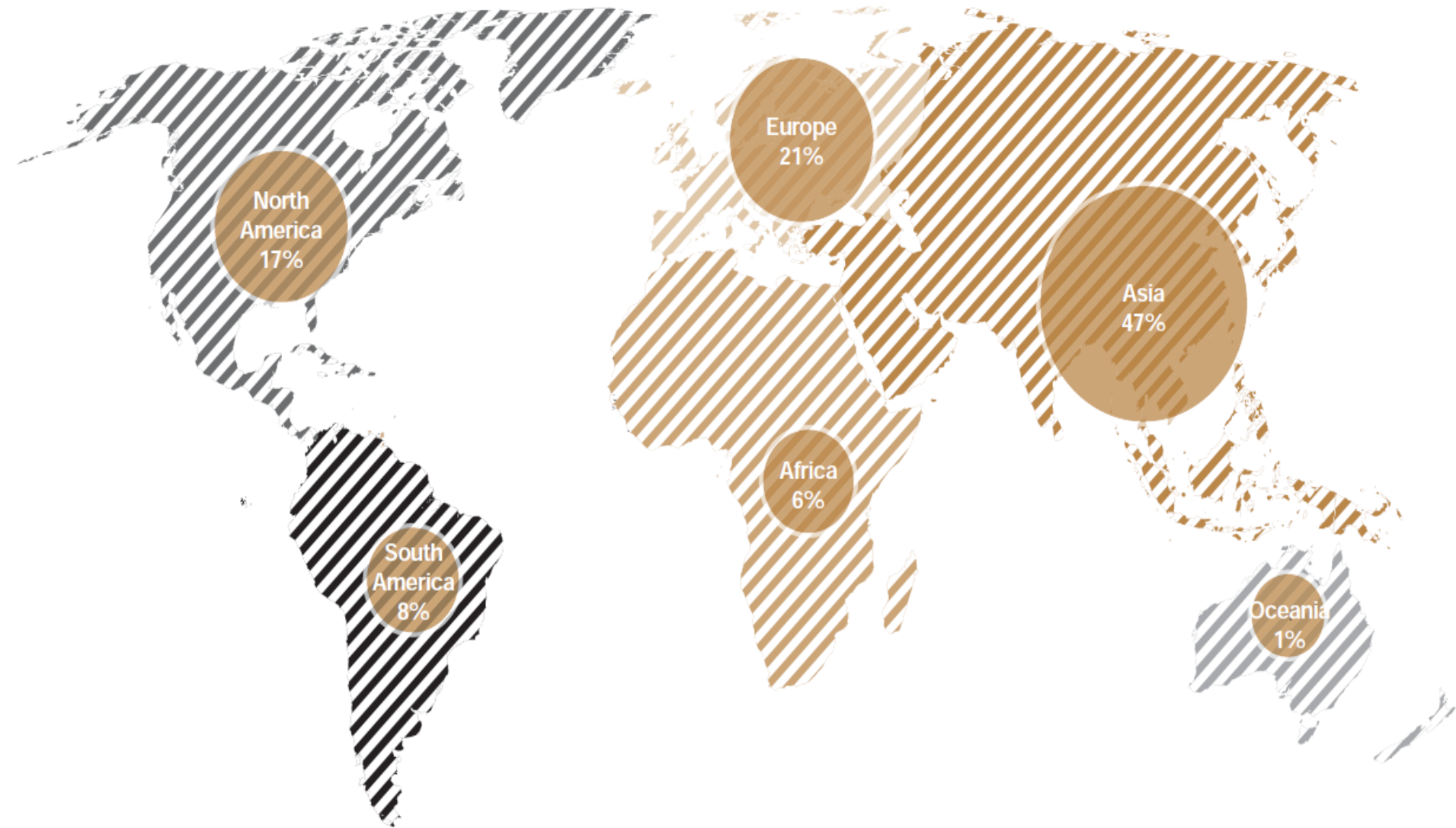
Quick start



**What percentage of shoes
is manufactured in Europe?**

Worldwide footwear production





Import of footwear in the world in 2011



LEDERUNDSCHUH^{LS}

- One of biggest footwear manufactures in Europe
- 420 shops in 11 countries, brands:
 - Corti
 - Dominici
 - Humanic
 - Jello
 - Shoe4You
 - Stiefelkönig
- 4.300 employees
- 500 suppliers and manufactures
- 543,3mln euro revenue in 2012





COMMUNICATION



- 400 suppliers
- 10 distribution centers
- 10 carriers and leading logistics provider
- Various time zones, cultures and languages

TRANSPARENCY



- Where to find accurate information?
- How to show relevant information to involved parties

CONTROL



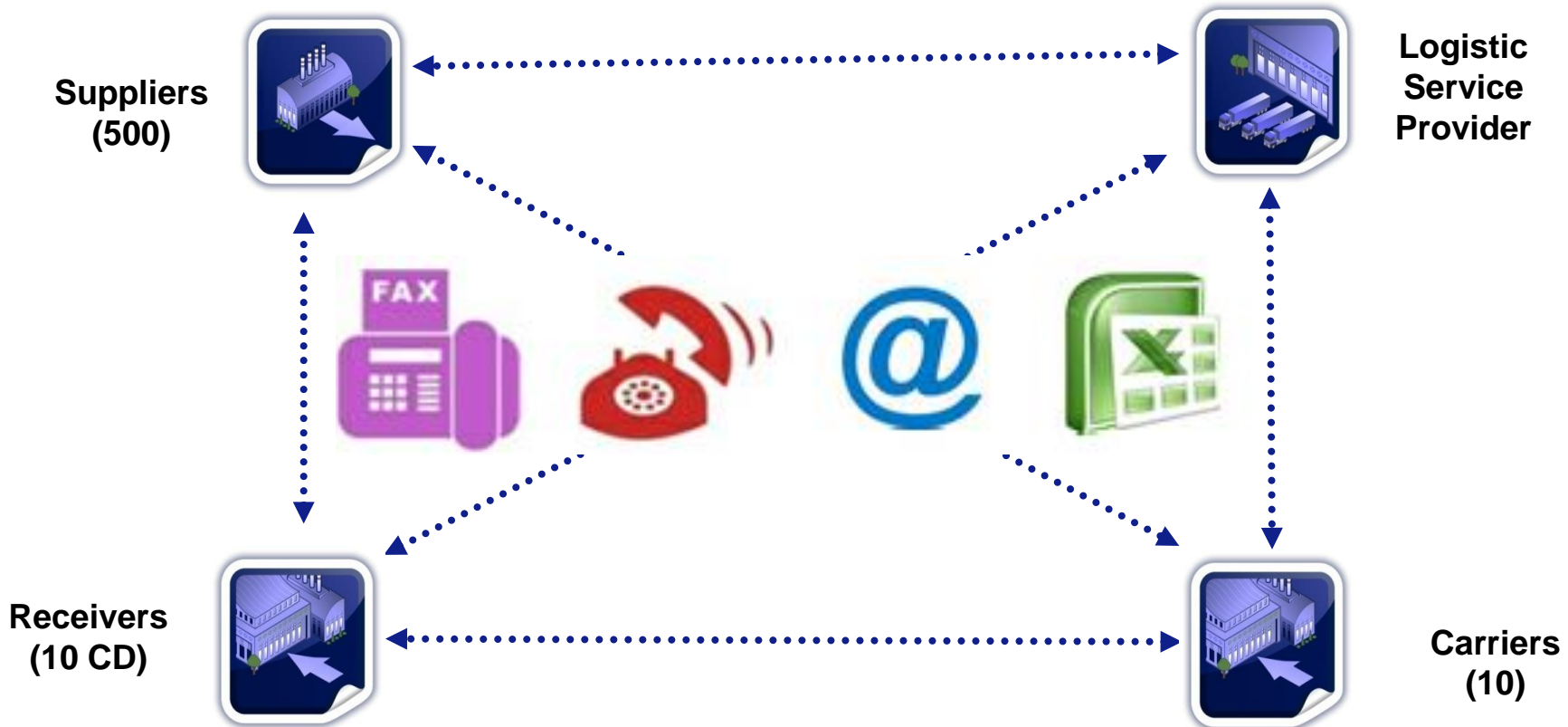
- How to collect information?
- How to control operations in supply chain?

BENEFITS



- How to reduce costs?
- How to reduce transportation time?

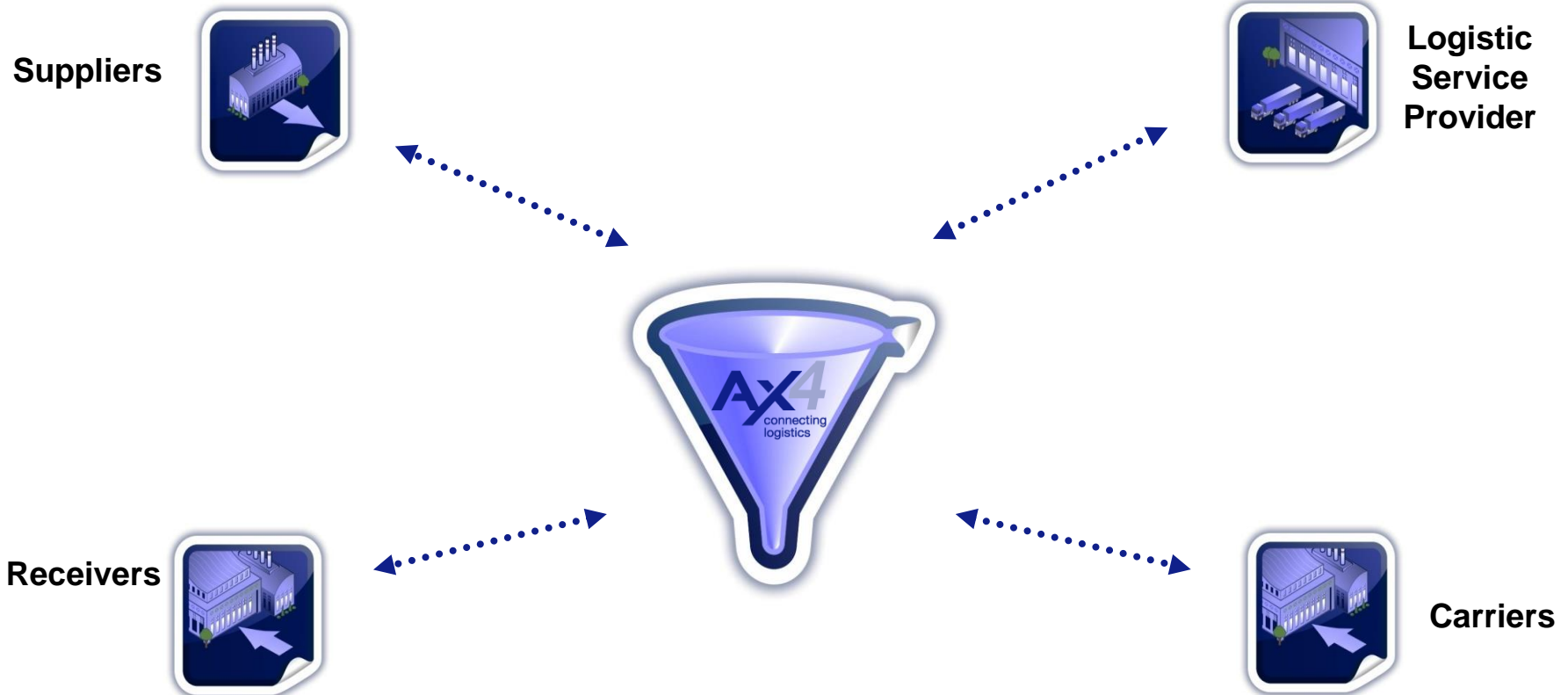
How to improve communication with multiple partners?



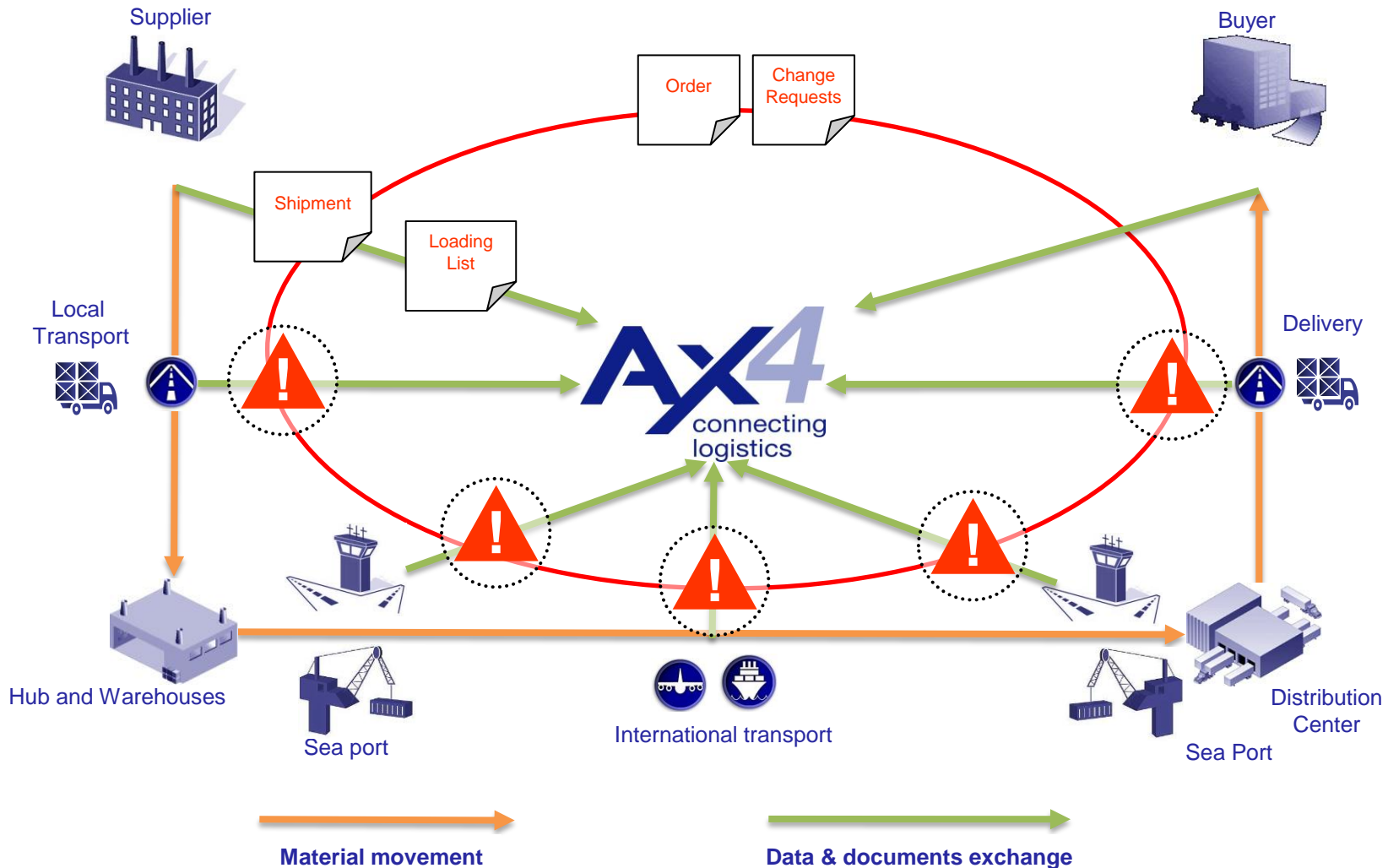
LEDERUNDSCHUH[®]

Network with up to 10.000 connection



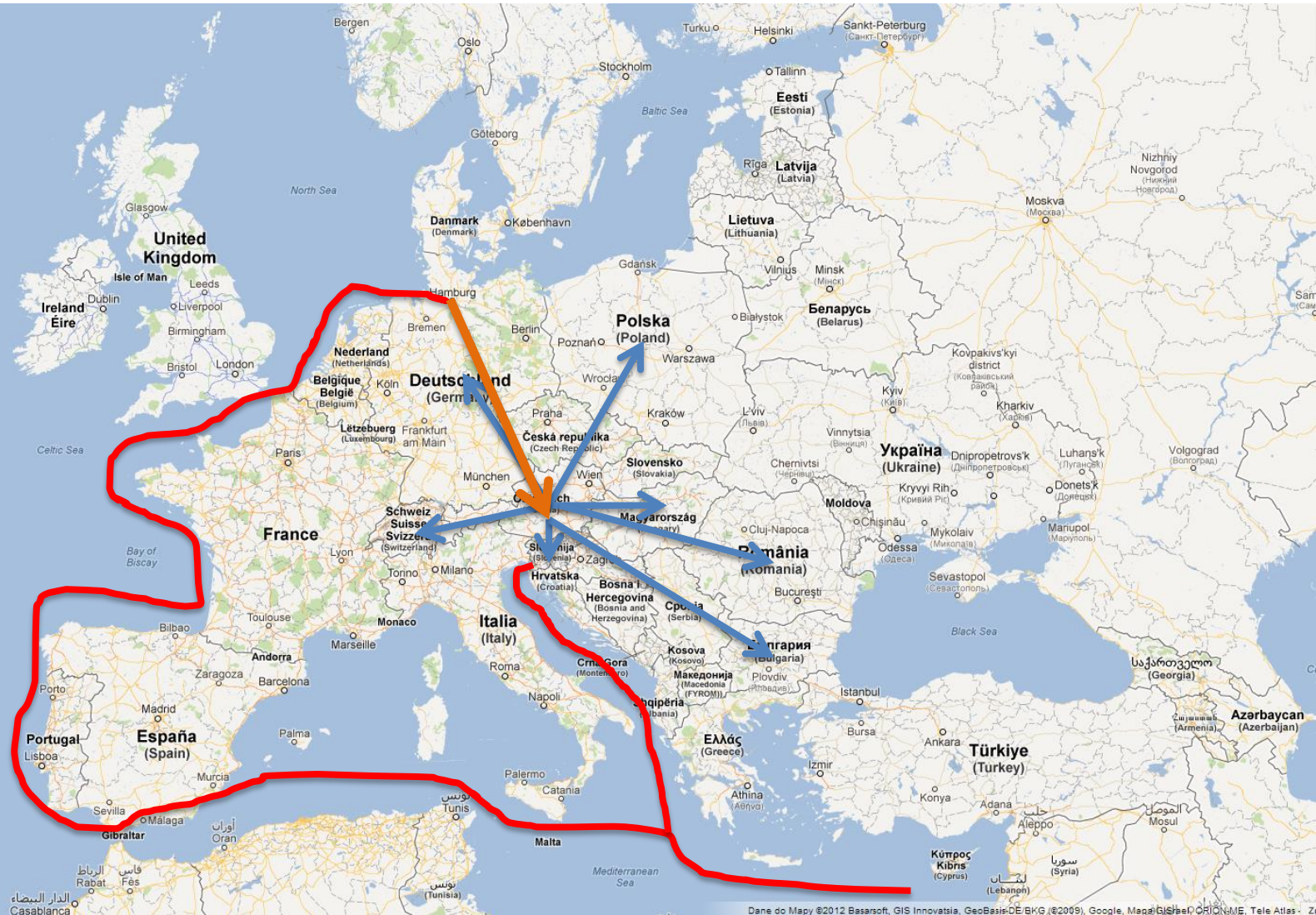


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

















































































Leder und Schuh supply chain



Transports - operational overview

Manifest AX4 Id	Creation date Modification date	Container No. Truck No.	Vessel Name Comments	Requested delivery date Calculated delivery date	Delay (days)	Route	Tracking status	Attachments	Work status	
424491 	01.06.2012 22.06.2012	AK8918-7/A8197 A-7		12.06.2012 18.06.2012	6 	C	Arrival final destination	CMR, EX, INV, PACK LIST DT 8524        	sent	 
412011 	05.03.2012 13.06.2012	dev-test3 dev-test3	dev-test3	30.04.2012 13.06.2012	44 	B	unloaded and SAP-booked	Test  	sent	 
421702 	05.04.2012 13.06.2012	12345678 2T48611 / OPL0062	Test comment	03.04.2012 07.04.2012	4 	C	unloaded and SAP-booked		sent	 
423763 	25.05.2012 04.08.2012	LLU 15008 / LLU 15508		01.08.2012 03.08.2012	2 	A	Clear on Board		sent	 
421682 	05.04.2012 13.06.2012	LLU3H10 / LLU11415		04.04.2012 06.04.2012	2 	C	Arrival final destination		sent	 
411410 	28.02.2012 13.06.2012			24.04.2012 26.04.2012	2 	B	Arrival final destination		sent	 
411622 	29.02.2012 13.06.2012	dev-test dev-test	dev-test	25.04.2012 05.05.2012	10 	C	unloaded and SAP-booked		sent	 
422675 	04.05.2012 15.06.2012	container 456 truck 123		30.06.2012 10.06.2012	-20 	C	shipping date requested		sent	 
424442 	01.06.2012 29.06.2012	O 005 KP 67 / AB 3548-67		09.06.2012 07.06.2012	-2 	C	Arrival final destination		sent	 
424490 	01.06.2012 20.06.2012	WPZ 60 CR / WPZ R 694		09.06.2012 07.06.2012	-2 	C	Arrival final destination	CMR+EX+INV+PL DT 0045        	sent	 
424551 	01.06.2012 20.06.2012	WPZ 61 CR / WCI 92 YF		09.06.2012		C	Arrival final destination	CMR+EX+INV+PL DT 0098        	sent	 
424489 	01.06.2012 01.06.2012						green light waiting for		cancel	
423943 	28.05.2012 28.05.2012	AE5602-5/A5280A5		10.05.2012			unloaded and SAP-booked	Attachment - test    	sent	 
423942 	28.05.2012 28.05.2012	WOR02404/WOR0533P		11.05.2012			unloaded and SAP-booked		sent	 
423928 	28.05.2012 28.05.2012	WOR23515/WOR0531P		11.05.2012			unloaded and SAP-booked		sent	 
423842 	28.05.2012 28.05.2012	LLU 8A80 / LLU 11401		02.06.2012			shipped		sent	 

Milestone name	Status	Original date	Planned date	Actual date	Difference from plan	Difference from original plan
shipping date requested	M000			04.06.2012		
shipping date	M010	04.06.2012	04.06.2012	24.05.2012	-11.0	-11.0
pier arrival	M020	09.06.2012	09.06.2012	20.06.2012	11.0	11.0
Clear on Board	M030	14.06.2012	25.06.2012	24.06.2012	-1.0	10.0
Entry Port Hamburg	M040	19.06.2012	29.06.2012			
Clear on Board feeder vessel	M070	24.06.2012	04.07.2012			
Entry Port	M080	29.06.2012	09.07.2012			
Dispatch on truck	M090	04.07.2012	14.07.2012			
Arrival custom point	M110	09.07.2012	19.07.2012			
Custom cleared	M130	14.07.2012	24.07.2012			
Arrival final destination	M140	19.07.2012	29.07.2012			
unloaded and SAP-booked	M150	24.07.2012	03.08.2012			

Req. Delivery Date: 01.08.2012

Last milestone calculated date: 03.08.2012

Delay (from RDD): 2

**„You can't manage
what you don't measure“**

Peter F. Drucker



How to control the supply chain?



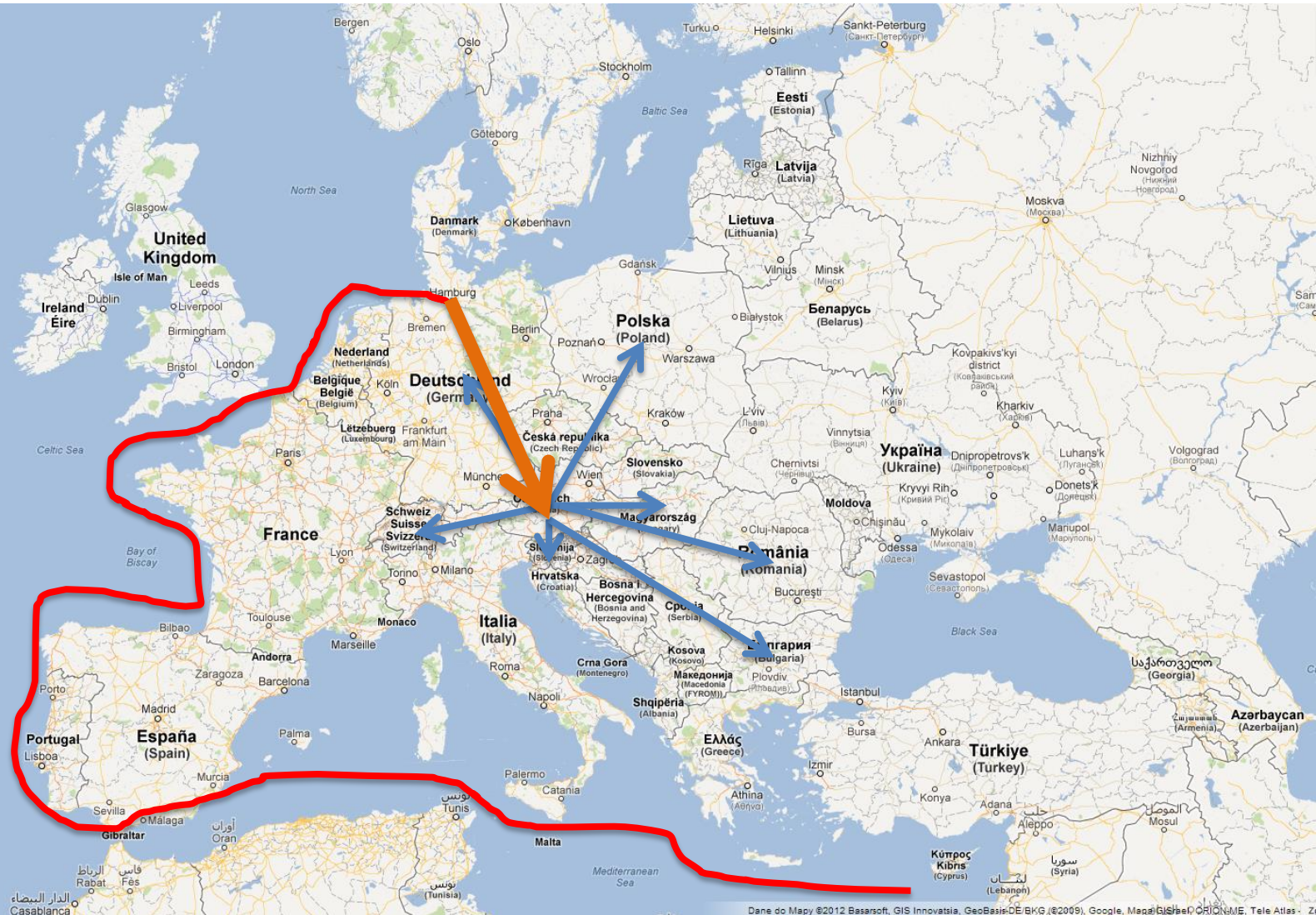
- All parties of supply chain shall be integrated
- Information shall be registered on each and every step of the process
- Key events definition – what was planned and what has happened
- Distribution of information to all relevant parties
- React on the key events

- Lead logistics provider is responsible for consolidation
- Full information available to LSP:
 - Purchase Order, Confirmation
 - Delivery Note,
 - Shipment
- Logistic operator take the role of consolidator
- Right planning and packing according to early information about final destinations



Improved container filling by 15%

European distribution



European distribution



COMMUNICATION



- 1.800 users – one standard of communication
- Independent of various time zones and language

TRANSPARENCY



- Single access point to most updated information
- Access to information on cloud based AX4 platform just using web browser
- Transparent supply chain from Order up to delivery to DC

CONTROL



- 240.000 events reported every year
- Immediate reaction of platform on key events

BENEFITS



- Improved filling of containers by 15%
- Reduction of transport time and in consequence transport costs
- Optimization of work and reduction of Leder und Schuh staff effort

The introduction of the logistics IT-platform AX4 was a real innovation for us, because we managed to establish consistent communication.

Finally we can state: all aims have been reached.

Maximilian Kummerer,
Supply Chain Director, Leder und Schuh



Before loading Loaded En route Completed

Search

Logistics Provider: Consignee: Search for: From (DDMMYY): To (DDMMYY): Status:

Service:

Shipments of Loading List:

☐ All ☐ Disposed ☒ Not Disposed

Milestone:

Search for reference no.:

Customer reference:

Group by:

Search Reset Hide

Results

Number of results: 4 (1 - 4) Results per page: 10 Sort by: Req. Pick up date Service

Order no.	Reference	Service	Milestone	Req. Pick up date	Logistics Provider	Consignee	Weight	Volume	Packages	Chargeable Weight	Status	
5851618	665307/20140208/1	Groupage	Planning	10.02.2014	PfalzSped 67059 Ludwigshafen	Werkzeug Großhandel Müller 86154 Augsburg	785.00	4.080	5	1346.40	sent	<input type="checkbox"/>
5851619	665307/20140208/2	Groupage	Planning	10.02.2014	PfalzSped 67059 Ludwigshafen	Werkzeug Großhandel Müller 50667 Köln	1136.00	2.304	4	1136.00	sent	<input type="checkbox"/>
5851620	665307/20140208/3	Groupage	Planning	10.02.2014	PfalzSped 67059 Ludwigshafen	Werkzeug Großhandel Müller 01067 Dresden	1305.00	2.880	5	1305.00	sent	<input type="checkbox"/>
5851621	665307/20140208/4	Groupage	Planning	10.02.2014	PfalzSped 67059 Ludwigshafen	Marspol 03-286 Warszawa	406.00	1.632	2	538.56	sent	<input type="checkbox"/>

Total units: 0

Total gross weight: 0.00 [kg]

Total volume: 0.000 [m3]

Select all

Create loading list



Before loading Loaded En route Completed

Search

Search

Reset

Show

Results

Number of results: 13 (1 - 10) Results per page: 10 Sort by: ATA Req. Delivery date

next >>

Manifest	Order no.	Reference Service	Req. Pick up date ATD	Req. Delivery date ATA	Logistics Provider	Consignee	Tracking status	Delay	
531370	5828621	665307/20140131/4 Parcelservice	31.01.2014 31.01.2014	04.02.2014 04.02.2014	International Parcel Service 78467 Konstanz	Marspol 03-286 Warszawa	Delivered	✓	
531951	5832164	665307/20140201/3 LTL	03.02.2014 03.02.2014	05.02.2014 04.02.2014	PfalzSped 67059 Ludwigshafen	Werkzeug Großhandel Müller 50667 Köln	Delivered	✓	
531894	5832162	665307/20140201/1 Groupage	03.02.2014 03.02.2014	05.02.2014 05.02.2014	PfalzSped 67059 Ludwigshafen	Werkzeug Großhandel Müller 20033 Hamburg	Delivered	✓	
531894	5832163	665307/20140201/2 Groupage	03.02.2014 03.02.2014	05.02.2014 05.02.2014	PfalzSped 67059 Ludwigshafen	Werkzeug Großhandel Müller 86154 Augsburg	Delivered	✓	
531894	5832165	665307/20140201/4 Groupage	03.02.2014 03.02.2014	05.02.2014 05.02.2014	PfalzSped 67059 Ludwigshafen	Werkzeug Großhandel Müller 01067 Dresden	Delivered	✓	
532312	5836680	665307/20140204/1 Groupage	04.02.2014 04.02.2014	06.02.2014 06.02.2014	PfalzSped 67059 Ludwigshafen	Werkzeug Großhandel Müller 20033 Hamburg	Delivered	✓	
532382	5836681	665307/20140204/2 LTL	04.02.2014 05.02.2014	06.02.2014 06.02.2014	PfalzSped 67059 Ludwigshafen	Werkzeug Großhandel Müller 86154 Augsburg	Delivered	✓	
532312	5836682	665307/20140204/3 Groupage	04.02.2014 04.02.2014	06.02.2014 06.02.2014	PfalzSped 67059 Ludwigshafen	Werkzeug Großhandel Müller 01067 Dresden	Delivered	✓	
532389	5836683	665307/20140204/4 LTL	04.02.2014 05.02.2014	10.02.2014 06.02.2014	PfalzSped 67059 Ludwigshafen	Marspol 03-286 Warszawa	Delivered	✗	
531895	5832166	665307/20140201/5 Parcelservice	03.02.2014 03.02.2014	07.02.2014 07.02.2014	International Parcel Service 78467 Konstanz	Marspol 03-286 Warszawa	Delivered	✓	

Go to: 1 - 10

next >>

Thank you for attention



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