



Zethcon®

The supply chain execution partner
for market leaders

3PL Business Owner's Dashboard

...making a highly competitive business a little easier

New Capability Overview/
a product extension for Synapse™

Globalization – Consolidation - Financial Pressures - Escalating Customer Expectations - Information Technology Demands

Achieving success in the 3PL business has not gotten easier - quite the contrary. Industry analysts suggest that the factors listed remain dominant drivers of change – and they are particularly troublesome to mid-market growth oriented 3PLs who must scramble to remain competitive – and demand innovative thinking and an agile businesses to address them.

Not only does a mid-market 3PL business owner have to manage the company's growth, but now their customer demands to see “profit improvement” delivered for *their* business, too. Value-added services, rapid response, and escalating service levels are now the norm. 3PL customers have come to expect ongoing access to a variety of new services and at prices that squeeze margins. Receiving competitive, ever-more comprehensive services that guarantees enhanced efficiency and produce a better profit scenario is a now the normal customer expectation – and an absolute requirement to retain those all important best customers.

This state of the industry generally means that tough choices have to be made; even the most resource-rich 3PL's do not have the capacity to do it all. Therefore, in order to remain competitive, mid-market, growth oriented 3PL's must do an *extremely effective* job of *making decisions* about their business based on:

- Understanding their best profit-building opportunities;
- Knowing which customers and services are most profitable;
- Having reliable, fast access to the key information about revenue, activity, storage capacity and labor utilization for their various customers
- ...and more

3PL Business Owner's Dashboard to the Rescue

3PL business owners frequently cite this problem: “In a sea of data and reports how can I find what I need to know right now?”

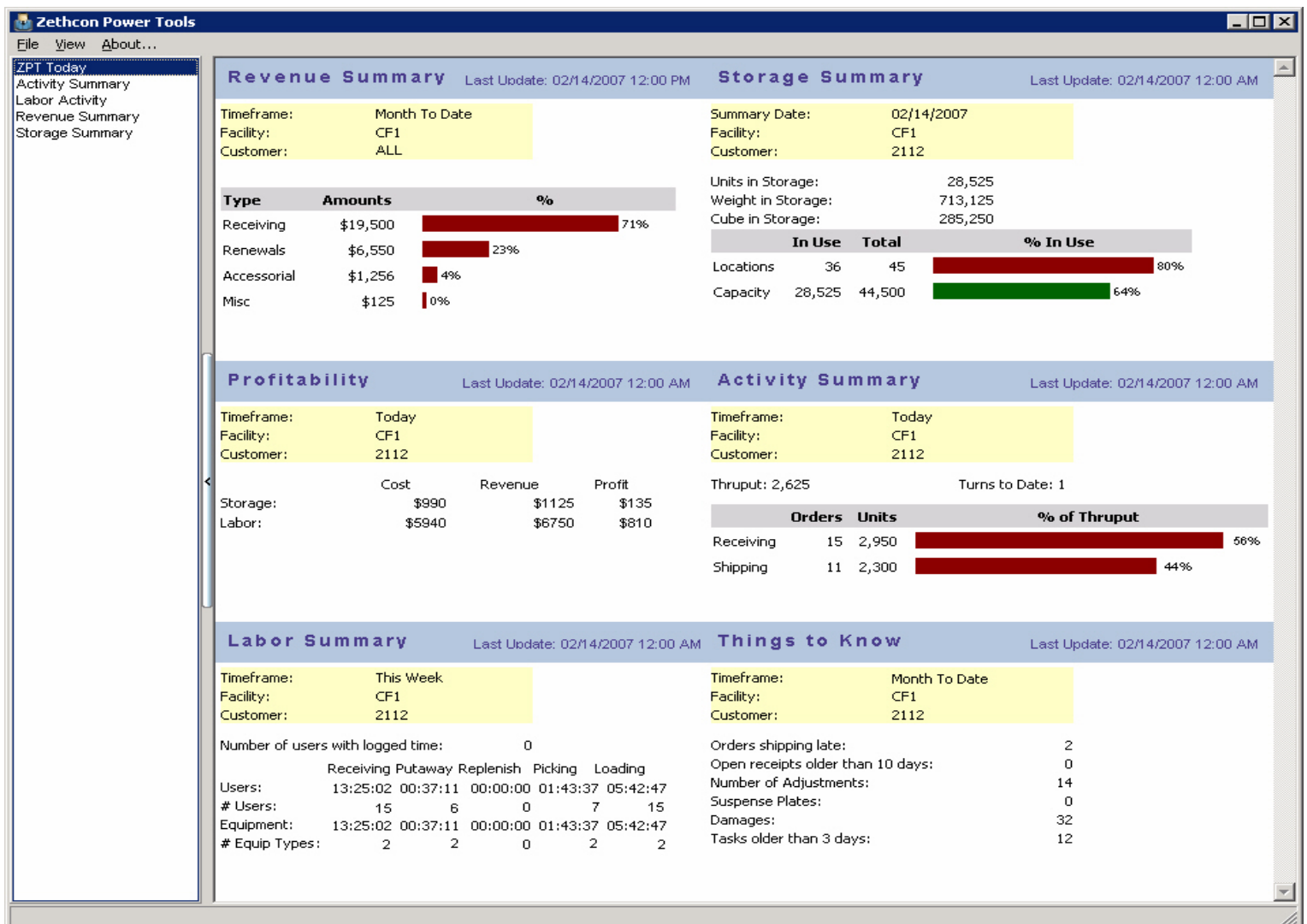
We've applied the “dashboard concept” (displaying data for an automobile driver through a collection of gauges and meters) to provide the answer to that problem.

Focus on the Most Essential Profitable Growth Metrics

There are essential areas of the 3PL business – the heartbeat of warehouse management - that must be managed continuously and well: Revenue, Activity, Storage, Labor, and Profitability. We've added "Things to Know" because high-priority dynamic issues need to be tracked and managed, as well. We all know the wisdom of "if it's important, monitor and measure it". We help you do just that.

A dashboard is a not just a collection of reports on a customized screen – it's much more. Static reports, however well done, do not rise to the level of functionality of our 3PL Business Owner's Dashboard. Our new dashboard capability creates a linkage to the most important 3PL business metrics and information is presented in a context using color and design to portray essential material in an executive-friendly at-a-glance format.

We designed this new dashboard capability specifically for the 3PL business and based it on our highly effective Synapse™ warehouse management system (WMS) technology. By its very definition, a business dashboard is a means to quickly access critical information on a convenient at-a-glance basis. We understand all about this need in the 3PL world, so we created **Executive Views**, a valuable feature our new dashboard offering. In its most basic form, it looks like this:



3PL Business Owner's Dashboard: the Power of Customization

We provide flexible cell configuration options to ensure that each view is just what you need.

Each informational cell in **Executive Views** can access and pull data for:

- An individual customer
- All customers
- A pre-set combination
- And, we can configure which facilities to pull data from: some, all, or one

The **Revenue Summary Cell** is designed to provide a quick view of the revenue for a customer/facility combination over a set period of time. Revenue is broken out by the four invoice types that are customizable within Synapse™.

The **Activity Summary Cell** is designed to provide consolidated overview information about inventory activity for the parameters you select. You can view receiving and shipping volume, as well as turns and throughput. The information is presented in pieces, weight, and cube.

The **Storage Summary Cell** provides a quick view of the storage state and gives the information in units, weight, and cube. It also reports the number of locations in use and a capacity measurement. (The capacity measurement can be pre-set using fit methods similar to those in Synapse™.)

The **Labor Summary Cell** will provide a quick insight into labor activity that has been performed for the customer, facility, or combination of both for a pre-set (and easily re-configured) period of time. Labor stats are aggregated into five major areas: Receiving, Putaway, Replenishment, Picking, and Loading. In each of those categories, the number of users and pieces of equipment that were included in the numbers is noted.

The **Profitability Cell** offers profitability indications, drawn from Synapse™ labor and storage data. While not designed to be a precise analysis tool, this view does allow for true revenues to be measured against general blended costs for warehouse space and labor, both of which are configurable. Individual equipment costs can also be configured and factored into the labor costs.

The **Things to Know Cell** is a practical example of our 3PL knowledge. Dynamically changing “high priority” issues and items need to be known and managed – we help you do that in a way that is superior to the hit-and-miss that often prevails. This cell provides very relevant information about the facility/customer combination in action and indicates potential issues or problems in the operation. The indicators are: Orders Shipping Late, Open Receipts Older than X (a configurable number), the Number of Adjustments for a particular time period, Suspense Plates, Damages, and Tasks Older than X (a configurable number).

We have designed the **Executive Views** application as a wholly separate application from Synapse™ but, it will use the rich treasure trove of data that originates within Synapse™. The data will be collected and used to populate a separate database. The “pull” of the data will be customized to your requirements and configured for frequency.

In addition to operating on a separate database, the **Executive Views** application is designed to be simple to deploy and uses state of the art technology. This means, for example, an Oracle client and BDE install for any PC running the application will not be required. It also means that the application will be easy to deploy because it will simply be installed on a user's personal computer.

3PL Business Owner's Dashboard: a bright future

Based on our continuous interaction with our highly valued 3PL clients, we will continue to build additional functionality into the dashboard. We distinguish our company among peers by ensuring that we create WMS technology "for 3PL's by 3PL's". We have developed core programs like our Key Client Product Council to ensure that we know how to refine and customize our WMS technology to exacting 3PL requirements. 3PL business owners, and financial and operation managers who live with our technology on a day-to-day basis, and depend on our support services, are constantly polled for ways to further improve our products and services. This approach is a hallmark of our business; it enriches our client relationships, and helps us to set the bar for WMS quality and ease-of-use in our industry.

Our 3PL Business Owner's Dashboard will continue to evolve. It will leverage best-of-breed technology. In the future, many of the dashboard features we've highlighted will be linked and clickable. "Drilling down" on the key metric will allow 3PL business operators to see the detailed data behind the summary number. The detail will be presented in screens that utilize the latest grid functionality for ease of viewing and manipulation.

We encourage questions and look forward to discussion on this topic, and related area of WMS support for the 3PL industry, so contact us.

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