



CMA CGM GROUP LOGISTICS DIVISION

Europe Control Tower

March 24

PART OF THE CMA CGM GROUP

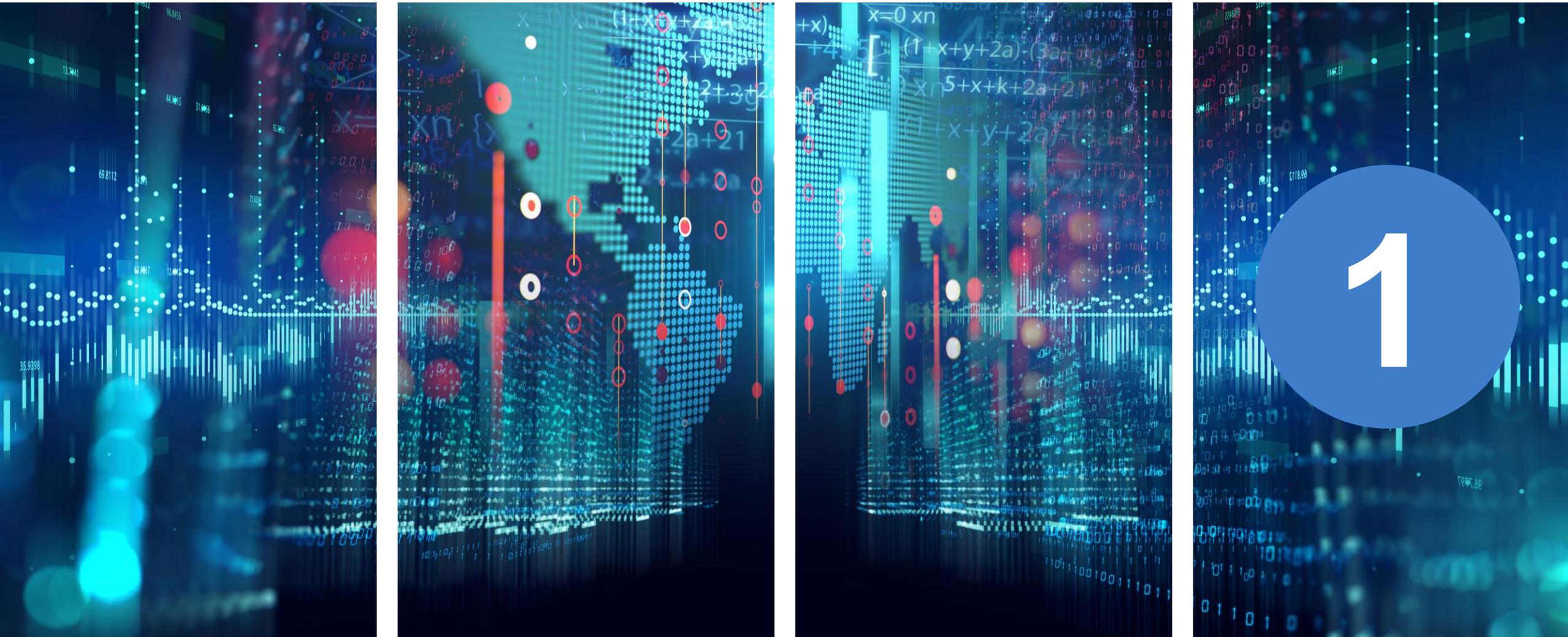
EUROPE CONTROL TOWER
PRESENTATION



EUROPE CONTROL TOWER IMPLEMENTATION & SOLUTIONS DEP. PRESENTATION

CEVA
LOGISTICS

BOLLORÉ
LOGISTICS



IMPLEMENTATION & SOLUTIONS DEPT.



IMPLEMENTATION

Global Project Management for strategic accounts
- New Customers
- New Awards for existing customers

Process reboot & optimization

Main Actions :
Sales Support, Planning Establishment, Project Coordination, Animation, Follow-up



CUSTOMER BUSINESS SOLUTIONS

Experts for IT Customer Solutions
- Project Management
- Sales supports
- Business View

Main Actions :
Solution Design, Specs, Test phasis, Training for EDI, Reporting, Track&trace and Web Platforms



BUSINESS INTELLIGENCE

Expertise in data ecosystem
Data governance
Data solutions
Community support
One Cockpit Europe Coordination

Main Actions :
Standard Report Offer, RFE, reports & solutions conception, knowledge sharing



CONTROL TOWER EMEA

Customer dedicated teams
Data Quality & Performance monitoring
Alert & Crisis management
Network animation
Business support

Main Actions :
Communication (SPOC), Monitoring, Improvement at regional Level

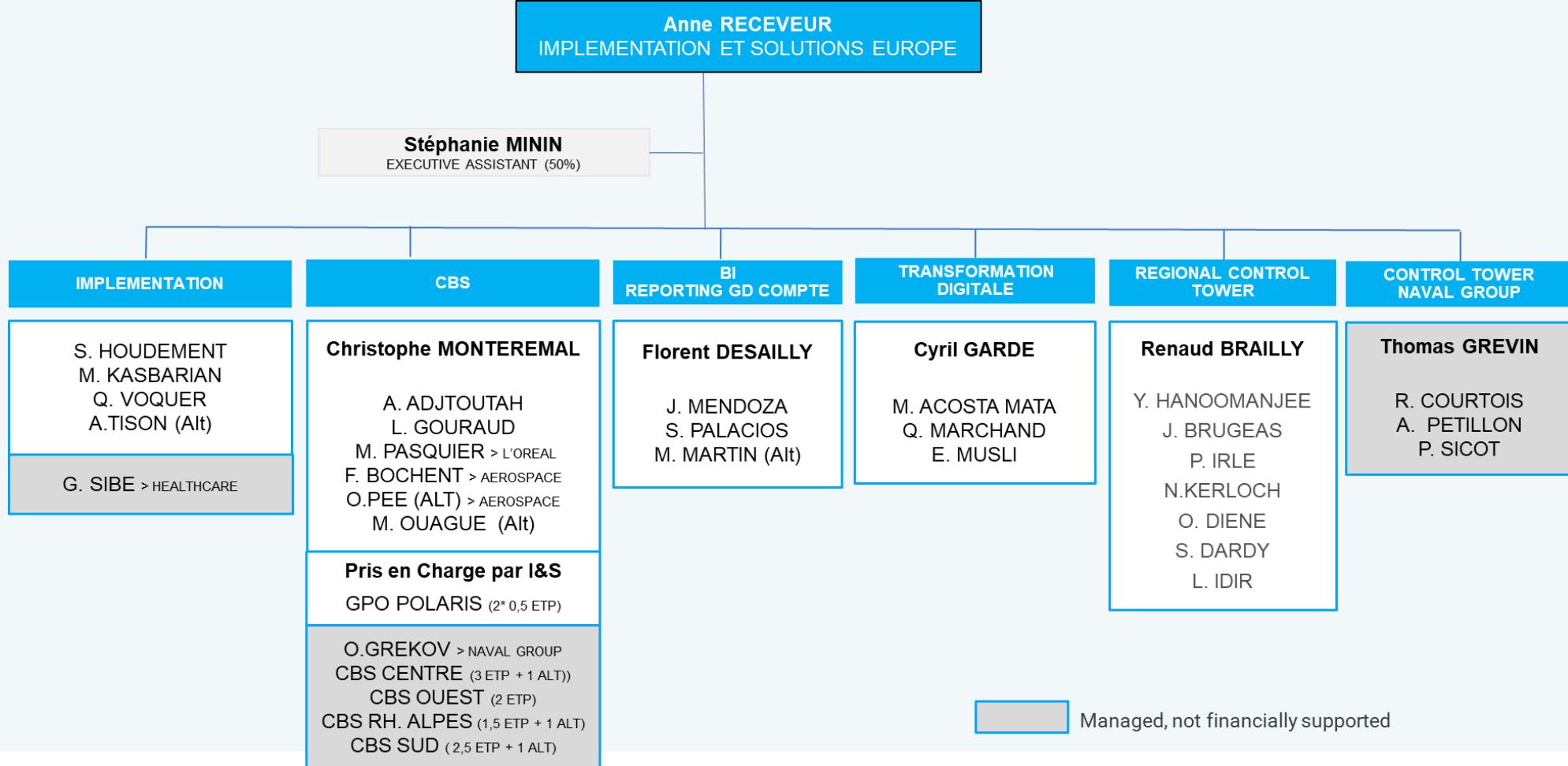


DIGITALIZATION

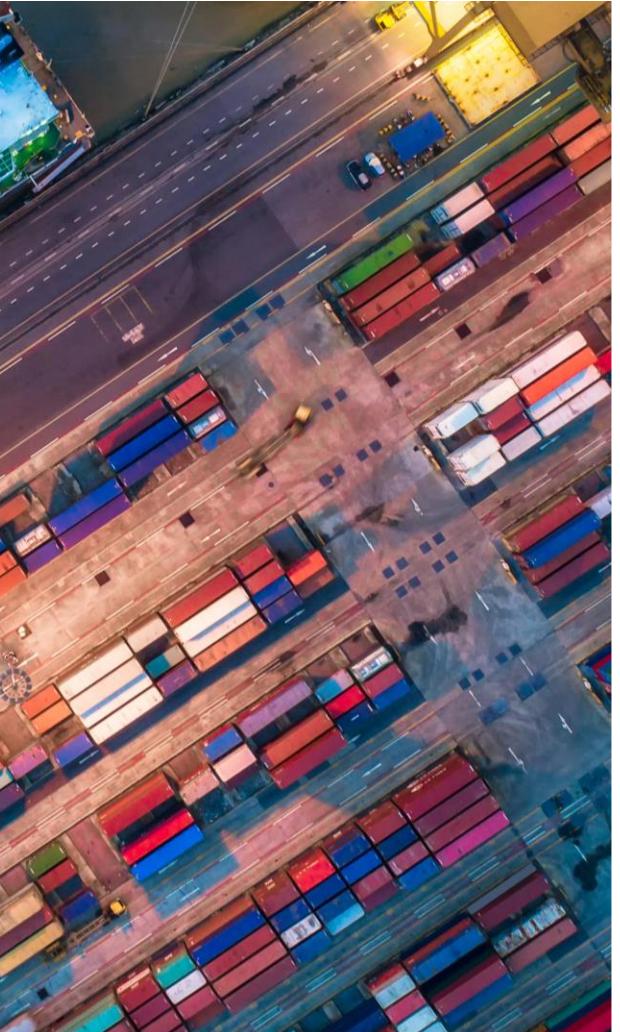
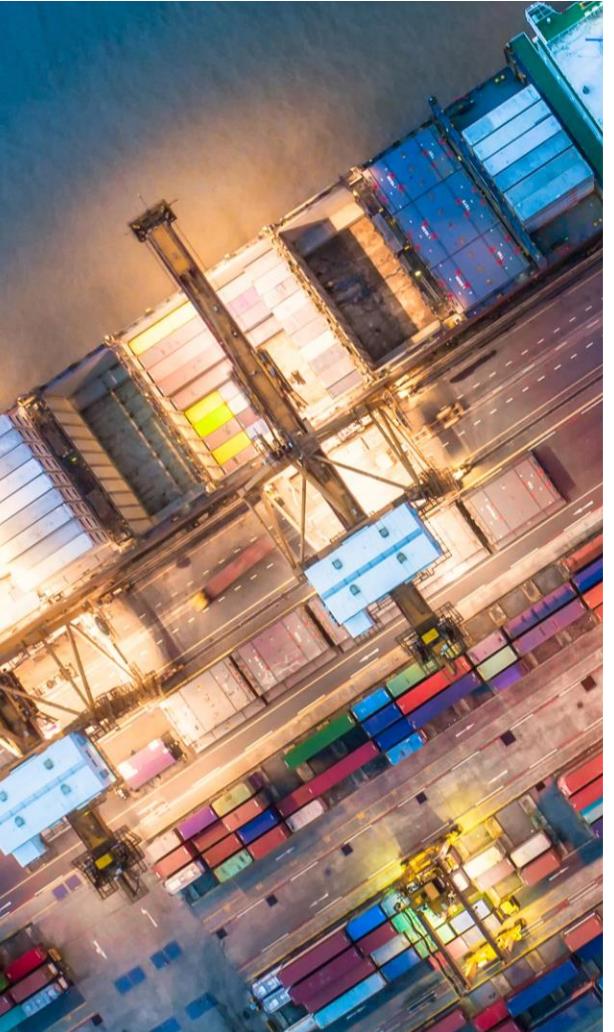
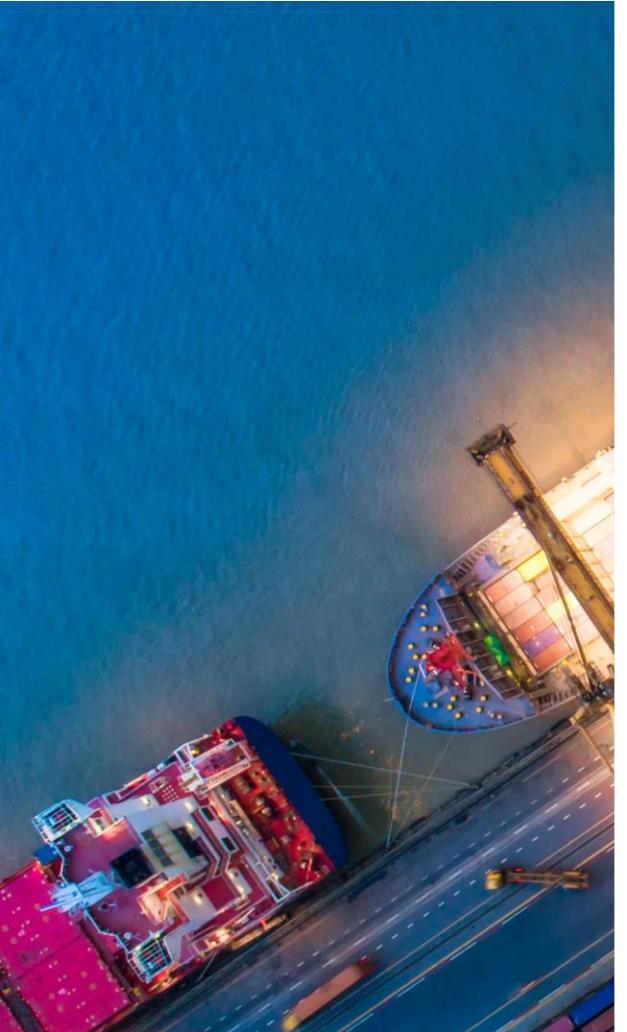
Robotic Process Automation IDP
New technologies, Apps
New products, platforms (Winddle, P44, Wakeo, ...)
Innovation = IA, Real Time Monitoring, predictivity

Main Actions :
Market Watch, Benchmark, Organize & Participate to MVP or POC, Promote Solution

IMPLEMENTATION & SOLUTIONS ORGANIZATION CHART



EUROPE CONTROL TOWER ONBOARDED CUSTOMERS



EUROPE CONTROL TOWER

KEY ACCOUNTS & SCOPES OF WORK



CONTROL TOWER

GLOBAL ACCOUNTS, MULTI REGIONS TRANSPORT FLOWS,
SENSITIVE CARGO, JUST IN TIME, DATA QUALITY
4PL POINT OF CONTACT, PERFORMANCE MANAGEMENT



PERFORMANCE MANAGEMENT
Data Quality monitoring
Performance & Deviation monitoring
Alert Management

REGIONAL NETWORK ANIMATION
KPIs & Continuous improvement
Support for new transport flows Implementation
Documentation management

CUSTOMER SUPPORT
Weekly calls / Sensitive flows & Hot shipments follow up

BUSINESS SUPPORT
Transport plan management
Business reviews (MBR, QBR)



PERFORMANCE MANAGEMENT
Data Quality monitoring
Deviation monitoring
Global shipment visibility
Alert Management

GLOBAL & REGIONAL NETWORK ANIMATION
Global processes
Worldwide data framework
Global KPIs Tableau update
Documentation management

4PL REFERENT
Global Customer reports
Invoice Audit follow up



PERFORMANCE MANAGEMENT
Data Quality monitoring
Deviation monitoring
Alert Management

GLOBAL & REGIONAL NETWORK ANIMATION
Global KPIs Tableau update

4PL REFERENT
Weekly Calls / Hot shipments monitoring



PERFORMANCE MANAGEMENT
Data Quality monitoring
Performance & Deviation monitoring
Alert Management

BUSINESS SUPPORT
Support to Sales for Invoice Audit follow up



PERFORMANCE MANAGEMENT
Data Quality monitoring
Performance & Deviation monitoring
Alert Management

GLOBAL & REGIONAL NETWORK ANIMATION
KPIs & Continuous improvement
Documentation management

CUSTOMER SUPPORT
Weekly calls / Sensitive flows & Hot shipments follow up

BUSINESS SUPPORT
Business reviews (MBR, QBR)



PERFORMANCE MANAGEMENT
Data Quality monitoring
Deviation monitoring
Alert Management

GLOBAL & REGIONAL NETWORK ANIMATION
Business & Financial data Tableau update

BUSINESS SUPPORT
Business reviews (QBR)



PERFORMANCE MANAGEMENT
Data Quality monitoring
Performance & Deviation monitoring
Alert Management

4PL REFERENT
Invoice Audit follow up
Claims follow up
Weekly Calls / Hot shipments monitoring



PERFORMANCE MANAGEMENT
Data Quality monitoring
Performance & Deviation monitoring
Alert Management

CUSTOMER SUPPORT
Weekly calls / Sensitive flows & Hot shipments follow up

EUROPE CONTROL TOWER

KEY ACCOUNTS ACROSS VERTICALS



CONTROL TOWER



LUXURY & BEAUTY

L'ORÉAL

Christian Dior
PARFUMS

CHANEL



AEROSPACE & DEFENCE

AIRBUS



FLAVOURS,
FRAGRANCES &
CHEMICALS



FOOD &
BEVERAGES



AUTOMOTIVE & MOBILITY



HEALTHCARE & AID RELIEF

EssilorLuxottica



CONSUMER GOODS & RETAIL



ENERGY & POWER



HIGH TECH & TELECOM

THALES

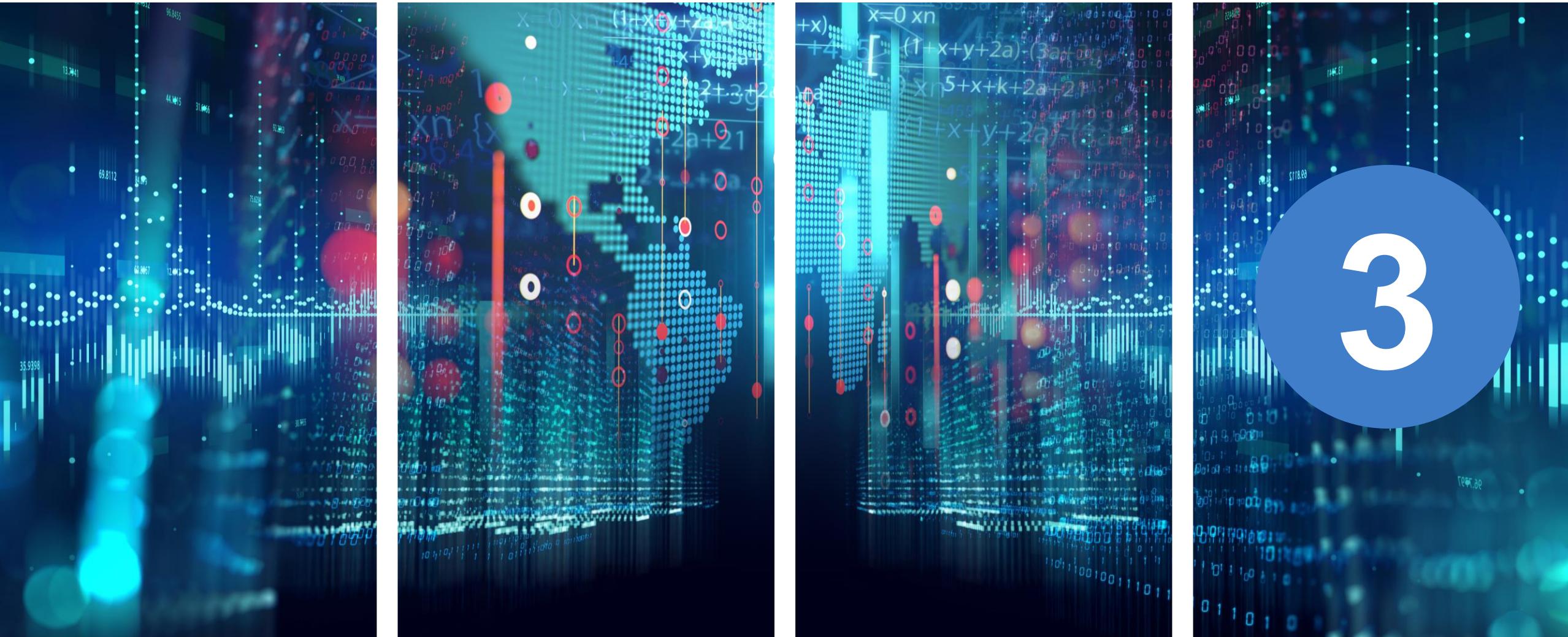
Schneider
Electric



INDUSTRIES & ENGINEERING

EUROPE CONTROL TOWER

CONTROL TOWER NETWORK : GLOBAL OFFER & SERVICES



EUROPE CONTROL TOWER MAIN FUNCTIONS



CONTROL TOWER

MONITORING

- Track & Trace
- Hot shipments monitoring
- Deviation monitoring
- Data Quality monitoring
- Back-up & rush solution (support to OPS)
- Complaints & claims management (support to OPS)
- Alert & Crisis Management

NETWORK ANIMATION

- Internal SOP & Communication matrix management
- Performance management & Continuous Improvement
- Transport flows mapping & Support for tender implementations

CUSTOMER & BUSINESS SUPPORT

- Single Point Of Contact for escalations
- Regular follow-up call with customer's counterpart
- Monthly/Quarterly Business review with Sales & Customer representatives
- Coordination/Support for other services provided by internal Bolloré expertise (*on demand*)

3PL CONTROL TOWER

A SPECIFIC 3-LEVEL ORGANIZATION FOR EACH CUSTOMER



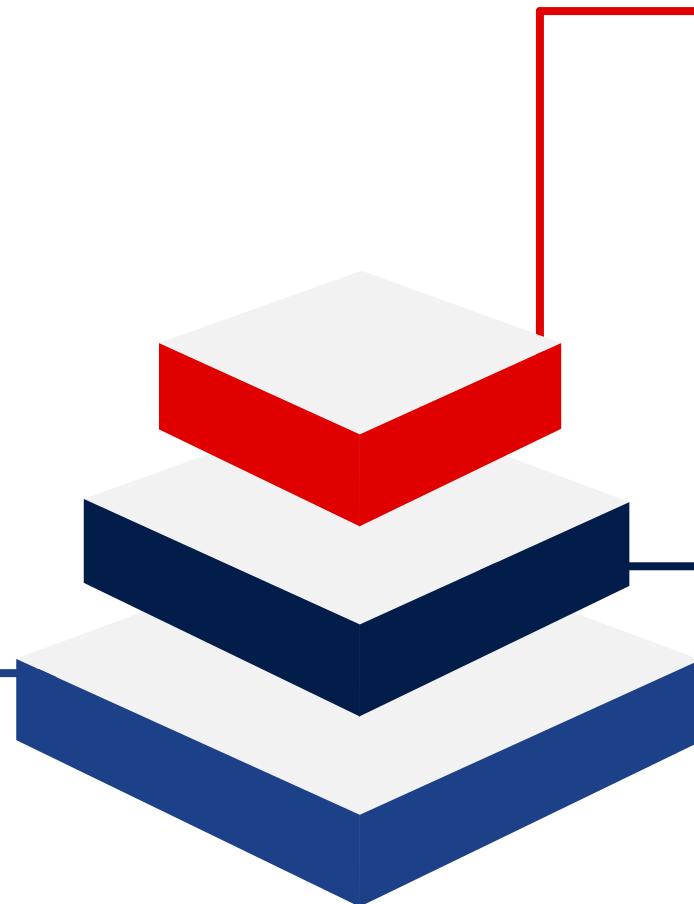
CONTROL TOWER

TO ENSURE A COMPLETE VISIBILITY:

- 3 TIME ZONES COVERAGE TO PROPOSE A “FOLLOW THE SUN” APPROACH (Singapore, Paris, Mexico)
- COMMON PROCESSES & SYSTEMS

Local Operations

- Daily operations
- Process application & training
- Action plan implementation



Global Control Tower

- Build communication strategy, framework and process
- Customer Advocate at Global Level or support to the contract manager
- Worldwide Data Quality Monitoring
- Animation of Regional Control Tower network for service improvement & optimization
- Global business reviews

Regional Control Tower

- Regional transport performance
- Adaptation of the strategy to the regional needs
- Regional Data Quality Monitoring
- Animation of local agencies network for service improvement & optimization programs
- Escalation point in case of urgent matter

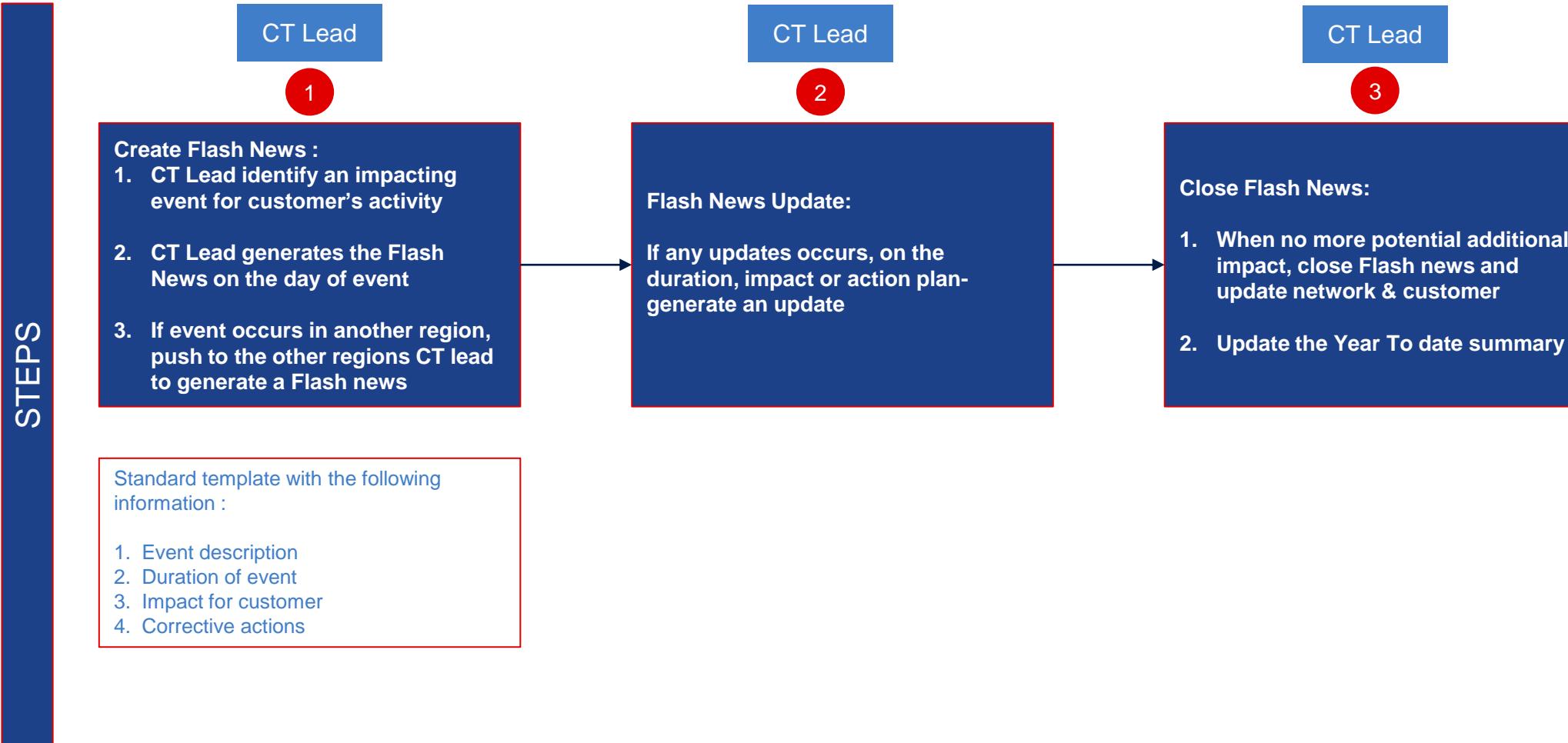
EUROPE CONTROL TOWER OFFERS & PROCESSES



EUROPE CONTROL TOWER OFFER & PROCESSES



EUROPE CONTROL TOWER ALERT MANAGEMENT



EUROPE CONTROL TOWER

ALERT MANAGEMENT - Flash News

- **Flash News** related to any major events is issued by Control Tower on ad-hoc basis to Customer
- **Flash News V.#** as follow up of event (planned or on-going) is issued by Control Tower on weekly basis to Customer
- Internal Monthly & YTD Summary of Flash News to have an overview of latest status & overall impact

Date	Event name	Category	Region	Duration	Impact	Overall Current status	Situation
July							
7/12/2017	Cebu Airport Closure (3 events)	Work in Progress	EAI	>Less than a week [defined]	> No impact and/or shipments cleared	> Little to no threat	Close
17/07/2017	Bangladesh - Chittagong Port Congestion	Strike / Port Congestion	INDIA	>More than a month (or hardly defined)	> Moderate or potential impact	> Require surveillance	Close
19/07/2017	DAC Airport Situation (rates & Congestion)	Customs /Gov Issues	EAI	>More than a week, Less than a month	> Moderate or potential impact	> Little to no threat	Close
27/07/2017	Jakarta , INDONESIA sea port strike	Strike / Port Congestion	EAI	>More than a week, Less than a month	> Moderate or potential impact	> Little to no threat	Close

05th March 2024

BOLLORE Flash News

GERMANY: LUFTHANSA STRIKES AT GERMAN AIRPORTS

EVENT

The trade union ver.di has called to a new warning strike. From Wednesday until Saturday, Lufthansa Technik and Lufthansa Cargo ground staff will be on strike. From Thursday until Saturday morning all Lufthansa Airline ground staff will be on strike as well. All German locations, including the Frankfurt and Munich hubs, will be affected.



DURATION

From 06th March to 09th March

IMPACT

Due to the strike, all freighter flights at the Frankfurt and Munich hubs will be affected from Wednesday evening. Belly capacities will also be limited from Thursday morning. Subsequently disruptions in the supply chains must be expected.



ACTION PLAN

We are constantly monitoring the actual situation. Your usual contact persons are at your disposal for further information at any time.

Schneider Electric

REGIONAL CONTROL TOWER – EMEA 05/03/2024

18th December 2023

BOLLORE Flash News

RED SEA / GEOPOLITICAL ISSUES : ATTACKS ON COMMERCIAL VESSELS

EVENT

We hereby inform you of recent changes in shipping routes due to increased security threats in the Red Sea and the Straits of Hormuz. As a result, some vessels are currently being rerouted via the Cape of Good Hope. This precautionary measure aims to ensure the safety of the crew, the vessel, and the cargo in light of recent drone and missile attacks on vessels in this region.



DURATION

From Monday 18th of December until further notice

The Houthi rebels have pledged to continue their maritime attacks until Israel ends its military operations in Gaza. However, the Yemeni movement has issued a press release announcing talks with international parties under the auspices of Oman, Yemen's neighbor and a historic mediator in the region. This may suggest a desire for de-escalation, even if the content of these talks remains unknown at this stage.

IMPACT

Some MAERSK's / CMA CGM's / MSC's and other's vessels instructions in the area bound to pass through the Bab al-Mandab Strait received to pause their journey until further notice. Depending on the Maritime Alliance, the delay would be around 7 to 15 day.

As a result, some vessels are currently being rerouted via the Cape of Good Hope therefore in this situation the delay would be around 20 days.



ACTION PLAN

We are monitoring the situation constantly and retrieving all available intelligence on the security situation in the area. We expect to share more information about any next steps for these paused vessels within the next few days.

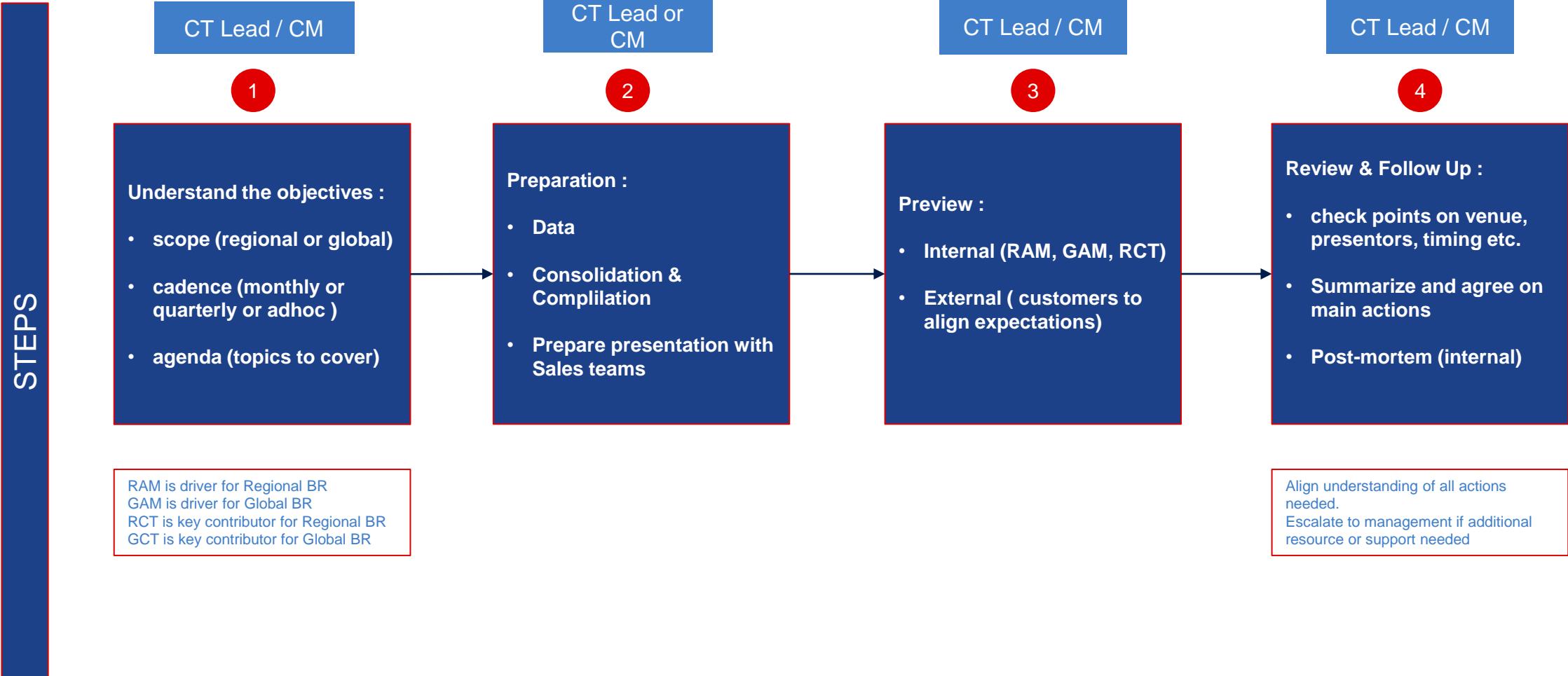
ESSILORLUXOTTICA

REGIONAL CONTROL TOWER – EMEA 18/12/2023

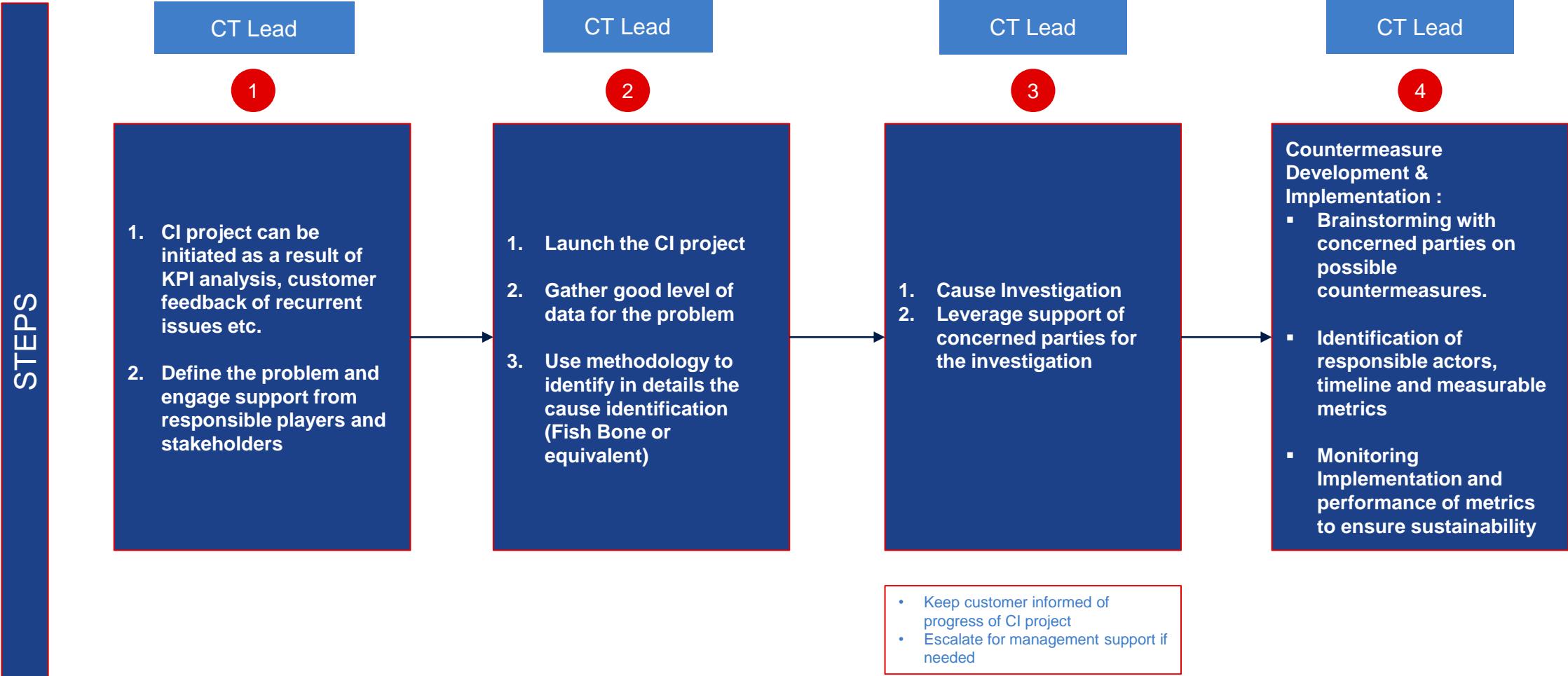
EU Regional Control Tower
euct.essilor@bollore.com

BOLLORÉ LOGISTICS

EUROPE CONTROL TOWER BUSINESS REVIEW

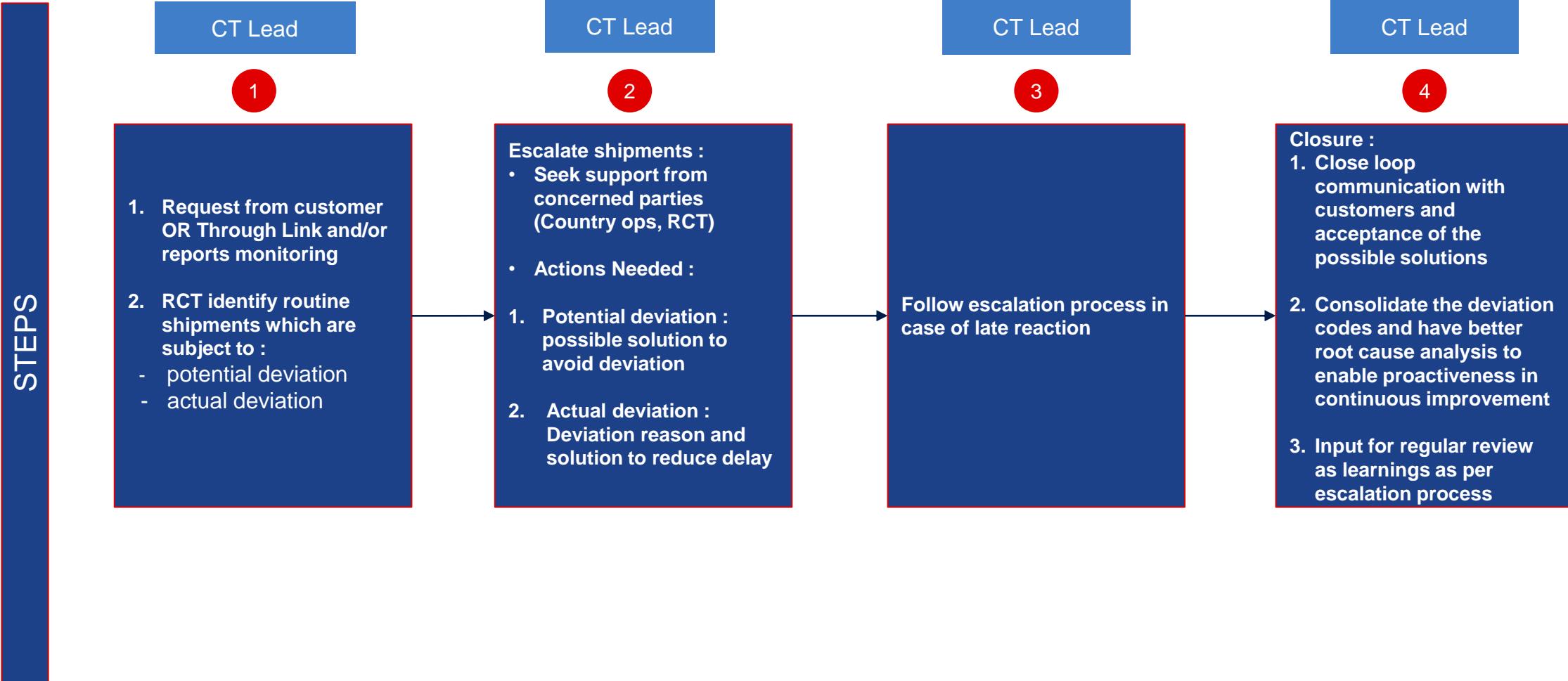


EUROPE CONTROL TOWER CONTINUOUS IMPROVEMENT

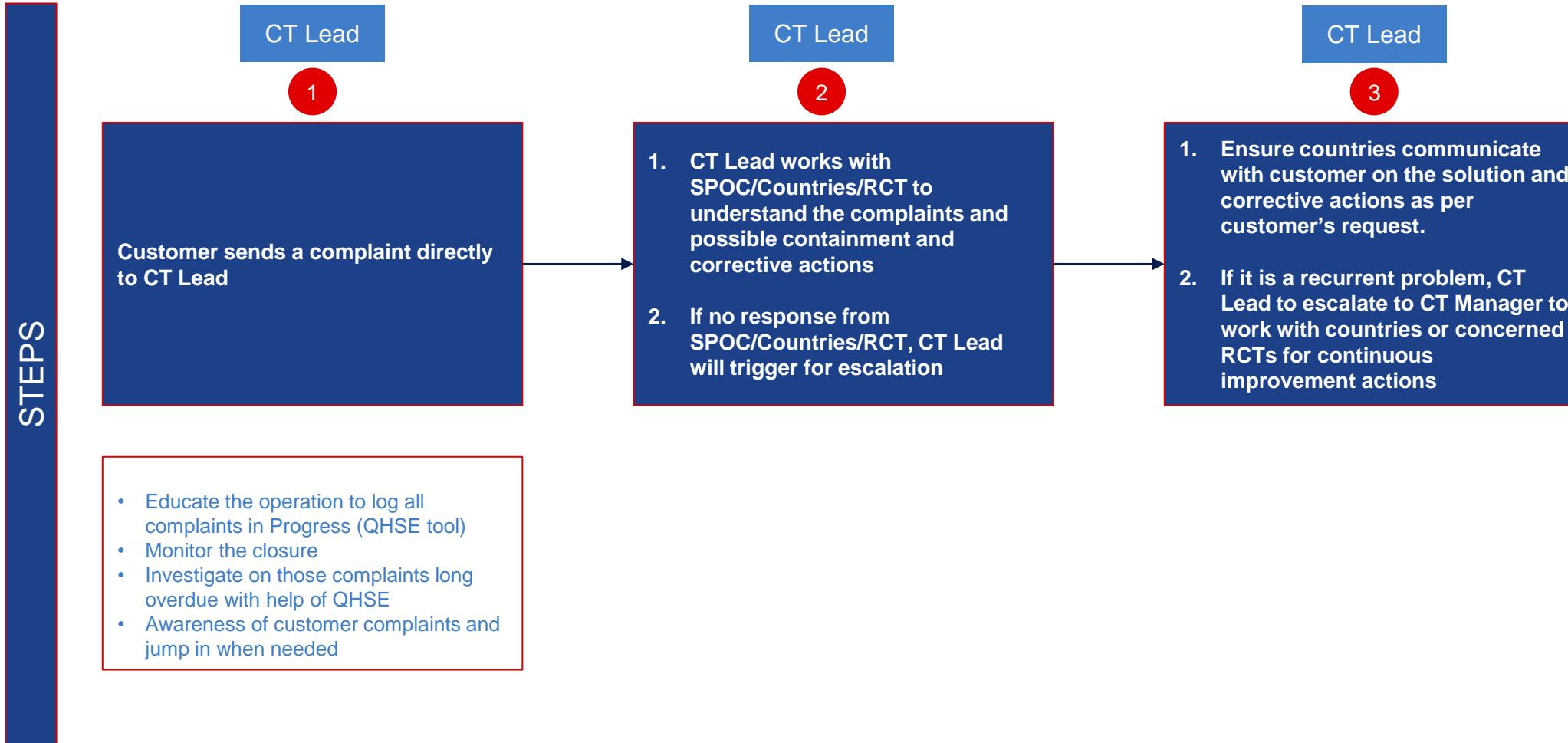


EUROPE CONTROL TOWER

TRACK & TRACE VISIBILITY

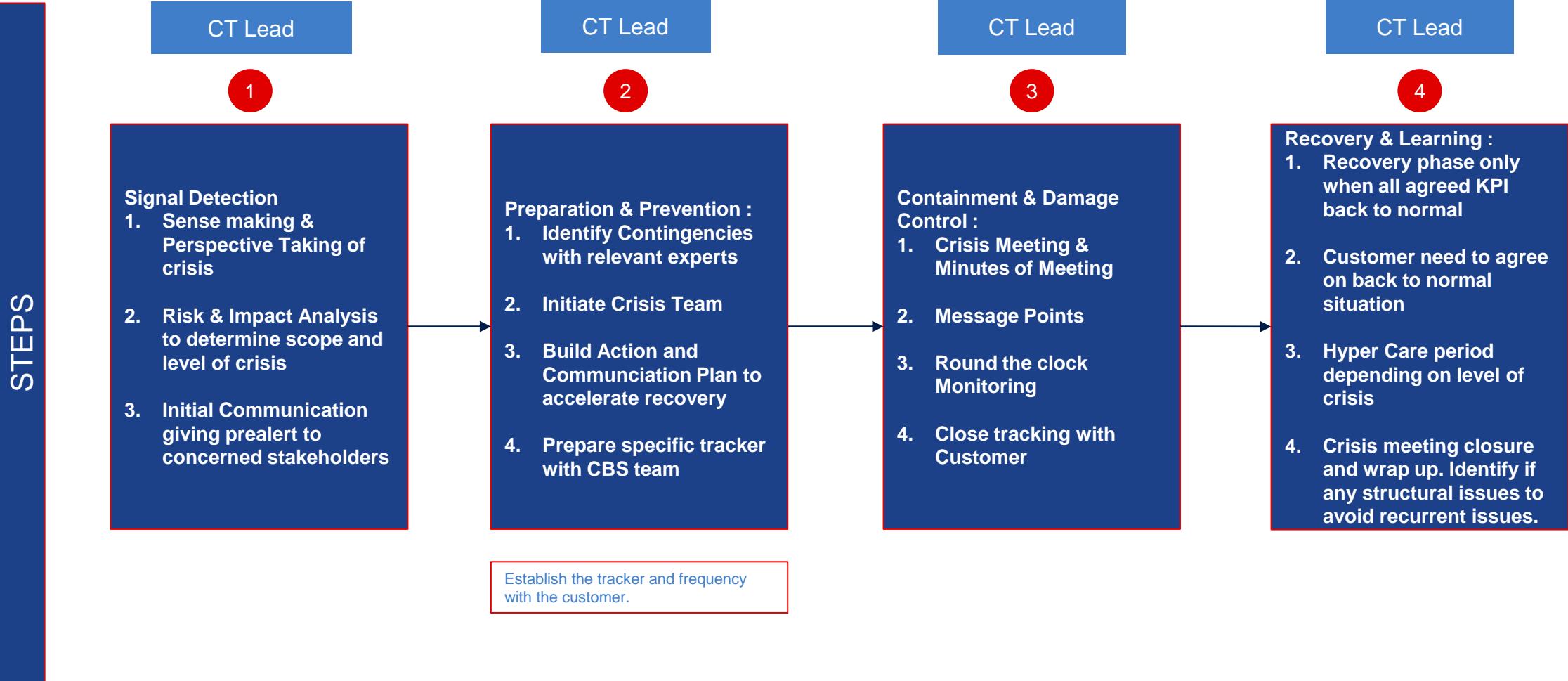


EUROPE CONTROL TOWER COMPLAINTS MANAGEMENT



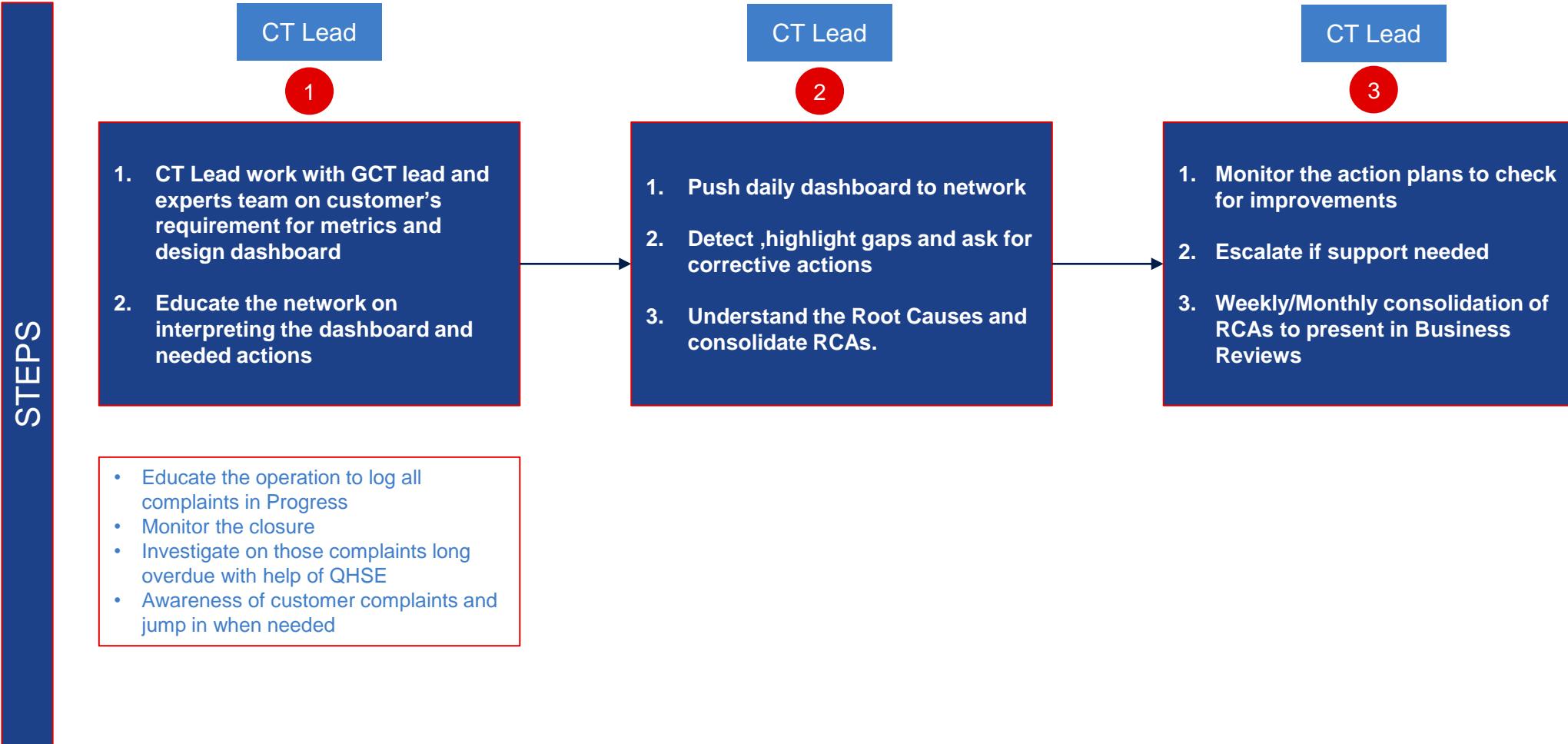
EUROPE CONTROL TOWER

CRISIS MANAGEMENT



EUROPE CONTROL TOWER

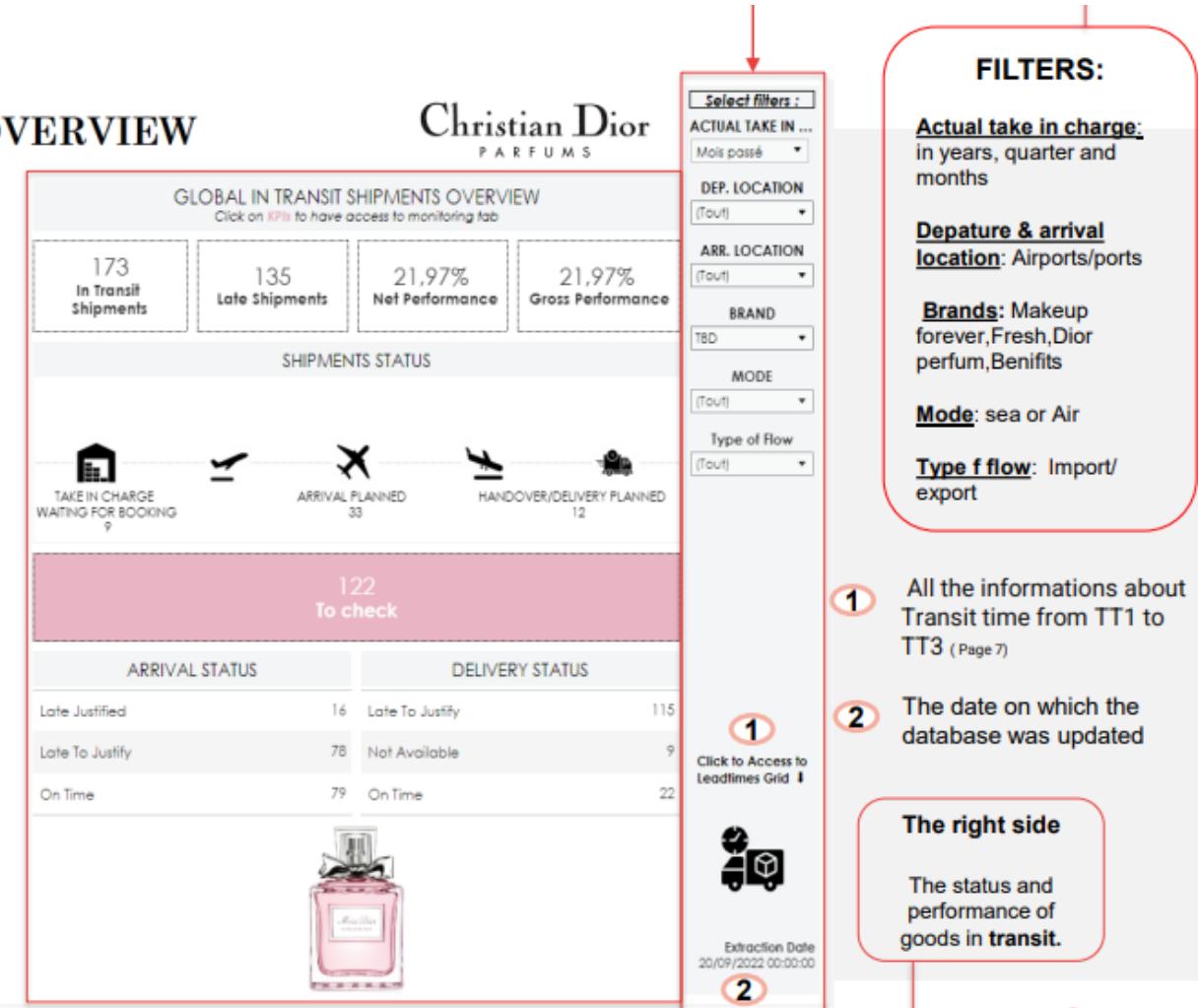
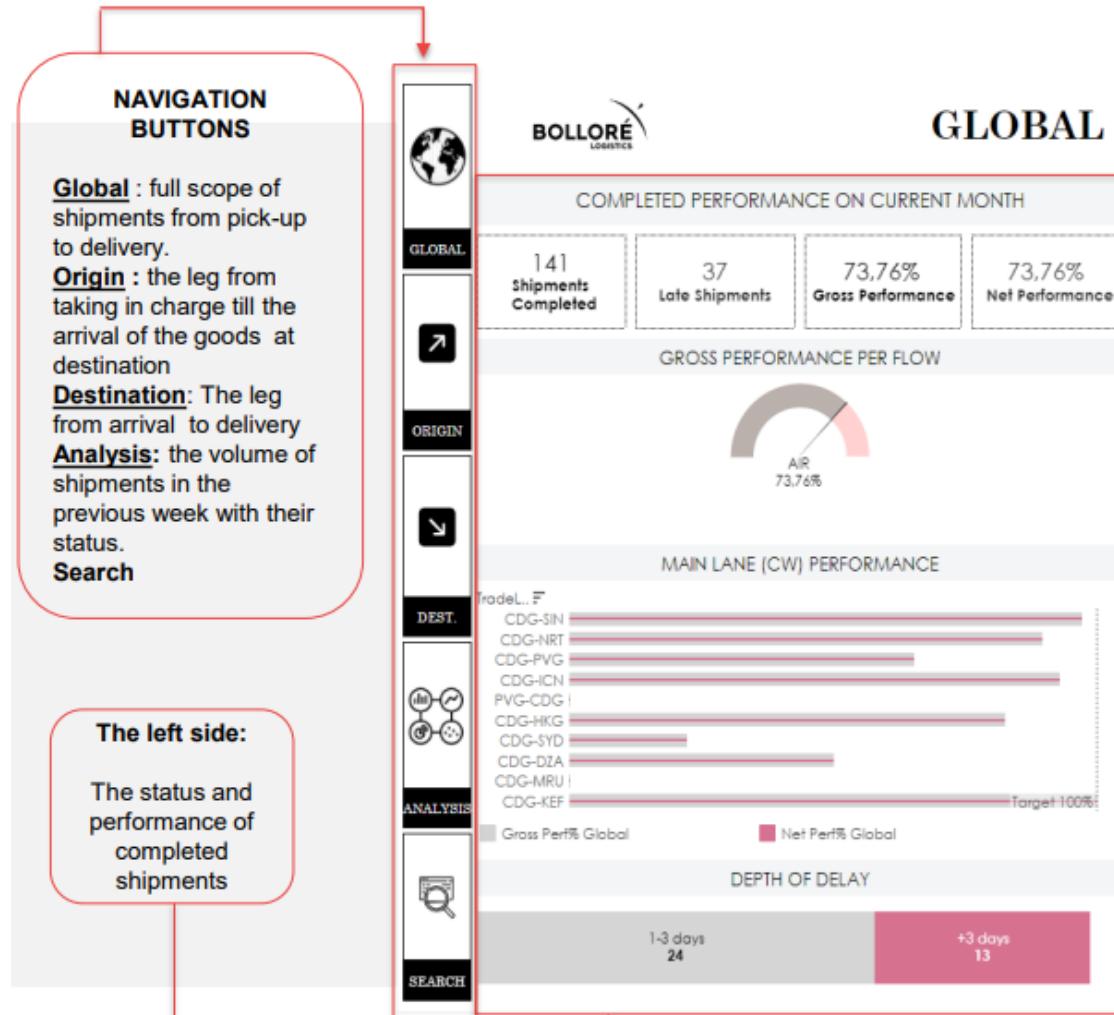
DASHBOARD, DATA VISUALIZATION & PERFORMANCE MONITORING



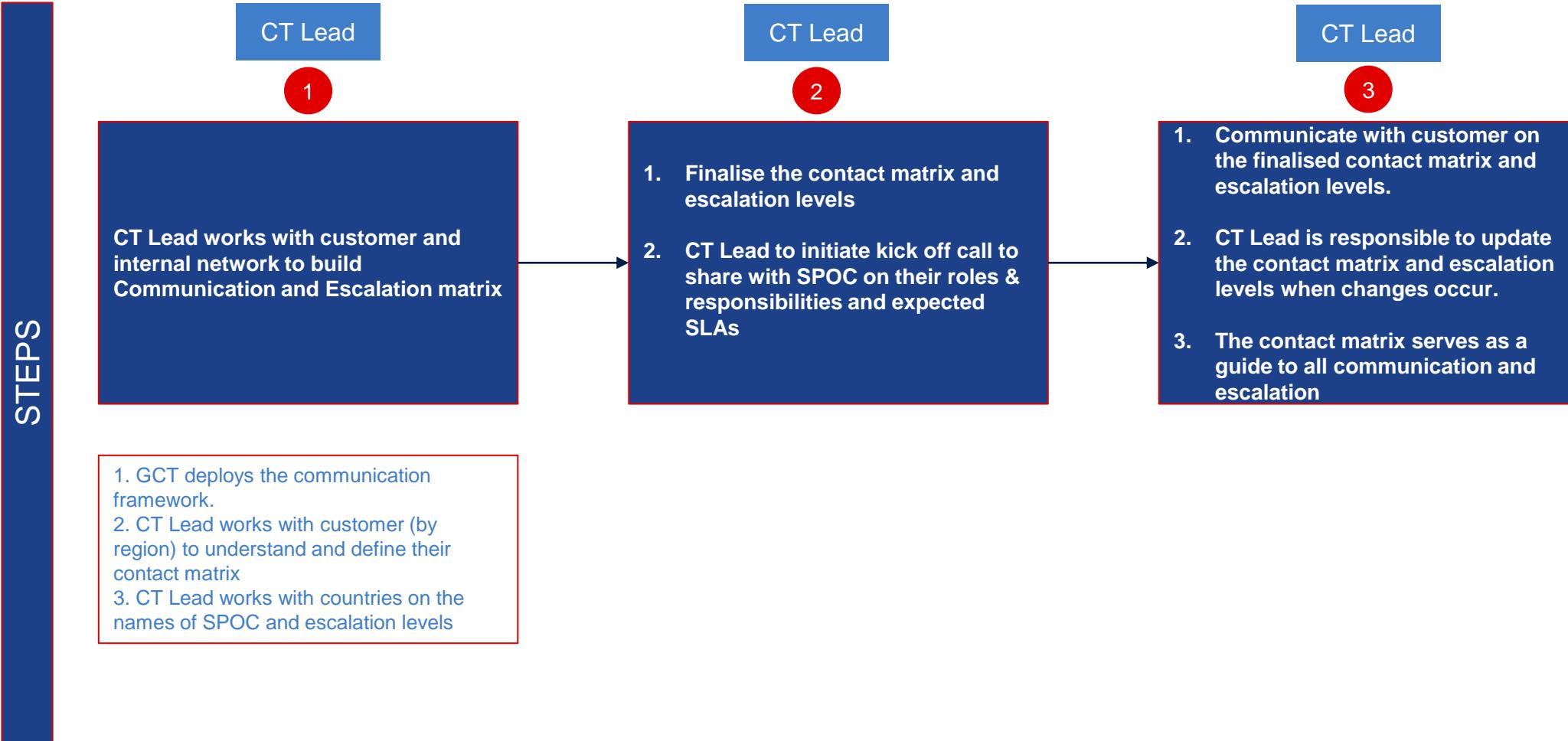
EUROPE CONTROL TOWER DATA QUALITY DASHBOARD



EUROPE CONTROL TOWER DEVIATION & PERFORMANCE DASHBOARD



EUROPE CONTROL TOWER COMMUNICATION & ESCALATION



EUROPE CONTROL TOWER

DATA QUALITY MONITORING



STEPS

CT Lead

1

1. Understand the defined Traffic Analysis and customer's requirements on mandatory events and/or references
2. Work with GCT and CBS on control report and give constructive feedback on practicality and effectiveness

CT Lead

2

Educate the network with support of Regional/country CBS to understand the control report and highlight areas of concerns, if any.
Give needed feedback to GCT and finetune if needed

CT Lead

3

- Implementation :**
1. Control Report daily push to countries
 2. Daily checks to highlight priority to network

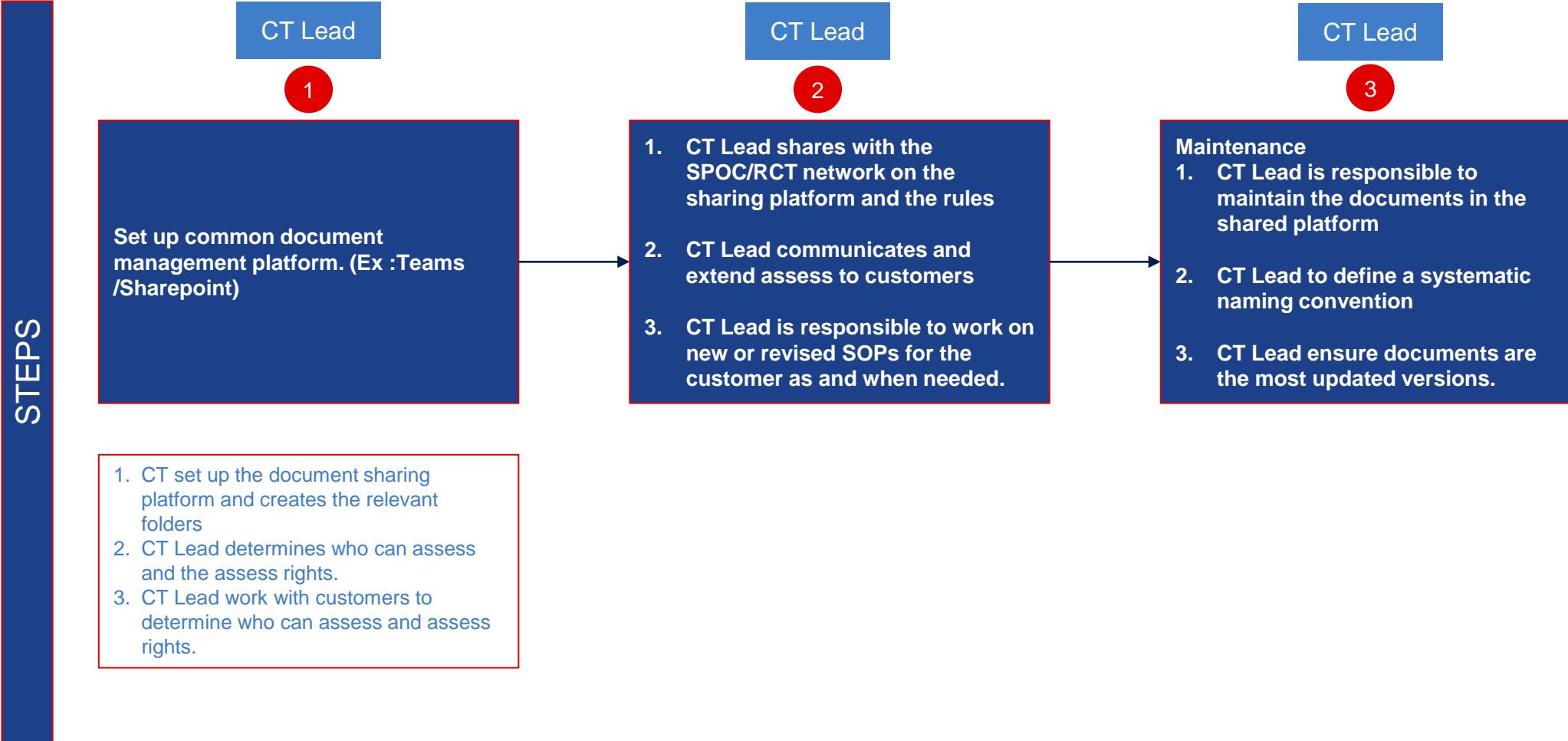
CT Lead

4

Monitor and Improve :

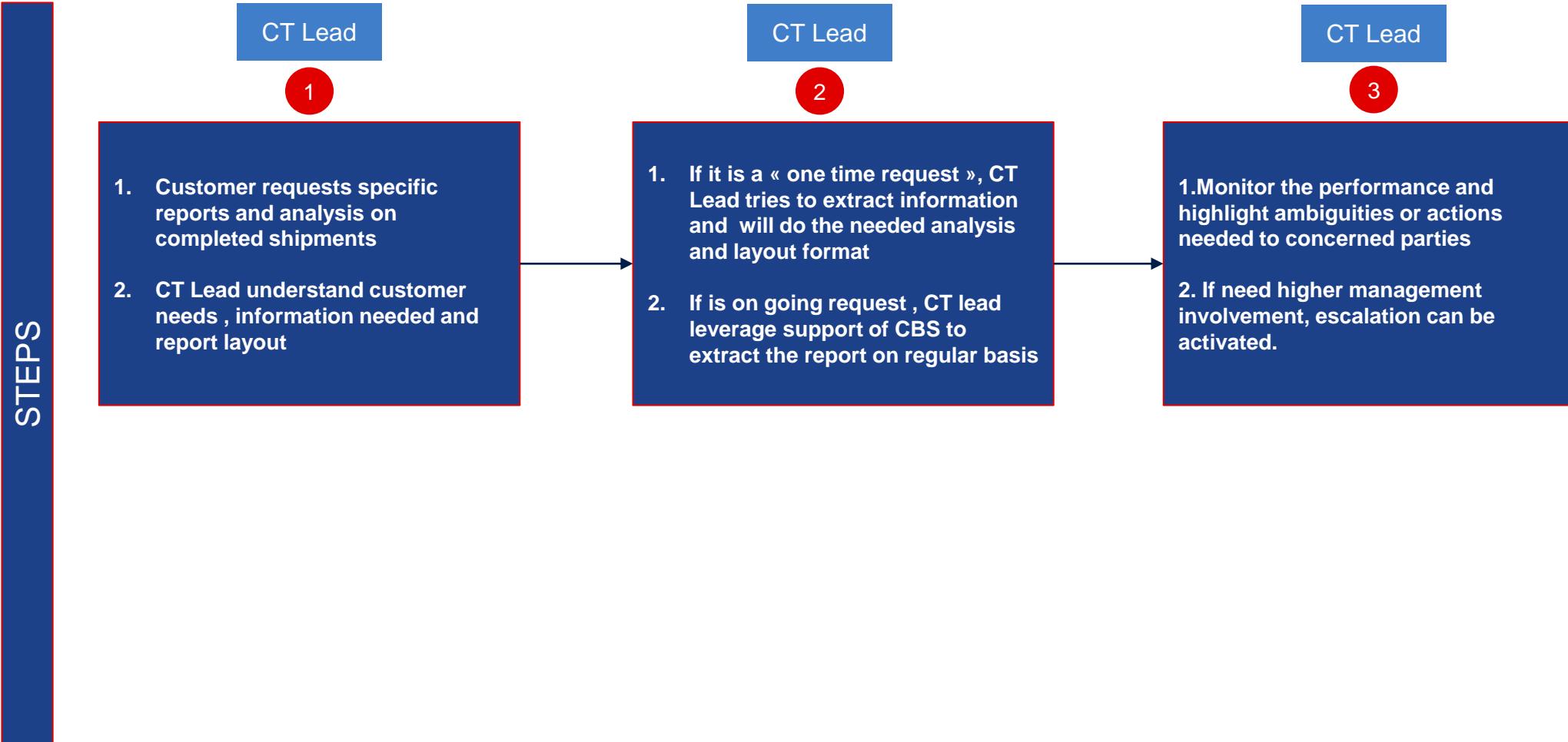
1. Work on agreed data quality measurement for the customer
2. Communicate and publish the agreed metrics to network and stakeholders on regular basis
3. Seek and work with countries on improvement plans

EUROPE CONTROL TOWER DOCUMENT MANAGEMENT



EUROPE CONTROL TOWER

REPORT MANAGEMENT



EUROPE CONTROL TOWER

TIME CRITICAL & SENSITIVE SHIPMENTS



CONTROL TOWER

STEPS

CT Lead

1

Customer provides a list of time critical shipment or sensitive for close monitoring :

1. CT lead activates network (SPOC + RCT) before or once shipment is booked.

CT Lead

2

1. Send list of shipments to concerned SPOC (within same region) and other RCTs
2. CT Lead super monitors every milestone of the shipment as per contractual commitment
3. Escalate to experts (MO , Operations management) when support is needed

CT Lead

3

1. Inform customer daily on status of shipment.
2. Any deviations detected to inform customers immediately and look for alternate solution

CT Lead

4

Closure criteria :

1. only when last milestone is completed
2. customers' acceptance or awareness of any potential delay as per their requirement

Time sensitive shipments must be pre-identified by customers and normally has expedited shipping condition with specific contractual leadtime (agreed by Bollore and customers)

- RCT follows closely all shipments in the list (end to end) and gives regulate update through:
1. Short Interval Meetings with Customers
 2. Email
 3. Phone Calls

1. If requirement is as per contractual leadtime ,CT to avoid potential delay
2. If requirement is a faster leadtime and solution has a cost impact, CT need to trigger escalation for approval

Work with SPOC/RCT to ensure all RCAs, and updates are done in the TMS

EUROPE CONTROL TOWER ORGANIZATION - MARCH 2024

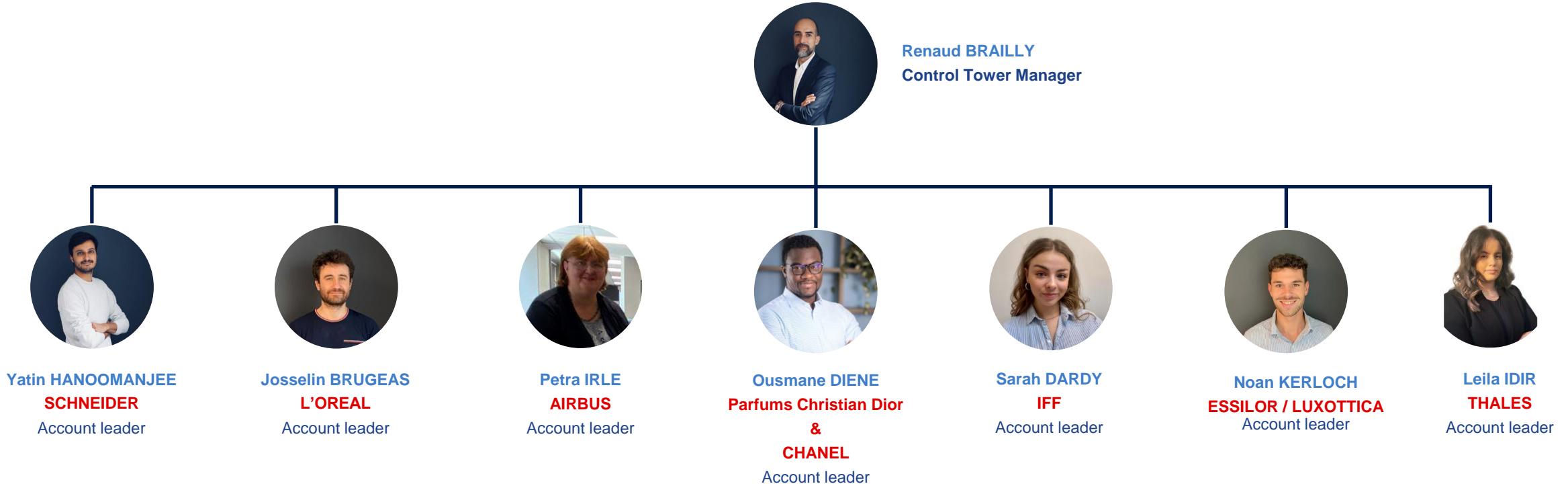


EUROPEAN CONTROL TOWER

ORGANIZATION CHART – MARCH 2024



CONTROL TOWER



EUROPEAN CONTROL TOWER

ORGANIZATION PER ACCOUNT – AIRBUS



CONTROL TOWER



Renaud BRAILLY
Control Tower Manager



Petra IRLE
CT Coordinator
AIRBUS Account Leader



Ousmane DIENE
CT Coordinator
Back up

EUROPEAN CONTROL TOWER

ORGANIZATION PER ACCOUNT – THALES



CONTROL TOWER



Renaud BRAILLY
Control Tower Manager



Leila IDIR
CT Coordinator
THALES Account Leader



Josselin BRUGEAS
CT Coordinator
Back up

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ORGANIZATION PER ACCOUNT – SCHNEIDER



CONTROL TOWER



Renaud BRAILLY

Control Tower Manager



Yatin HANOOMANJEE

CT Coordinator

SCHNEIDER Account Leader



Sarah DARDY

CT Coordinator

Back up

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ORGANIZATION PER ACCOUNT – ESSILOR LUXOTTICA



CONTROL TOWER



Renaud BRAILLY

Control Tower Manager



Noan KERLOCH

CT Coordinator

ESSILOR Account Leader



Yatin HANOOMANJEE

CT Coordinator

Back up

EUROPEAN CONTROL TOWER

ORGANIZATION PER ACCOUNT – IFF



CONTROL TOWER



Renaud BRAILLY

Control Tower Manager



Sarah DARDY

CT Coordinator

IFF Account Leader



Petra IRLÉ

CT Coordinator

Back up

EUROPEAN CONTROL TOWER

ORGANIZATION PER ACCOUNT – L'OREAL



CONTROL TOWER



Renaud BRAILLY

Control Tower Manager



Josselin BRUGEAS

CT Coordinator

L'OREAL Account Leader



Leila IDIR

CT Coordinator

Back up

EUROPEAN CONTROL TOWER

ORGANIZATION PER ACCOUNT – CHANEL



CONTROL TOWER



Renaud BRAILLY

Control Tower Manager



Ousmane DIENE

CT Coordinator

CHANEL Account Leader



Noan KERLOCH

CT Coordinator

Back up

EUROPEAN CONTROL TOWER

ORGANIZATION PER ACCOUNT – Parfums Christian DIOR



CONTROL TOWER



Renaud BRAILLY

Control Tower Manager



Ousmane DIENE

CT Coordinator

PCD Account Leader



Noan KERLOCH

CT Coordinator

Back up



CMA CGM GROUP LOGISTICS DIVISION

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A Global Player in Sea, Land,
Air and Logistics Solutions



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