wakeo
Turn your supply chain from reactive to predictive
With the Market leader in overseas real-time visibility

A data expert supporting Retail companies

Company Overview

Wakeo at a glance

The Market Leader in
Multimodal Visibility

Trusted Partner of
Global Leaders

99% Loyalty
since day-1 in 2016

Clients sample

Team

100+ people

Supply Chain specialists: former K+N, Maersk, CMA, Bolloré etc.

Data experts: ex Thalès, IFP, Centrale, Mines-Ponts etc.

A strategic partner to Retailers

FAST RETAILING

PRINCESSE tam·tam
PARIS

UNIQLO

COMPTOIR DES COTONNIERS

Boosted anticipation to secure in-store availability

Enriched & neutral data from carriers : moving from 47% performance on ETA accuracy with forwarders to +90% with Wakeo & up to +20 days of anticipation

Strong levers for inventory optimization

Transit time optimization - Identify levers for improvement

Secure inventory planning: prevent out-of-stock & optimize buffers

Smooth internal coordination

Reduce lead-time after arrival at POD

Improved warehouse management

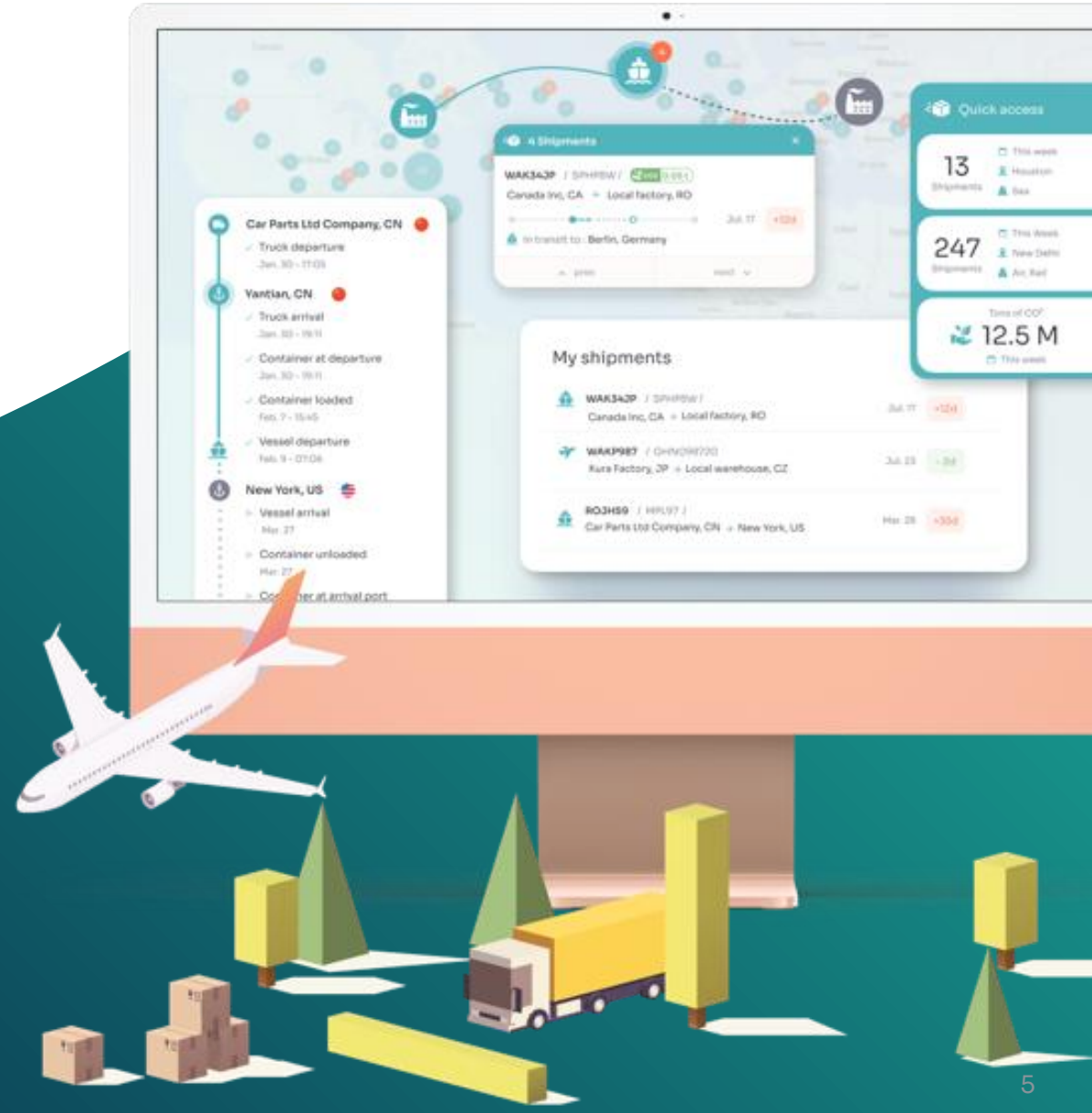
Select competitive back-up options & significantly reduce last-minute costs

More productivity to review shipments status

The solution Wakeo

An AI-powered decision making platform

To help shippers
boost operational excellence
and improve customer satisfaction



Key features

Real-time Tracking & Alerting

- Multimodal tracking
- Predictive ETA
- Automated email alerting

From reactive to predictive

Intelligent Analytics

- Transport performance
- Transit time monitoring
- Demurrage & detention
- Market Intel / Port congestion

Data-driven SC for smarter decisions

Carbon footprint Calculator

- All transport modes
- GLEC, EN16258 & ISO compliant
- Powered by the detailed tracking engine

Reduce environ-mental impact

Trusted Routes: Recommendations

- Scale the exploration of routes
- Recommendations based on a data scoring of reliability, risks, sustainability & rates

Routes recommandations leveraging data

e-Booking

- No more emails & phone calls, automate manual processes
- Reliable & scalable
- Monitor performance

Simplify the booking process

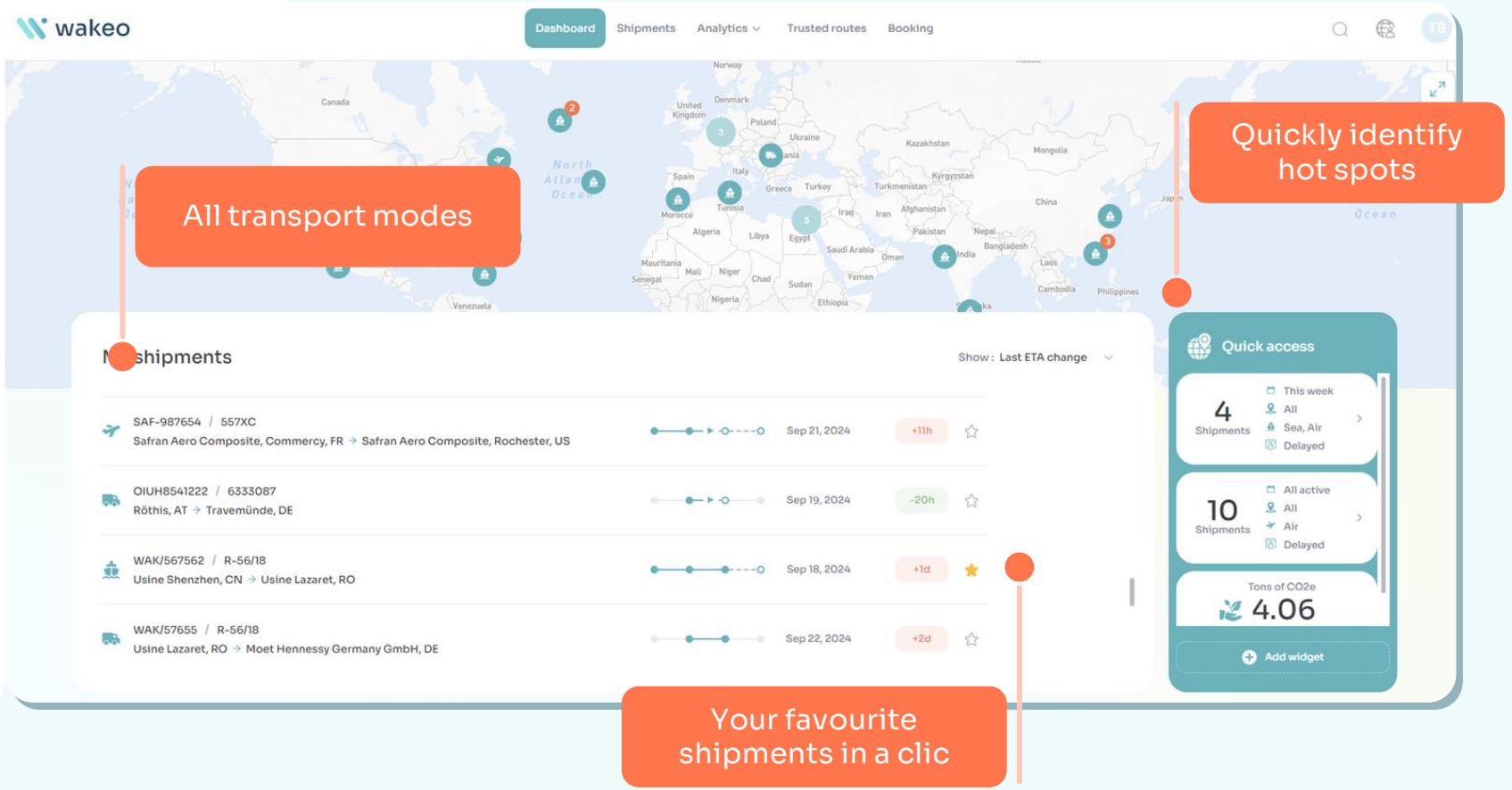
The Control Tower

All shipments in one place

All carriers, all transport modes in one place

Door-to-door coverage

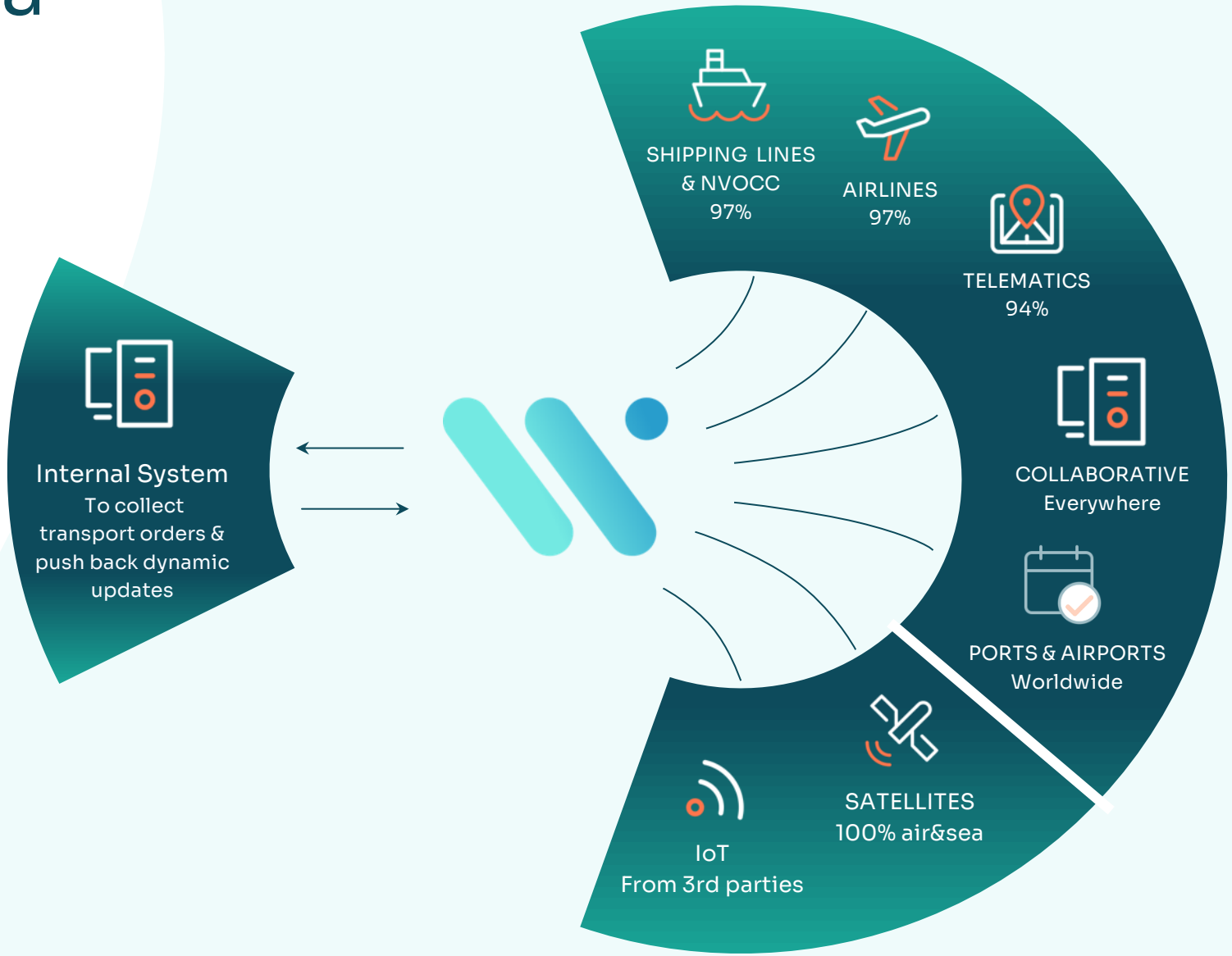
Manage issues by exception and focus on added-value actions



The sources of data

The connected supply chain: hundreds of datasources coming from transport providers and independent sources

To fuel the data engine with best-in-class ETAs and machine learning algorithms

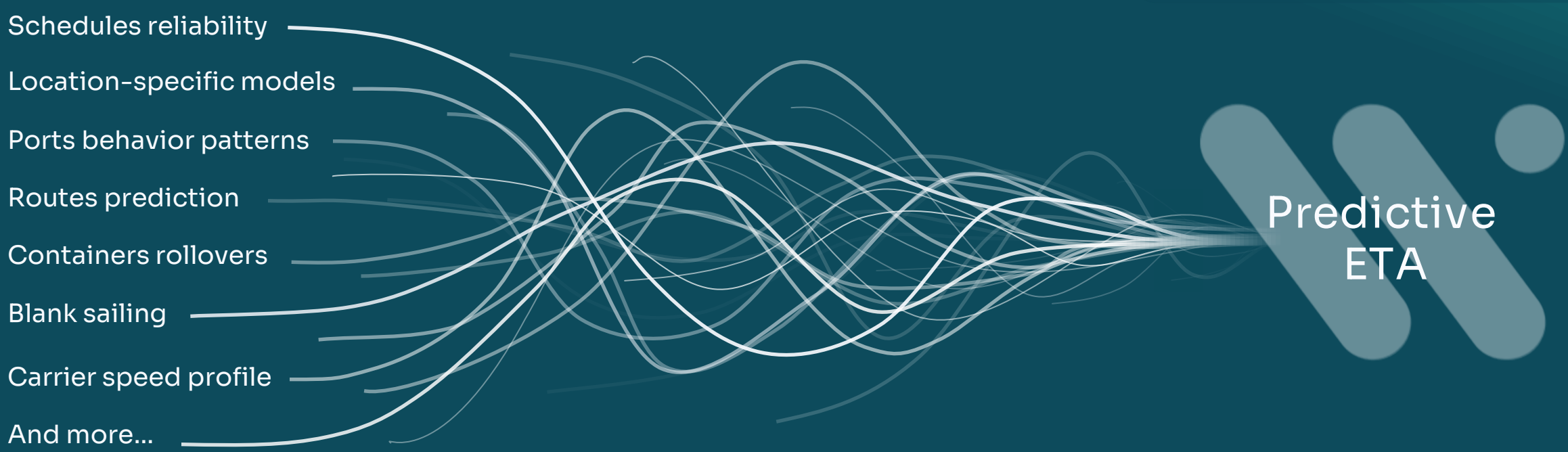


Dynamic data models

Currently 20+ agent-based models ...

...fuelled by billions of multimodal GPS positions, and billions of datapoints on lanes...

... to create the best-in-class ETA prediction model built on deep transport expertise

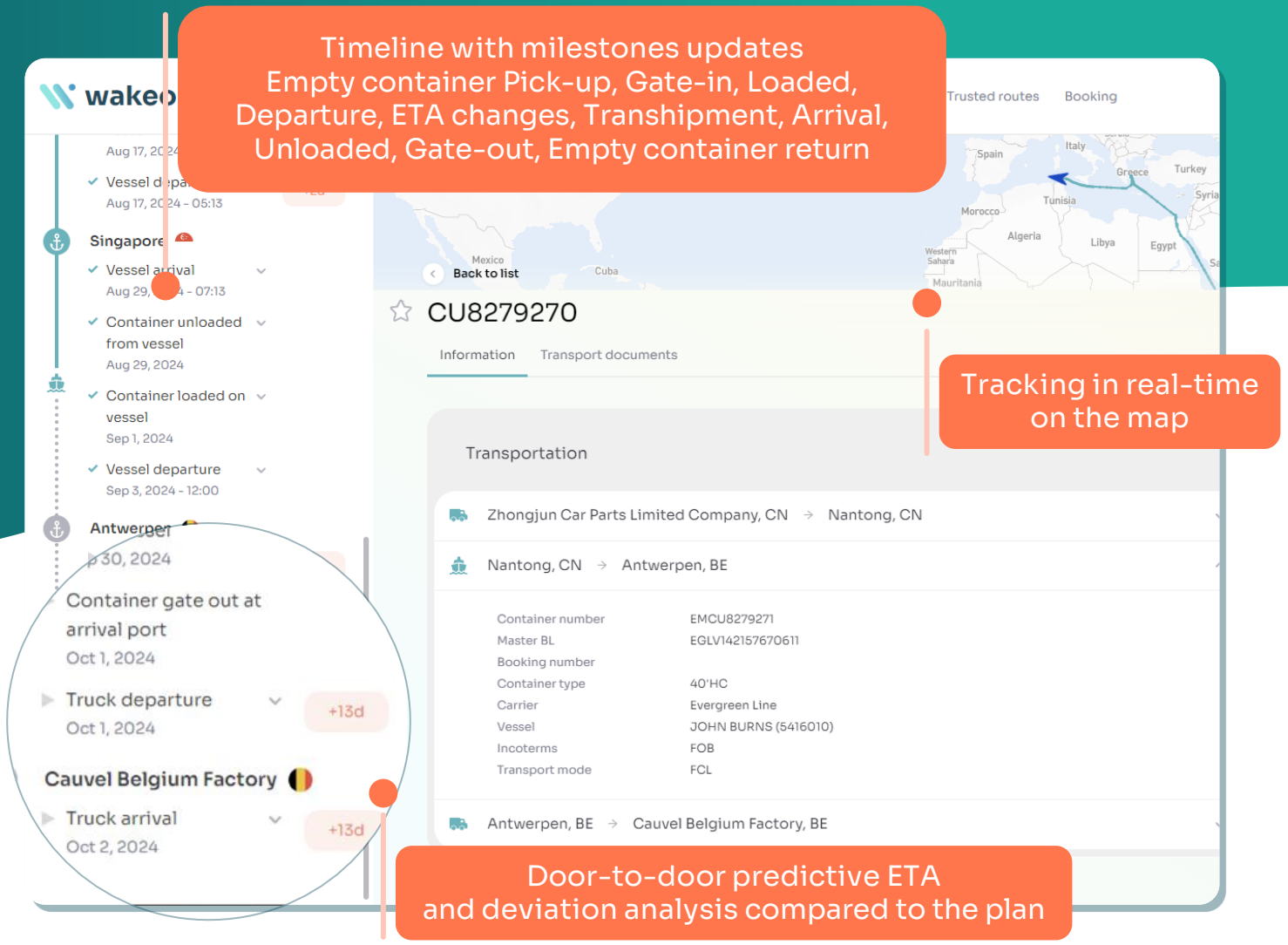


Sea: navigate massive disruptions

Anticipate and limit the impact of large-scale disruptions (congestion, strike, war etc.) **thanks to real-time, predictive & door-to-door ETA**

97% market coverage

Shipping lines & NVOCCs



Tackle disruptions with the proper techno

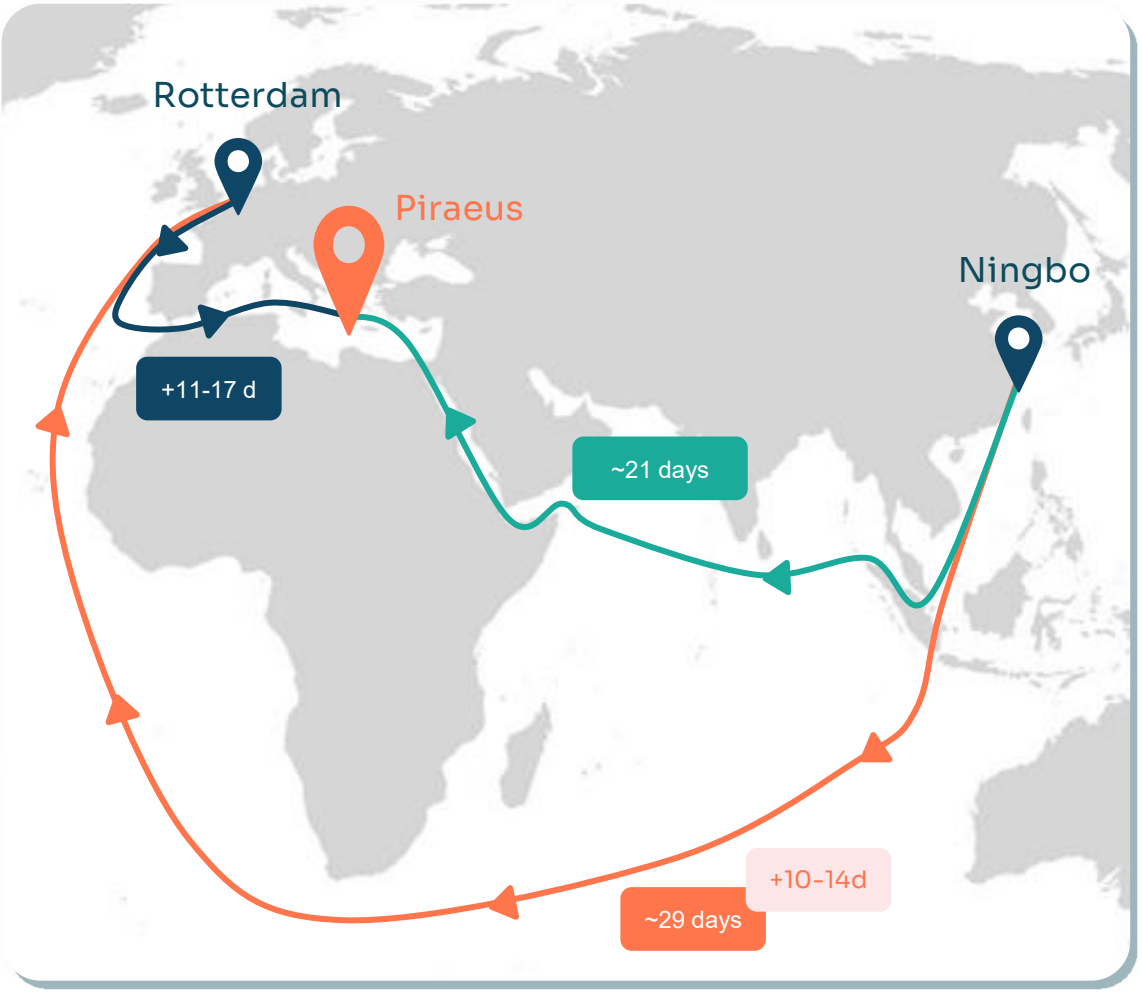
Streamline warehouses reception & reduce extra costs

Potential stretch in the original 21-day voyage from Ningbo to Piraeus

to 50 - 60 days under the re-routed scenario

Up to +20 days of anticipation to:

- Change mode of transport
- Update Supply Chain planning
- Re-engineer Supply Chain



Intelligent Analytics

Monitor key metrics such as volumes, OTD, bookings performance, transit times, data quality

Measure service level

Neutral data you can trust to measure performance

Actionable insights to re-engineer transport flows: reduce in-transit inventories, and boost customer satisfaction

Identify where to save money thanks to the Demurrage & Detention analytics

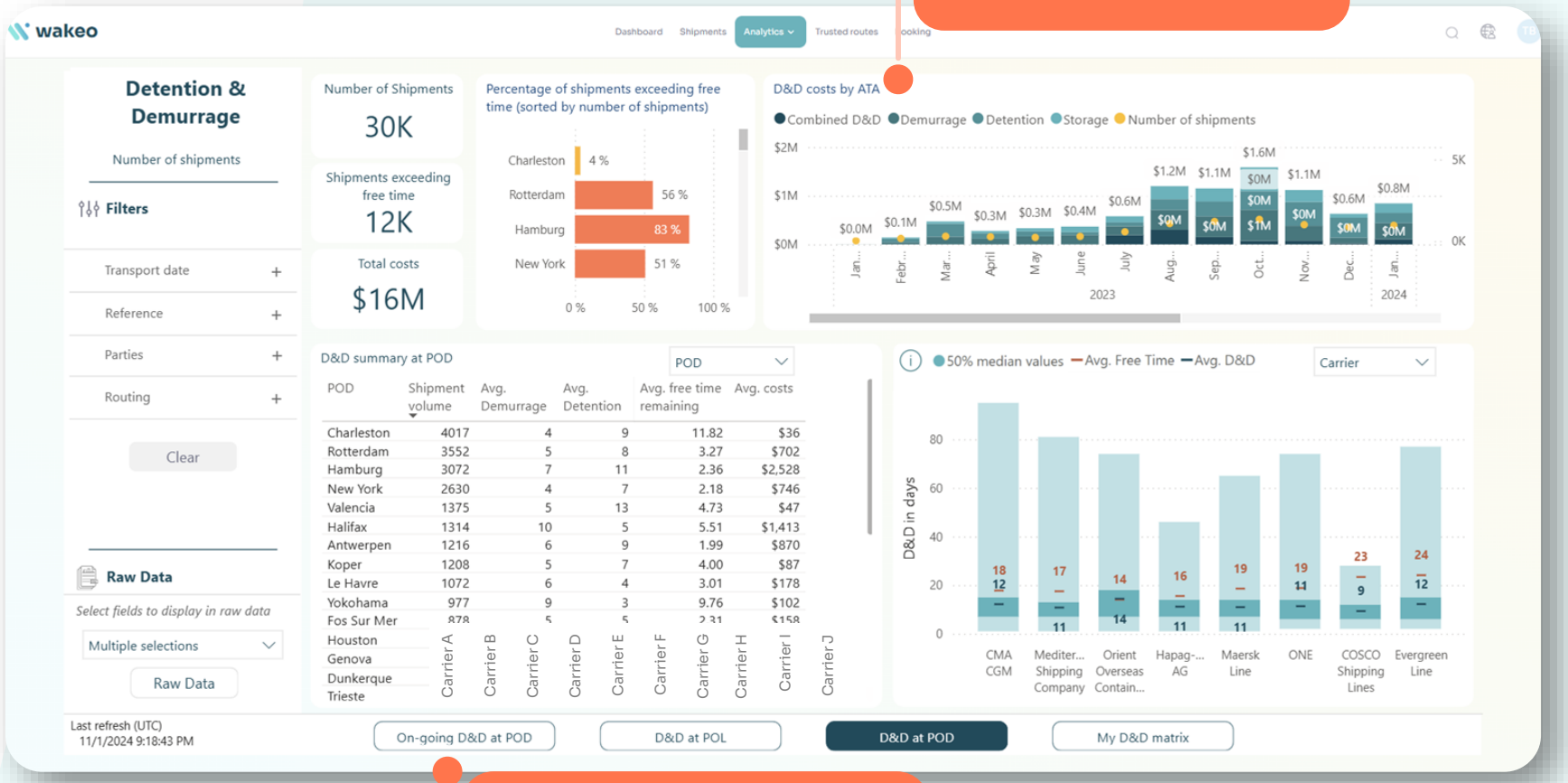
D&D monitoring

Smart D&D control

Monitor and optimize D&D costs, consolidated and on real time basis.

Proactive insights to reduce your D&D costs from 10% to 30%, improve partner collaboration and enhance operational efficiency.

D&D cost evaluation per ports, shipping lines, shippers, period



On going status at POD: Container at risk < 4 days, exceeding free time, not at risk.

Product

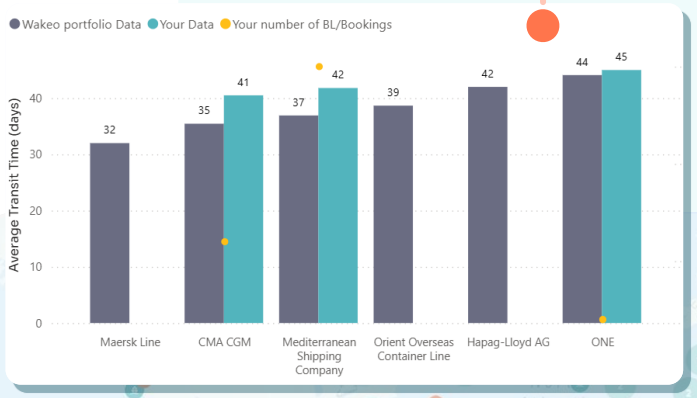
Market intel

Get market insights & future trends

Compare your performance vs. the market (i.e., delays, D&D, etc.)

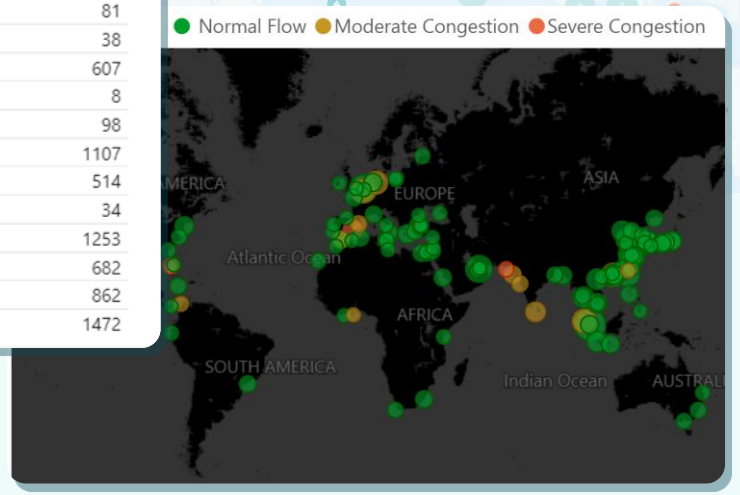
Identify world disruptions (i.e., port congestion, bad weather, strike, etc.)

Compare your actual transit time vs. the ones from the market



Monitor port disruptions and direct impact on your shipments

Port	Disruption level	Nb of containers in/ heading to the port
Le Havre	Port Strike	4607
Buenos Aires	Severe Congestion	210
Karachi	Severe Congestion	81
Miami	Severe Congestion	38
Valencia	Severe Congestion	607
Aarhus	Moderate Congestion	8
Algeciras	Moderate Congestion	98
Barcelona	Moderate Congestion	1107
Colombo	Moderate Congestion	514
Cristobal	Moderate Congestion	34
Hamburg	Moderate Congestion	1253
Mundra	Moderate Congestion	682
Nhava Sheva	Moderate Congestion	862
Port Klang	Moderate Congestion	1472



Reengineering the Supply Chain

Strategic Usage of Trusted Routes

Reengineering the Supply Chain

Looking for:

RELIABILITY

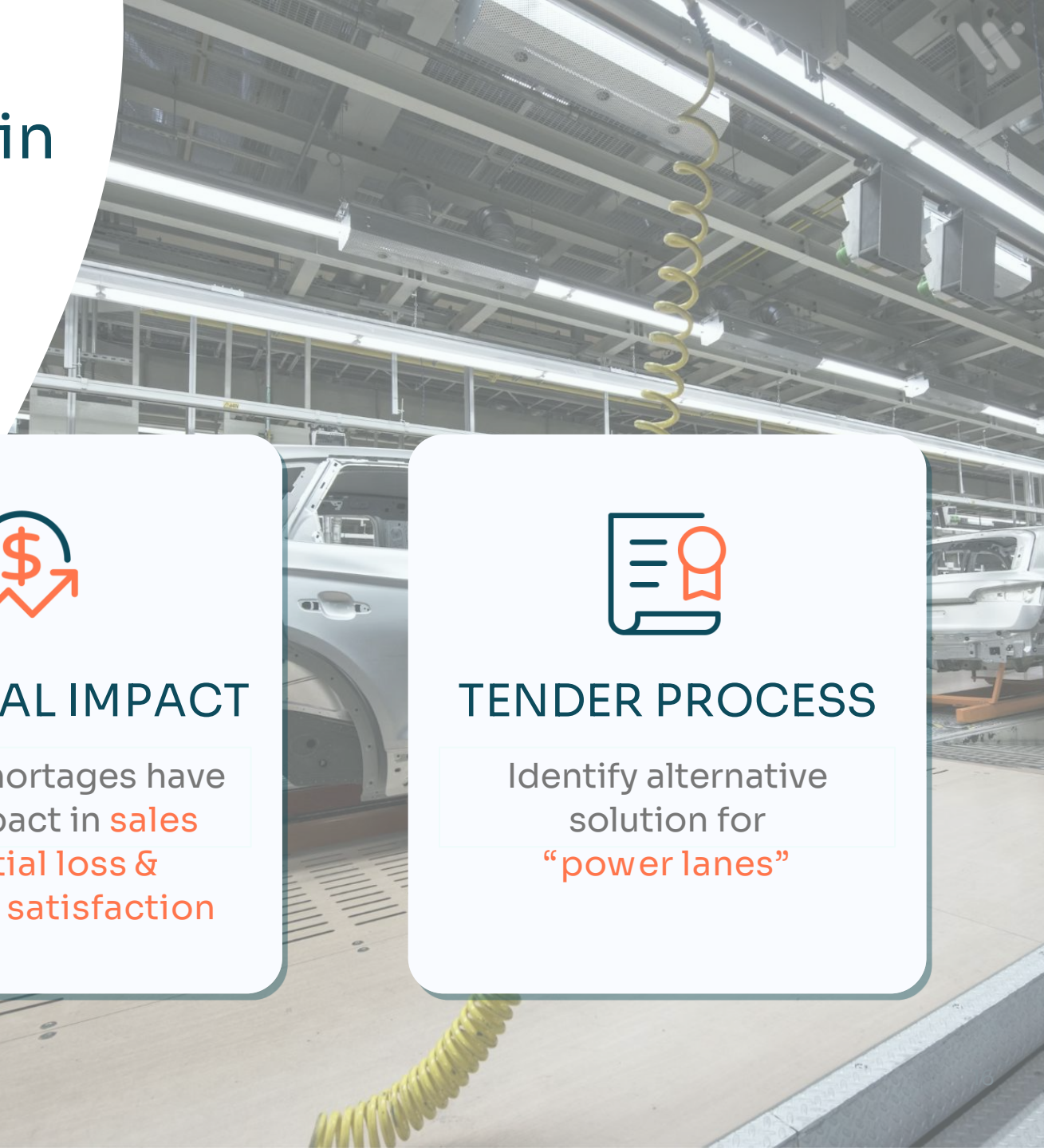
Get reliable data to challenge shipping lines

FINANCIAL IMPACT

Product shortages have huge impact in sales potential loss & customer satisfaction

TENDER PROCESS

Identify alternative solution for “power lanes”



Tackle disruptions with the proper techno

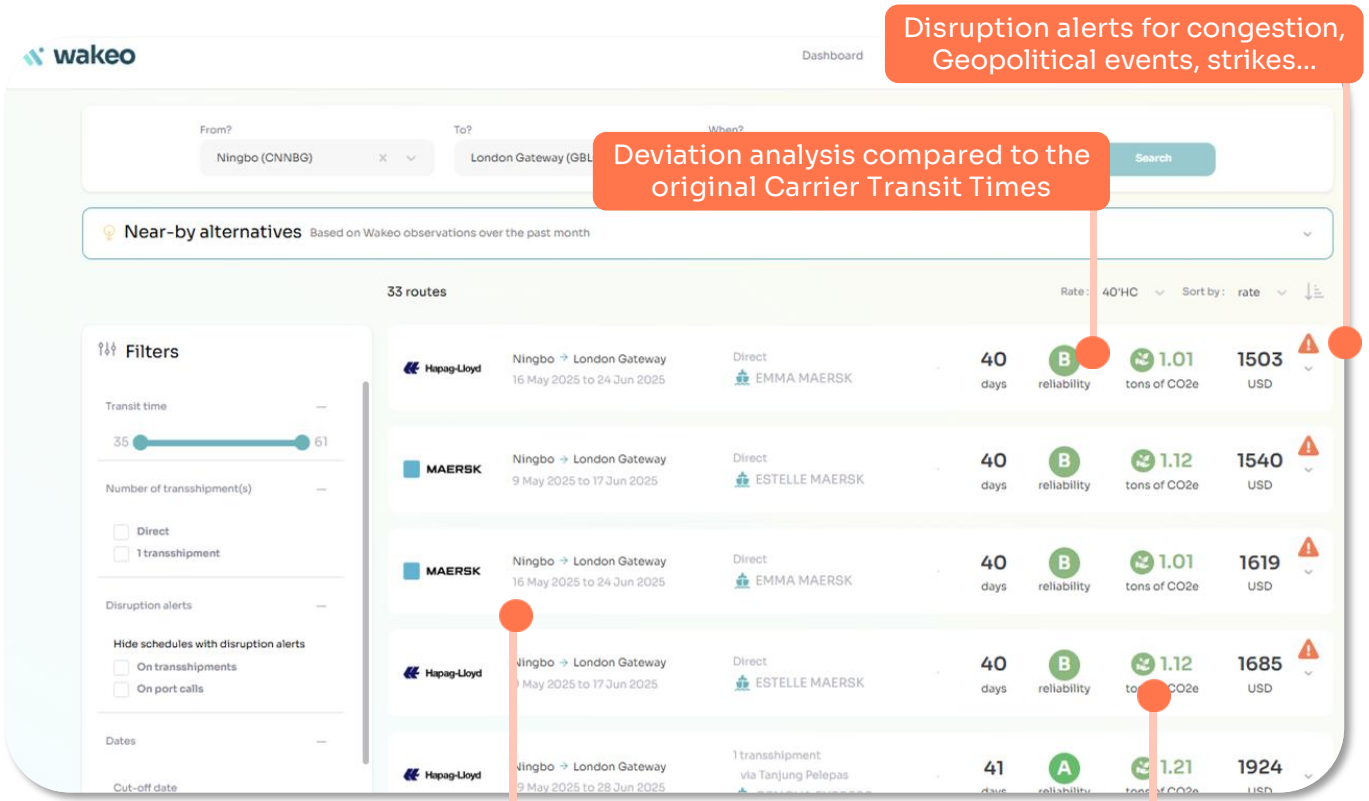
Secure product availability & optimise inventories

Leverage data to make better decisions, assess the full picture

A data scoring of key parameters in one place:

Transit times & Reliability & Transport Emissions

Risks & Costs



Disruption alerts for congestion, Geopolitical events, strikes...

Deviation analysis compared to the original Carrier Transit Times

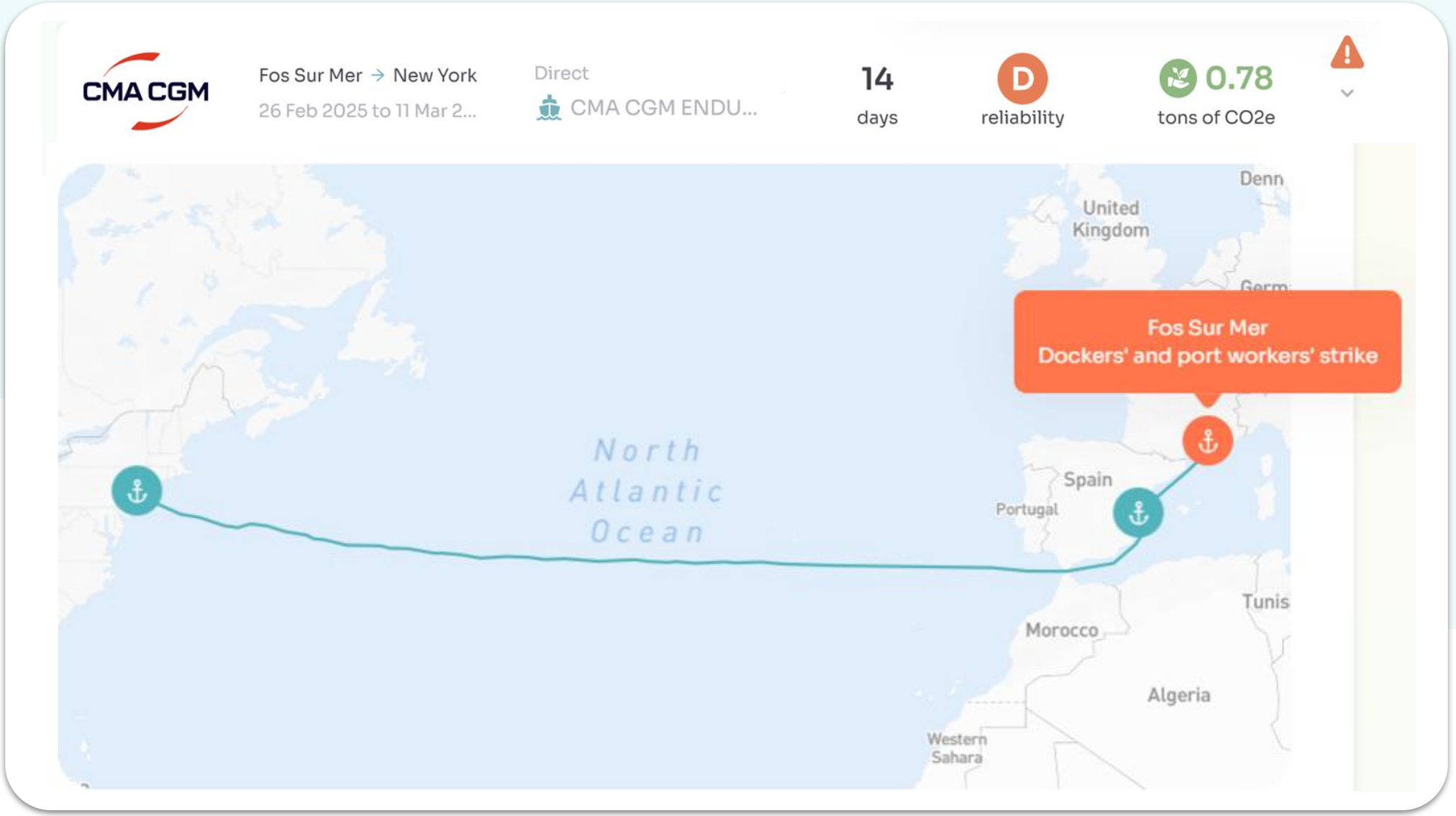
Wakeo tracks all container vessels over the sea. Comparison between performance differences within alliances

GLEC & EN16258 compliant
Standard distances from POL to POD as well as T/S, vessels parameters (avg. Speed, scrubber, etc.)

Operational usage

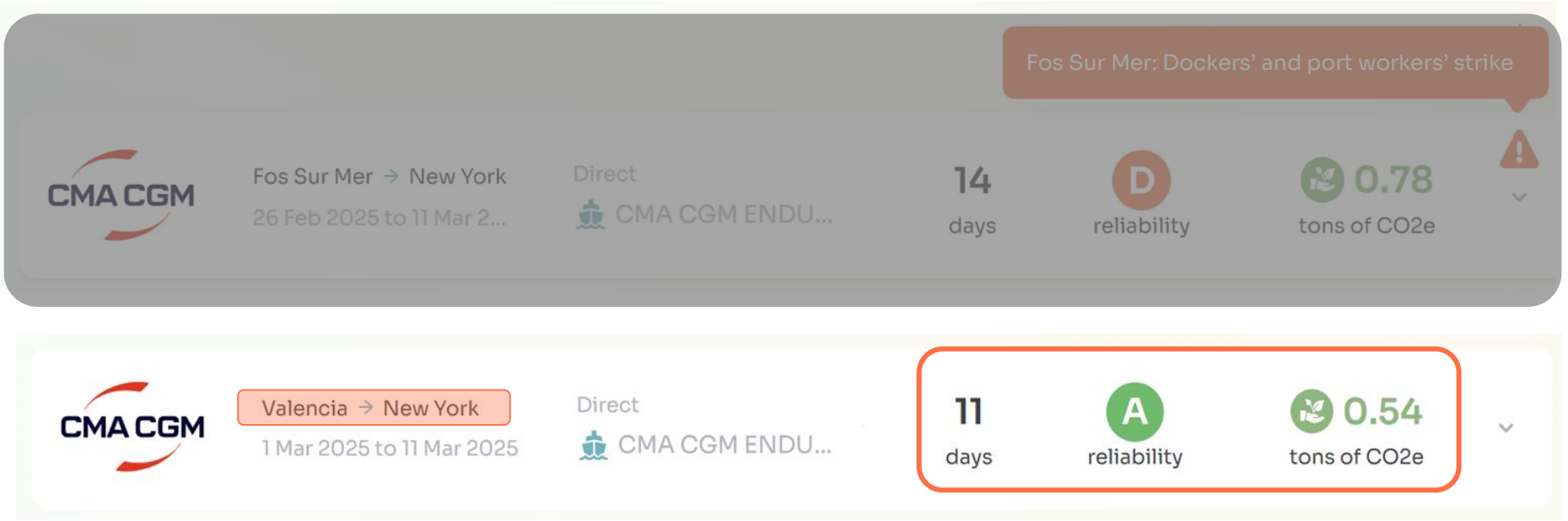
Alternatives on Disruptions

Fos sur Mer > New York



Operational Usage

Alternatives on Disruption



Less at risk with a shorter and more reliable alternative

Adapt to external events disrupting the supply chain

Competitive advantage with disruption and potential additional delay anticipation

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from reactive to predictive

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