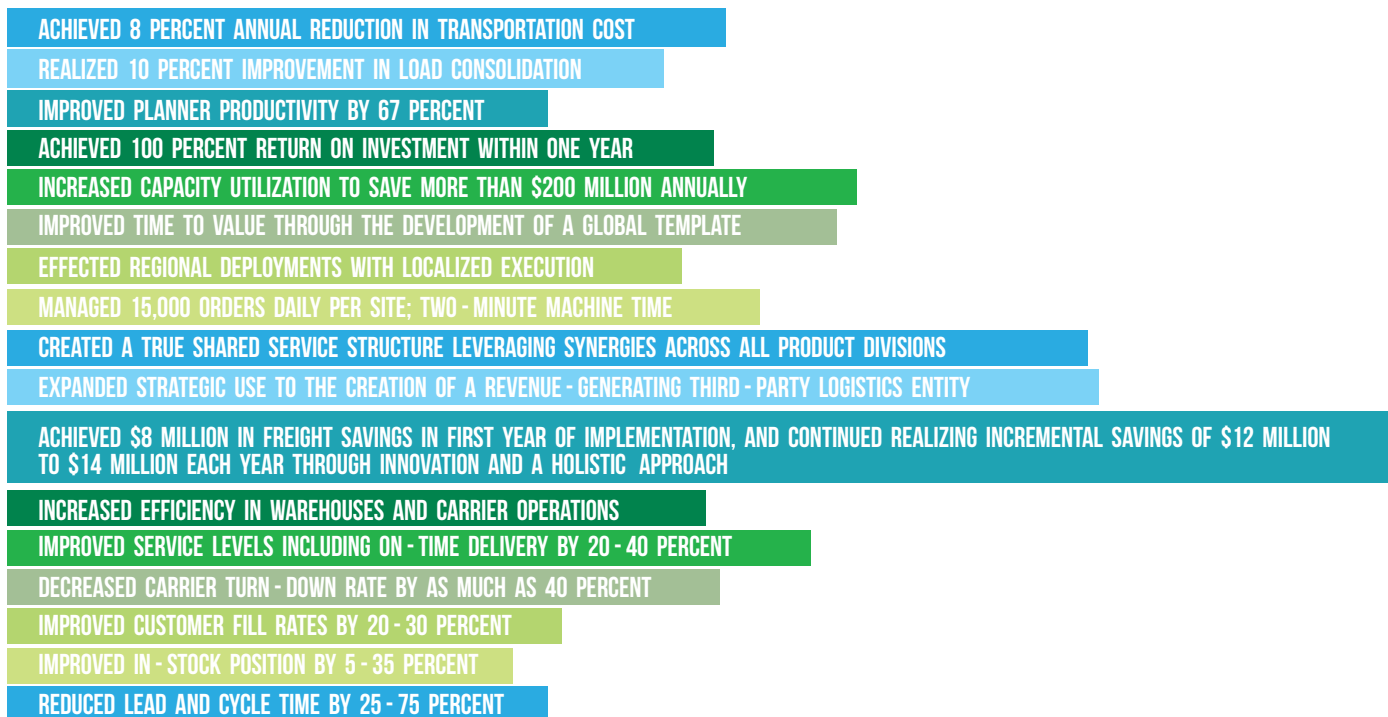


BLUEYONDER TRANSPORTATION & LOGISTICS MANAGEMENT

REAL RESULTS. FAST.

BLUEYONDER SOFTWARE HELPS THE WORLD'S LEADING RETAILERS, MANUFACTURERS AND WHOLESALER-DISTRIBUTORS TO ACHIEVE TANGIBLE BENEFITS BY ENABLING VISIBILITY, COLLABORATION AND SYNCHRONIZATION ACROSS THEIR NETWORKS. HERE ARE SOME REAL RESULTS THAT OUR CUSTOMERS HAVE ACHIEVED WITH JDA'S TRANSPORTATION MANAGEMENT SOLUTIONS:



*REPRESENTS ACTUAL RESULTS REALIZED BY BLUEYONDER CUSTOMERS.



CHALLENGE: ENHANCING PROFIT ABILITY IN TODAY'S COMPLEX GLOBAL MARKET PLACE

FUNDAMENTALLY, THE ROLE OF TRANSPORTATION AND LOGISTICS MANAGEMENT IS SIMPLE: OPTIMALLY BALANCE CAPACITY, SERVICE AND OTHER DRIVERS TO GET THE RIGHT PRODUCT TO THE RIGHT PLACE AT THE RIGHT TIME AND LOWEST COST. BUT THE REALITIES OF TODAY'S COMPLEX GLOBAL MARKET PLACE MAKE FULLFILLING THAT OBJECTIVE ANYTHING BUT SIMPLE AS COMPANIES NAVIGATE CHALLENGES INCLUDING:

- INCREASED PRESSURE TO MEET THE ORDER FULFILLMENT DEMANDS OF OMNI - CHANNEL CONSUMERISM
- INEFFICIENT ASSET UTILIZATION FROM SUB - OPTIMIZED LOAD BUILDING AND ORDER CONSOLIDATION
- INCREASED COMPLEXITY OF INTERNATIONAL TRANSPORTATION AND LOGISTICS
- THE NEED TO OPTIMIZE COST - TO - SERVE MODELS WITH CROSS - CHANNEL RETAILING

IN ORDER TO ADDRESS THESE AND OTHER ISSUES IN THE EVER - EVOLVING LANDSCAPE, COMPANIES MUST FIND WAYS TO INFUSE FLEXIBILITY INTO THEIR NETWORKS. THE TRADITIONAL TRIED-AND-TRUE METHODS OF MANUFACTURING, DISTRIBUTING, SELLING AND CONSUMING PRODUCTS ARE CHANGING WITH MONUMENTAL SUPPLY CHAIN IMPACTS, AND ORGANIZATIONS NEED AGILE SOLUTIONS THAT CAN KEEP PACE WITH AND ADAPT AS THOSE CHANGES OCCUR. TODAY'S COMPANIES-REGARDLESS OF WHERE THEY SIT IN THE SUPPLY CHAIN-MUST NOT ONLY ACHIEVE EFFICIENCIES AND OPERATIONAL CONTROL BUT ALSO DEVELOP THE AGILITY NECESSARY TO COMPETITIVELY SERVE TODAY'S END CONSUMER.

SOLUTION: DRIVING AGILITY AND OPTIMIZATION WITH END-TO-END TRANSPORTATION AND LOGISTICS MANAGEMENT

FOR MORE THAN 25 YEARS, BLUEYONDER SOFTWARE HAS LED HUNDREDS OF DEPLOYMENTS OF OUR WORLD - CLASS, INTEGRATED TRANSPORTATION & LOGISTICS MANAGEMENT SOLUTIONS AT SOME OF THE BIGGEST NAMES IN RETAIL, MANUFACTURING AND WHOLESALE DISTRIBUTION. OUR PROVEN SOLUTIONS OPTIMIZE THE MOST COMPLEX GLOBAL LOGISTICS NETWORKS FOR THE WORLD'S LEADING COMPANIES, DRIVING REDUCED COSTS, INCREASED AGILITY AND IMPROVED PERFORMANCE FOR THESE ORGANIZATIONS.

FEATURING A BROAD FOOT PRINT, RICH FUNCTIONALITY AND UNPARALLELED SCALABILITY TO ACCOMMODATE EVEN THE LARGEST GLOBAL TRANSPORTATION PRACTICES, BLUEYONDER'S COMPREHENSIVE SOLUTION SUITE EFFECTIVELY MANAGES THE ENTIRE CLOSED-LOOP TRANSPORTATION PROCESS -FROM LONG-RANGE STRATEGIES AND OPERATIONAL PLANNING TO DAY-TO-DAY EXECUTION.

FROM GRANULAR STREET-LEVEL FLEET MOVEMENTS AND ROUTING TO DYNAMIC MULTI-MODAL GLOBAL PLANNING AND EXECUTION, BLUEYONDER'S INTEGRATED YET MODULAR SOLUTION SET IS EASILY CONFIGURABLE TO MEET YOUR CURRENT AND FUTURE NEEDS. PROVIDING DYNAMIC, ITERATIVE OPTIMIZATION, GLOBAL TEMPLATE DEPLOYMENT AND DEMAND-DRIVEN SUPPLY CHAIN AGILITY ON A UNIFIED PLATFORM, BLUEYONDER EMPOWERS YOU WITH THE CAPABILITIES YOU NEED TO SOLVE TODAY'S INTRICATE TRANSPORTATION CHALLENGES, INCLUDING:

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- 01 TRANSPORTATION NETWORK DESIGN AND OPTIMIZATION
 - 02 STRATEGIC LOGISTICS PROCUREMENT AND CONTRACT MANAGEMENT
 - 03 ACTIONABLE AND INTEGRATED ANALYTICS AND REPORTING
 - 04 DOCK SCHEDULING OPTIMIZATION AND EXECUTION
 - 05 FLEET ROUTING AND MANAGEMENT
 - 06 CONTAINERIZATION AND LOAD BUILDING
 - 07 LOAD TENDERING AND SHIPMENT / LOAD CONFIRMATION
 - 08 OPERATIONAL EVENT MANAGEMENT AND VISIBILITY
 - 09 FREIGHT AUDIT AND PAYMENT
 - 10 REAL - TIME INSIGHTS TO PREDICT FUTURE DISRUPTIONS
 - 11 CORRELATION AND RATIONALIZATION OF BIG DATA

BLUEYONDER TRANSPORTATION & LOGISTICS MANAGEMENT FEATURES:

MODELING

BLUEYONDER CAPABILITIES

PROVIDES MARKET-LEADING DIFFERENTIATORS, INCLUDING A POWERFUL SOLVING ENGINE, FLEXIBLE DATA SOURCING, VERSATILE SOLUTION OUTPUT AND THE ABILITY TO MODEL FIXED ROUTES AND ADDRESS LOCATION-BASED THROUGHPUT CONSTRAINTS
PROVIDES BOTH TACTICAL AND STRATEGIC PLANNING CAPABILITIES
USES SOPHISTICATED OPTIMIZATION TOOLS AND REAL-WORLD DATA TO DEFINE SCENARIOS AND ANALYZE THE EFFECTS OF NEW BUSINESS, HISTORICAL PERFORMANCE, PEAK FLOWS AND OTHER VARIABLES
FACILITATES GLOBAL LOGISTICS AS WELL AS STREET-LEVEL ROUTING OPTIMIZATION
MANAGES THE PARCEL MODE AS A CORE SERVICE DIRECTLY WITHIN THE TRANSPORTATION MANAGEMENT SYSTEM TO LEVERAGE ADVANCED CONSOLIDATION AND MODAL SHIFT OPPORTUNITIES WITHOUT HAVING TO RELY ON THIRD-PARTY SOFTWARE

BENEFITS

REDUCED OVERALL TRANSPORTATION COSTS
TIME-TO-VALUE SAVINGS ACHIEVED IN WEEKS
RELIABLE DISTRIBUTION NETWORK DRIVEN BY AN OPERATIONALLY FEASIBLE PLAN
ON-TIME DELIVERY OF MISSION-CRITICAL SUPPLIES FOR MANUFACTURERS
INCREASED PROFITABILITY AND IMPROVED PRICING AND SCOPING OF NEW BUSINESS OPPORTUNITIES FOR LOGISTICS PROVIDERS
SIMULTANEOUS PROFITABILITY ANALYSIS OF THE HOLISTIC IMPACT OF NEW BUSINESS OPPORTUNITIES
FULFILLED REPLENISHMENT REQUIREMENTS AND REDUCED STOCK-OUT

PROCUREMENT

BLUEYONDER CAPABILITIES

FEATURES COLLABORATIVE WORKFLOW THAT INTEGRATES TRANSPORTATION MANAGER LOAD HISTORY AND TARIFF CREATION FOR CLOSED LOOP EXECUTION AND PROCUREMENT PRACTICES
FEATURES PARTIAL BID AND PARTIAL AWARD MODELING
OFFERS FLEXIBLE CARRIER MULTI-MODAL BIDDING AND OPTIMIZED MODE ALLOCATIONS BY LANE WITH MULTI-MODE ENGAGEMENT MODELING
IMPROVES ABILITY TO FULLY SATISFY NETWORK DEMAND WITH ENHANCED DIAGNOSTICS TO HELP QUICKLY IDENTIFY AND RESOLVE ANY NETWORK INFEASIBILITIES
PROVIDES VISIBILITY INTO THE MOST COST-EFFECTIVE BID COMBINATION WHILE STILL MEETING SHIPPER SERVICE REQUIREMENTS
PROVIDES THE ABILITY TO ASSURE CARRIERS OF A RELIABLE NETWORK DEFINITION AND BID AWARDING PROCESS DRIVEN BY AN OPERATIONALLY FEASIBLE PLAN — LEADING TO MORE RELIABLE BID RESPONSES AND PRICING ACCURACY
DELIVERS POWERFUL ANALYSIS AND PERFORMANCE MONITORING

BENEFITS

REDUCED OVERALL ADMINISTRATION AND TRANSPORTATION COSTS FOR SHIPPERS AND FOR CARRIERS
RAPID EXECUTION WITH SEAMLESS RATE EXPORTING OF BID OPTIMIZATION RESULTS BACK INTO JDA'S TRANSPORTATION MANAGEMENT SYSTEM
COST SAVINGS ON A SPECIFIC PORTION OF THE OVERALL NETWORK WITH EASIER WORK FLOW AND ALGORITHMS TO RUN SMALLER, MORE FREQUENT BID ENGAGEMENTS IN AN E-AUCTION ENGAGEMENT MODELING PROCESS
IMPROVED COST OPTIMIZATION RESULTS WHILE ALLOCATING FREIGHT AND CARRIERS WITHIN CONSTRAINT TOLERANCES
RAPID TIME TO VALUE IN WEEKS PER ENGAGEMENT DEPENDING ON THE NUMBER OF CARRIERS AND ROUNDS
CONTRACTED SAVINGS AND CARRIER COMPLIANCE

FREIGHT ORDER MANAGEMENT

BLUEYONDER CAPABILITIES

PROVIDES REAL-TIME, CENTRALIZED TRACKING OF THE ENTIRE INBOUND DELIVERY PROCESS
ENABLES SUPPLIER COLLABORATION
CAPTURES REQUESTS FOR DYNAMIC ROUTING AND SHIPMENT CONFIRMATION
ISSUES ELECTRONIC ROUTING INSTRUCTIONS AND ADVANCED SHIPPING NOTIFICATIONS
MANAGES KEY VENDOR COMPLIANCE MILESTONES
GENERATES VICS- AND UCC-COMPLIANT SHIPPING DOCUMENTATION

BENEFITS

INCREASED INBOUND ORDER VISIBILITY
IMPROVED LEAD TIME AND PERFORMANCE
FASTER ORDER CYCLE TIMES
IMPROVED SERVICE/IN-STOCK LEVELS
ADVANCED OPTIMIZATION OPPORTUNITIES
DECREASED EXPEDITING COSTS
DETECTION AND RESOLUTION OF BUSINESS PROCESS EXCEPTIONS

TRANSPORTATION PLANNING

BLUEYONDER CAPABILITIES

FEATURES POWERFUL SOLVING ENGINE THAT TRANSFORMS ORDER FULFILLMENT, PROCUREMENT AND REPLENISHMENT PLANS INTO COST-OPTIMIZED TRANSPORTATION PLANS THAT ADHERE TO FACILITY, INVENTORY AND TRANSPORTATION NETWORK CONSTRAINTS
PROVIDES INTEGRATED CONTAINERIZATION AND INVENTORY-CONSTRAINED LOAD BUILDING
FACILITATES GLOBAL LOGISTICS WITH THE ABILITY TO SUPPORT ALL CONTRACT TYPES IN A SINGLE, DYNAMIC GLOBAL OPTIMIZATION
FEATURES INTERACTIVE OPTIMIZATION AND PLAN EDITING
AUTOMATICALLY SELECTS THE MOST EFFICIENT COMBINATION OF MODES, CARRIERS, SHIPMENT SCHEDULES AND ROUTES
CONSOLIDATES SHIPMENTS INTO COST-EFFECTIVE LOADS
EVALUATES LOAD CONSOLIDATION, MODAL TRADEOFFS AND OPPORTUNITIES FOR CONTINUOUS MOVES

BENEFITS

REDUCED OVERALL FREIGHT COSTS
QUICK TIME TO VALUE WITH PAYBACK IN MONTHS RATHER THAN YEARS
IMPROVED UTILIZATION OF PRIVATE FLEETS AND SHIPPING CONTAINERS ALONGSIDE DRIVER ASSIGNMENT, DISPATCH AND ASSET TRACKING
RELIABLE DISTRIBUTION NETWORK DRIVEN BY AN OPERATIONALLY FEASIBLE PLAN THAT MEETS REAL-WORLD CONDITIONS
INCREASED CUSTOMER SATISFACTION AND REPEAT ORDERS STEMMING FROM HIGHLY COMPETITIVE LEAD TIMES AND SHIPPING COSTS
ABILITY TO OPTIMIZE FLEET ROUTING MOVEMENTS AT THE GRANULAR STREET LEVEL ALONGSIDE LONG-HAUL FLEET MOVEMENTS AND CONTRACT CARRIER MOVEMENTS IN A SINGLE SOLUTION

TRANSPORTATION MANAGEMENT

BLUEYONDER CAPABILITIES

MANAGES THE ENTIRE TRANSPORTATION EXECUTION LIFECYCLE
SUPPORTS GLOBAL LOGISTICS AND STREET-LEVEL ROUTING
SETTLES FREIGHT FINANCIAL TRANSACTIONS
PROVIDES UNMATCHED CUSTOMIZATION AND EXTENSIBILITY
MANAGES BOTH THE CUSTOMER AND CARRIER SIDE OF ANY MOVE
AUTOMATES CARRIER SELECTION BASED ON A COMBINATION OF COST AND PERFORMANCE FACTORS
SUPPORTS AUTOMATED TENDERING OF LOADS TO CARRIERS
RATES AND ROUTES SHIPMENTS WITH MODE AND CARRIER ASSIGNMENTS
CONDUCTS AUTOMATED CARRIER SELECTION AGAINST CONTRACTED RATES
PROVIDES REAL-TIME EXECUTION DETAILS INTO OPTIMIZATION DECISION-MAKING AND METRIC-BASED EXCEPTION MANAGEMENT THROUGH A TRANSPORTATION SMARTBENCH

BENEFITS

IMPROVED SERVICE LEVELS
LEAST-COST SHIPMENT PLANS AND LOADS THAT MAXIMIZE CAPACITY UTILIZATION
RELIABLE DISTRIBUTION NETWORK DRIVEN BY AN OPERATIONALLY FEASIBLE PLAN
REDUCED DIRECT WAREHOUSE LABOR COSTS
DECREASED DAMAGE-IN-TRANSIT LOSSES
ENHANCED OPERATIONAL EFFICIENCIES AND CUSTOMER SATISFACTION
PROACTIVE REAL-TIME MONITORING AND INTELLIGENT EXCEPTION MANAGEMENT ACROSS ORDERS, INVENTORY AND SHIPMENTS
ENHANCED VISIBILITY, PRODUCTIVITY AND USABILITY WITH INTERACTIVE SMARTBENCH THAT TRANSFORMS DATA INTO DIGESTIBLE INFORMATION

BUSINESS ANALYSIS

BLUEYONDER CAPABILITIES

OFFERS ACTIONABLE AND INTEGRATED ANALYTICS AND REPORTING
PROVIDES SEAMLESS BUSINESS INTELLIGENCE INCLUDING THE DATA STRUCTURES, DATA INTEGRATION, REPORTS, DASHBOARDS, EXCEPTION MANAGEMENT AND USER INTERFACES THAT MATCH YOUR TRANSPORTATION OPERATIONAL WORKFLOWS
FEATURES NATIVE JDA TRANSPORTATION MANAGEMENT SYSTEM INTEGRATION FOR STRATEGIC DECISION SUPPORT
SYNCHRONIZES INFORMATION FROM DISPARATE SOURCES AND PROVIDES MERGED ANALYSIS
FEATURES PREDEFINED, TRANSPORTATION KPI-DRIVEN DASHBOARDS

BENEFITS

DELIVERS MORE THAN 10 YEARS OF INTELLECTUAL PROPERTY, TRANSPORTATION EXPERTISE AND MORE THAN 60 INTEGRATED KEY OUT-OF-THE-BOX ANALYTICS -SAVING TIME AND REDUCING IMPLEMENTATION COSTS
ENABLES COLLABORATION AND DATA-SHARING WITH KEY STAKEHOLDERS
IMPROVES VISIBILITY AND FOSTERS TIMELY SOLUTIONS TO BUSINESS CHALLENGES

**"BY USING BLUEYONDER SOLUTIONS INSTEAD OF OUR LEGACY TMS,
WE ARE SAVING AN INCREMENTAL \$12 MILLION
TO \$14 MILLION A YEAR IN FREIGHT CHARGES,
INCLUDING \$8 MILLION IN THE FIRST YEAR OF IMPLEMENTATION.
WE REALIZED A FULL PAY BACK ON OUR
BLUEYONDER INVESTMENT WITHIN ONE YEAR."**

TONY POOLE

ITS BUSINESS PARTNER, CORPORATE TRANSPORTATION
KIMBERLY-CLARK CORPORATION

**"BLUEYONDER'S ADVANCED TMS IS THE ONLY SOLUTION TODAY THAT HAS
THE ABILITY TO DELIVER BEST-IN-CLASS SUPPLY CHAIN MANAGEMENT
FUNCTIONALITY ALONG WITH THE ADAPTABILITY TO CUSTOMIZE WORK
FLOWS AND SCALE ACROSS OUR COMPLEX AND DISTRIBUTED SUPPLY
CHAIN NETWORK. THIS COMBINATION OF WORLD-CLASS DOMAIN
EXPERTISE, RICH SOLUTION FUNCTIONALITY AND INNOVATIVE
DELIVERY METHODOLOGY WORKS TO EXTEND THE VALUE OF BLUEYONDER
TRANSPORTATION MANAGEMENT SOLUTIONS BOTH INSIDE AND
OUTSIDE OF OUR ENTERPRISE AND ENABLES HIGHLY CUSTOMIZABLE
AND CONFIGURABLE USER INTERFACES IN AN EFFECTIVE AND
COST-EFFICIENT MANNER."**

LEE GEUN AN

CHIEF OFFICER, MANAGEMENT INNOVATION TEAM
HI-LOGISTICS, LG ELECTRONICS' LOGISTICS SUBSIDIARY



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