



Merging & integrating IT systems



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GEODIS

**IT Director for Groupage &
Logistics Activities**

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The CIO's dilemma



New services New Organisation Users Satisfaction Costs



Which strategy ?



- ◉ In the Transportation & Logistics business, **this dilemma is important :**
 - Integration of services all along the Supply Chain
 - Network versus clients needs
 - Demand for more events driven information
 - Demand for more real-time information
 - Acquisition and/or merging

- ◉ And for Geodis as well
 - which challenges ?
 - Which initiatives ?

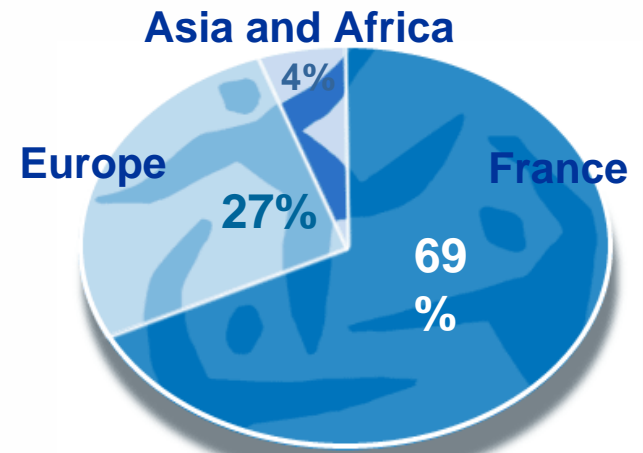
The slide features several decorative elements: a thick blue horizontal line that curves upwards and then continues straight to the right; a yellow arrow pointing up and to the right, and a purple arrow pointing up and to the left, both originating from the blue line; a vertical magenta bar and a vertical green bar positioned to the left of the title; a circular inset in the top right corner showing a close-up of a green printed circuit board (PCB); and a horizontal bar at the bottom composed of several colored segments (yellow, orange, purple, green, grey).

GEODIS Overview



GEODIS Overview

- GEODIS is the leader in France and one of the top European logistics operators for manufacturing and retail companies.
- A worldwide network on 120 countries, with subsidiaries in over 40 countries
- Over 3 million m² of warehousing space
- 2004 net sales: €3.37bn
- 22,725 employees





GEODIS offer

- ◉ A major international-scale operator
- ◉ On all the logistics supply chain
 - International logistics
 - Groupage and express
 - Full Truck Load
 - Reverse Logistics
 - Supply Chain Management
- ◉ Grouping together strong commercial brands



GEODIS
calberson



GEODIS
züst ambrosetti



GEODIS
b+m



GEODIS
VITESSE



Strategic Partnerships


- ◉ ELIX, the leading German franchised network for pan-European consolidation.
- ◉ ROHDE AND LIESENFELD, in international, air and transport commissioning as well as in the field of industrial projects)
- ◉ NET EXPRESS EUROPE , network of European transporters specialising in Express deliveries.



Geodis re-organisation

- ◉ From 1995 to 2001,
 - each branch was mainly focused on one activity
 - and was operating on an European or worldwide scope.
- ◉ New organisation (2001)
 - Geographical and multi-activities Business Units
 - Supported by transversal divisions
 - ▼ Geodis Networks
 - ▼ Geodis Solutions
 - ▼ IT Department, merging all the previous IT departments

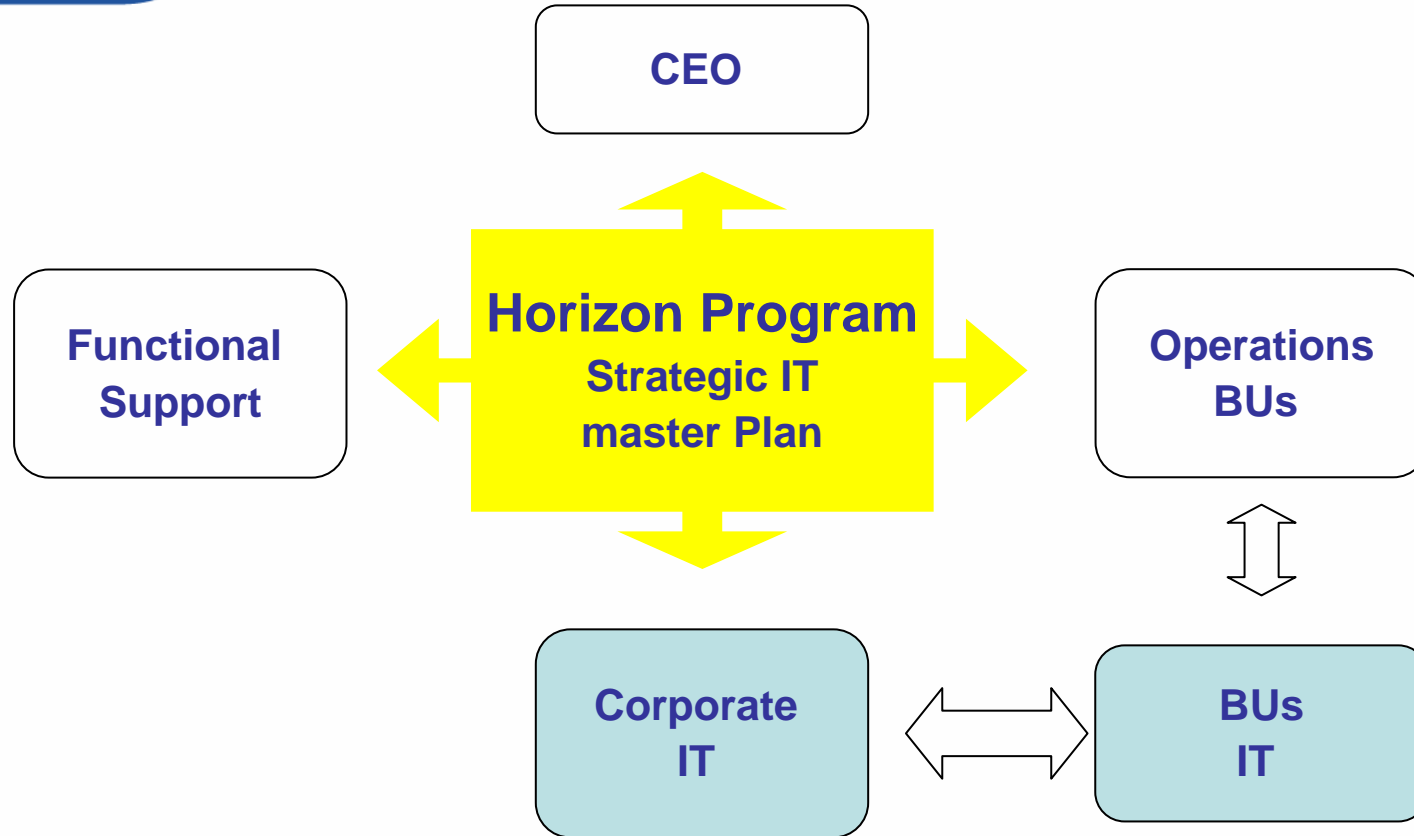
- New commercial and operational initiatives ...
 - Strengthen and develop our core activities
 - Develop our European services
 - Develop Managing Vendor offer
- ... and some challenges for the IT
 - Merge several IT departments
 - Develop common standard processes for the IT management
 - Rationalize, build and promote common IT services
 - Imagine and realize new technology-based initiatives



Integration services
Systems flexibility
Monitoring capabilities



Geodis IT organization principles



Application owners :

- Define and validate the new functional evolutions to be implemented in the applications they manage
- Guarantee the consistency of the application with regards to the business process

IT department :

- Define technical solutions
- Manage developments
- Guarantee the global consistency of the information system



425 IT people

- ⦿ Corporate IT : 155 persons
- ⦿ Local teams :
 - France: 100 persons
 - Other countries: 70 persons
- ⦿ Agreement with IBM Global Services : 100 FTE

IT guidelines

Rationalize

- Extend a shared Information Hub infrastructure
- Rationalize the operational major solutions
- Rationalize IT production
- Merge and remodel network

Deliver new global services

- Eurofirst
- On-board services
- Reporting solutions

Implement quick or specific solutions

- Web-access services



Extend a shared
Information Hub infrastructure

3 fundamentals

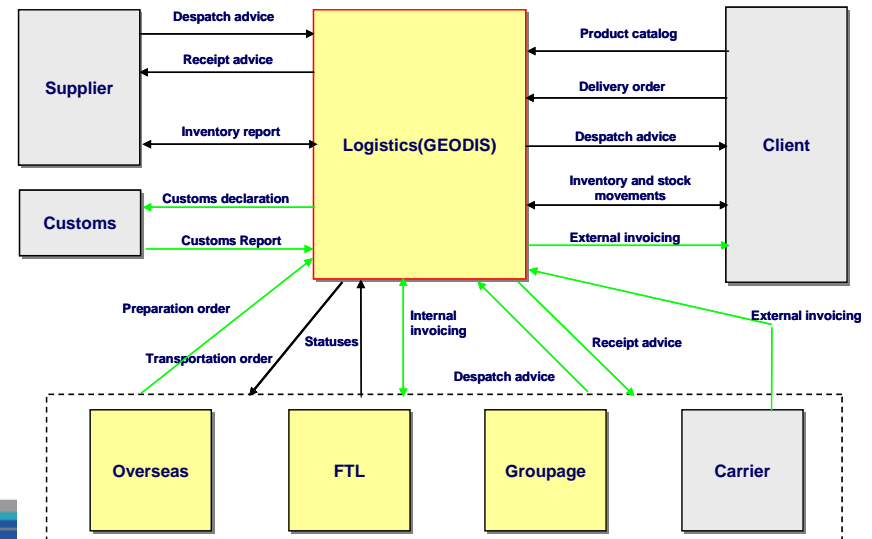
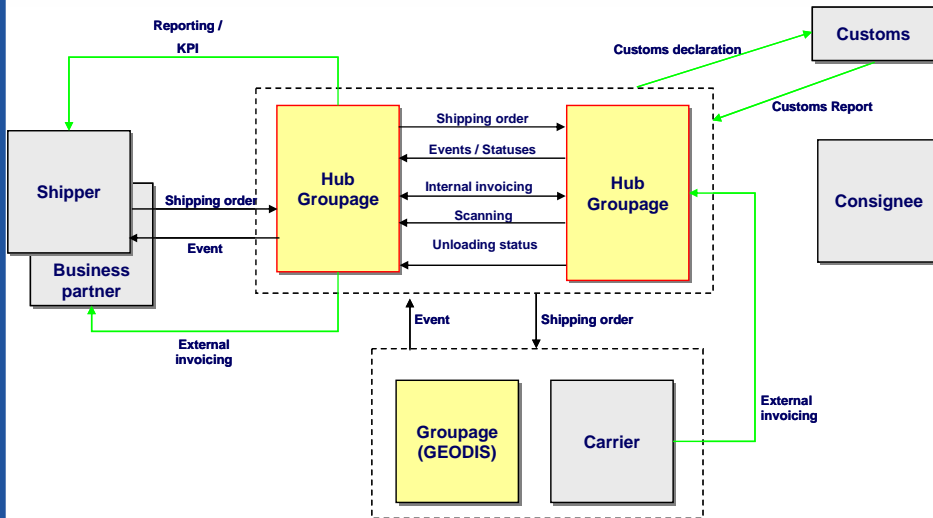
Collaborate with external parties

- Customers ,Suppliers
- Business partners, Governmental authorities (customs, ...)

Operate Network activities

In Groupage
In Overseas

Have for each activity of deep, reliable and flexible functions



3 fundamentals

Collaborate with external parties

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Operate Network activities

- In Groupage
- In Overseas

Have for each activity of deep, reliable and flexible functions

- ⇒ **For each activity, proven IT solutions**
- ⇒ **A common integration framework**
- ⇒ **Integration systems technologies and skills**

A 3 layer Information Hub

Communication hub

- Receive various types of messages
- Translate and map
- Identify sender and select recipient
- Post message on various networks and protocols

Hosted on an IBM mainframe

- More than a million messages a day
- Over 1000 connected partners
- Flat files, EDI files (20 types)

Data hub

- Store information embedded in the messages
- Data model is defined for each activity

Web Services

- Track & Trace
- Operational Reporting, KPIs

Architecture originally designed for Groupage

Extended to all Geodis activities



Web Execution Services for clients

- Prepare and transmit orders
- Inform and alert on execution (T&T)
- Print labels
- Pre-inform

Détail de l'expédition

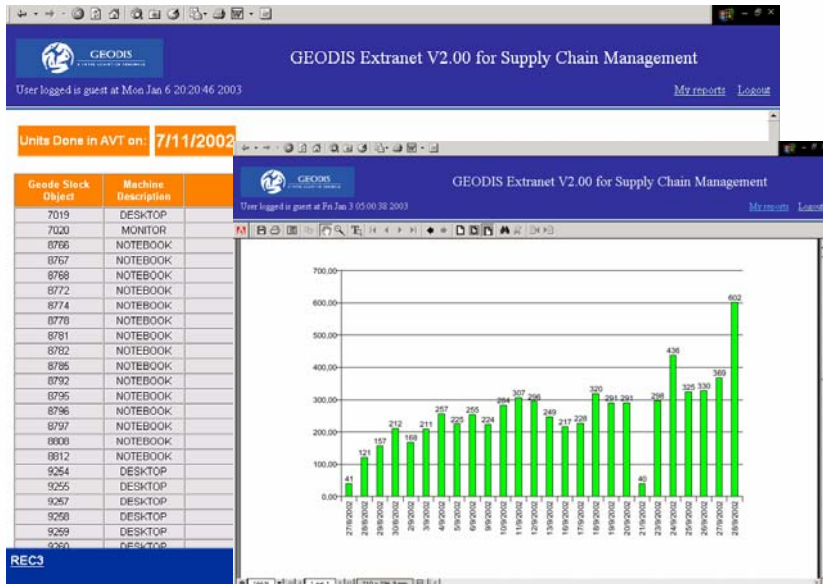
Expédition n°	: 00173589
Date d'envoi	: 28/12/2004
Type de prestation	: Messagerieplus
Votre référence	: 00173589
Destinataire	: REFERENCE SANTE 45-MEDIVAL 19 RUE CHARLES BEAUHAIRE 45 ST JEAN DE LA RUELLE (France)
Nombre de colis	: 1
Poids	: 19.0 Kg

Historique :

▶ 29/12/2004	Livrée
▶ 29/12/2004	Livraison prévue ce jour
▶ 29/12/2004	En cours d'acheminement
▶ 28/12/2004	En cours d'acheminement

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Web Reporting

- Based on the Data Hub
- and additional data from our operational IT systems,



Rationalize operational major solutions



Within the Horizon program

- ⦿ Large implication of BUs, Operations
- ⦿ Align Offer, Process & IT
- ⦿ Describe and define the target on each domain
- ⦿ Evolution rather than revolution

- ⇒ Define target catalogue per Business activity
 - Groupage, Logistics, FTL,...
- ⇒ Based on some existing solutions
- ⇒ When needed, implement new SW
 - Overseas Management (LIMS)



IT Architecture

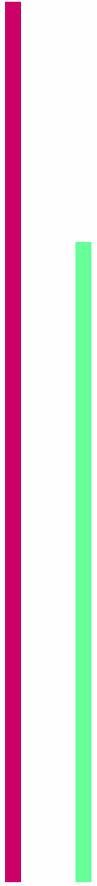




Reorganisation of the IT centers

- specialization of the IT centers
- Centralization according to the SL requirements
- Implementation of common Management and support processes
- Definition of standard solutions and interfaces templates for clients services

- ◉ Communication hub IT center
- ◉ Central operational IT center site
- ◉ BU's IT sites



Eurofirst



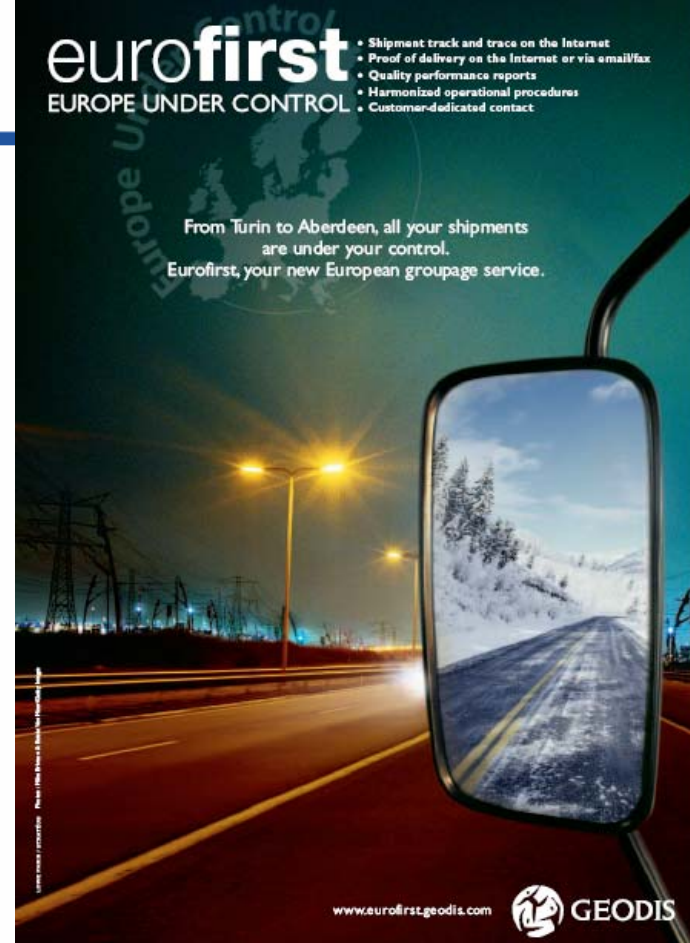
EUROFIRST

- ◉ Eurofirst : a new Groupage product
- ◉ Through GEODIS subsidiaries and partners
- ◉ With the same service level in all European countries
 - regular definite dispatches;
 - on-line shipment tracking;
 - proof of delivery (POD) via Internet/e-mail/fax within 4 days;
 - a quality performance report
 - standardised operating procedures;
 - a single contact person.

eurofirst
EUROPE UNDER CONTROL

- Shipment track and trace on the Internet
- Proof of delivery on the Internet or via email/fax
- Quality performance reports
- Harmonized operational procedures
- Customer-dedicated contact

From Turin to Aberdeen, all your shipments
are under your control.
Eurofirst, your new European groupage service.



www.eurofirst.geodis.com



EUROFIRST

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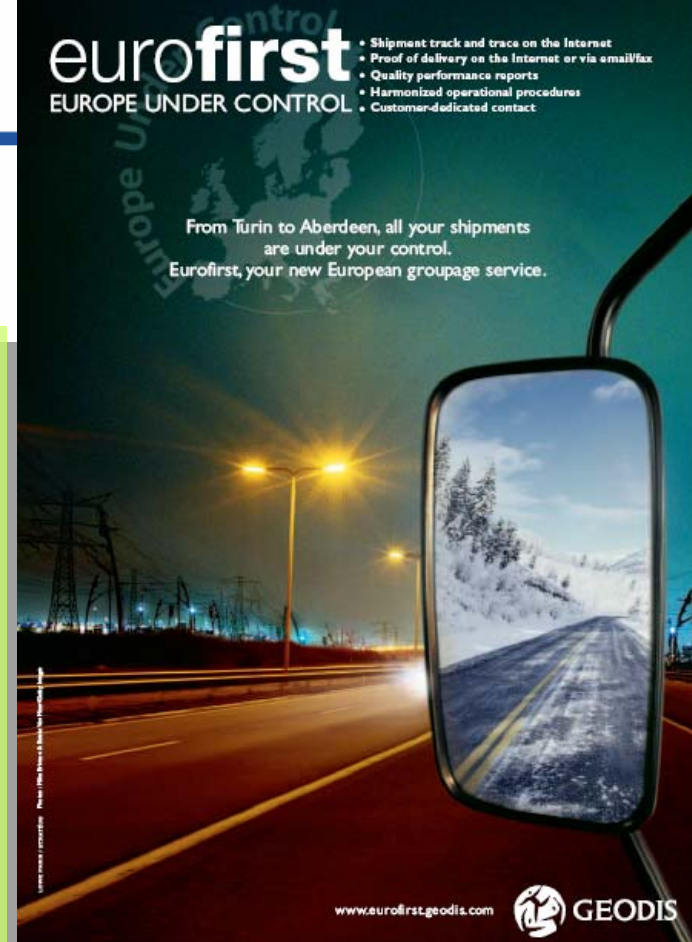
IT guidelines :

Not implement a unique SW on all countries

Rely on the information hub

Connect all SW to the hub

- Define common processes
- Define and validate all interfaces
- Extend a common Web services to all customers and countries
 - Possibility to configure services per country
- Implement a common Reporting solution
- Design common KPI management process



www.eurofirst-geodis.com



On board IT solutions





Tracking of Express shipments in real time

VisioTr@cer

Technological innovation
in your service

Your are informed in real time of delivery events :

- **proof of delivery available within 15 min**
- **parcel pictures if it's necessary**



Benefit for the client

Transparency

100% of deliveries are track in real time

Serenity

Good Received Note is immediatly available

Pro-activity

You can react in real time in the case of hazard events



- ④ Technology : PDAs
 - Transport Management Applications
 - Scan of documents, delivery notes
 - Photos of parcels

- ④ GPRS – connection to the information hub
 - Total and transparent integration into Groupage systems
 - Integration into the Web services



GEODIS

