Supply Chain Control Tower

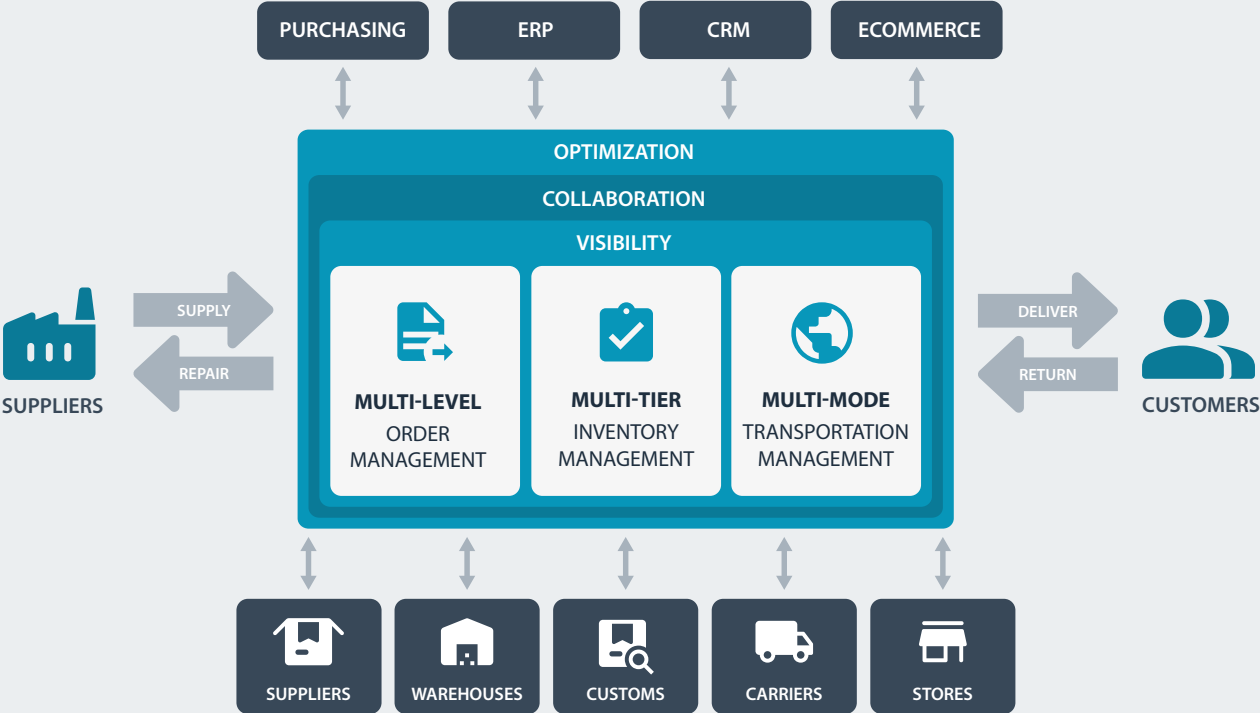Kinaxis solution guide. Benefits, Capabilities, and Differentiators.

Supply chain orchestration

In today's increasingly demanding, disruptive, and evolving climate, businesses require a supply chain platform that will enable systems unification, network-wide collaboration, and process convergence.

The Control Tower is part of a unified cloud platform for international, multi-modal, omni-channel order fulfillment and reverse management across a wide variety of industries. The platform's Control Tower capability allows you to automate, streamline, and optimize all inbound, outbound, inter-company, and reverse flow fulfillment. It also supports dynamic, multi-party order planning and execution, coupled with transportation and inventory flow management across multiple regions worldwide. The platform is robust, configurable and scalable to accommodate a range of enterprises worldwide, and is flexible to effectively manage the risk and the impact of disruption.

The Control Tower seamlessly connects to a vast carrier network, providing visibility and collaboration across all transport modes (ocean, air, truck, rail, and parcel) and geographies- all on one platform - enabling our customers to accelerate their ROI.

PURCHASING   ERP   CRM   ECOMMERCE

OPTIMIZATION

COLLABORATION

VISIBILITY

SUPPLY

REPAIR

SUPPLIERS

MULTI-LEVEL ORDER MANAGEMENT

MULTI-TIER INVENTORY MANAGEMENT

MULTI-MODE TRANSPORTATION MANAGEMENT

DELIVER

RETURN

CUSTOMERS

SUPPLIERS   WAREHOUSES   CUSTOMS   CARRIERS   STORES

Rich and configurable capabilities

The Kinaxis Control Tower enables regional and international brands and LSPs to reduce lead times and operational costs and better serve their market with a consistently flawless customer experience.The flexible solution also allows businesses to grow their brands, expand their service portfolios, and go to market with speed, ease, and minimal disruption.

Built on a single data model, the Control Tower is designed from the ground up to truly eliminate functional and organizational silos. The Control Tower spans a company's entire multi-party network (including suppliers, contract manufacturers, VMI specialists, 3 PLs, and warehouses), provides true end-to-end visibility and in-app control over all order types (purchase, sales) and converges all inbound and outbound process flows.

Support for key customer business initiatives

Improve direct customer and end consumer experiences by delivering products and services efficiently

Minimize total landed costs to improve margins

Integrate and unify disparate supply chains through M&A, divestitures

Implement new service offerings quickly and easily

Enable Control Tower & 4PL operations across multiple supply chain partners

With dynamic inventory sourcing and carrier selection capabilities, businesses can manage highly complex and diverse supply chains with multiple sources and fulfillment centers worldwide. This includes overseeing remote deliveries, and consistently and cost-effectively carrying out both regular and rush orders under strict time windows. The solution converges planning and execution, as well as order and logistics management, for greater flexibility. By focusing on individual order requirements, businesses gain unparalleled opportunities for optimization through pre-booking, order consolidation, and decomposition. For instance, complete shipments can be "decomposed" or broken up into various legs to isolate and optimize expedites, as well as control and monitor progress on more granular levels via milestones.

Gain E2E Supply Chain Visibility

- Integrate inbound, outbound, inter-company, and after-sales flows on a single platform
- Visibility into orders, shipments, documents, and costs across all network parties
- Inventory visibility across multiple warehouses, WMSs, and in-transit stock

Manage Supply Chain Complexity

- Connect siloed processes and systems via unique multi-level order management
- Multi-mode, multi-leg, multi-region, multi-currency management
- Easy process integration, such as customs & special handling, for international shipments

Optimize & Manage Exceptions

- Planning & execution convergence for order optimization
- Real-time alerts, in-app exceptions management, and problem resolution
- In-App resolution with smart order splitting & consolidation

Control Cost & Service Levels

- Comprehensive cost-to-serve figure
- Cost aggregation & flexible customer billing for 4PL operations
- Real-time analytics displaying order volumes, revenues and costs, OTIF delivery, and more.

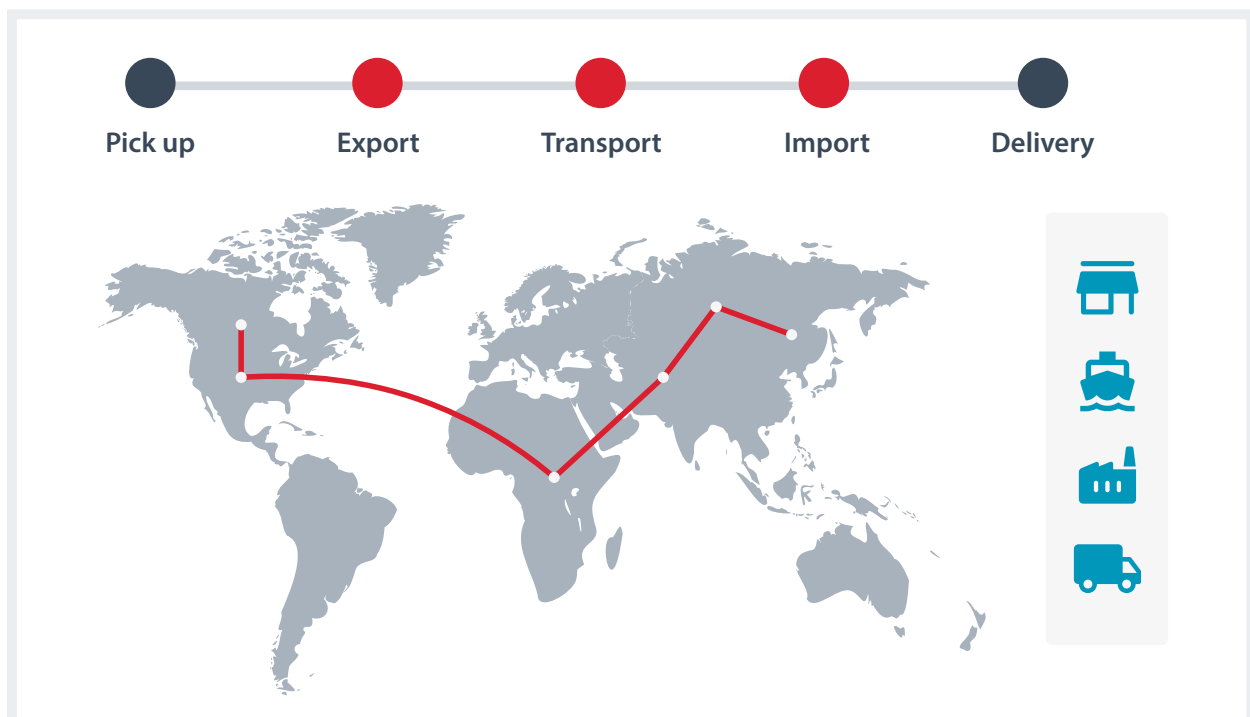## Why Kinaxis? The benefits of a holistic approach

In today's global and disruptive playing field, Control Towers must create visibility beyond transportation to span the entire supply chain business network.

Supply chains have traditionally struggled to work together across several independently run divisions or business units (warehousing, transportation, distribution) to fulfill customer orders. Rather than rely on a separate visibility solution for each, the Kinaxis Control Tower connects each division's specialized and fragmented systems on a single platform. Such totalizing network visibility enables businesses to prevent stock outs, improve OTIF deliveries, and provide greater transparency to customers.

When executing across multiple customers, suppliers, distributors, and logistics service providers worldwide, it's vital to quickly detect and resolve delays and disruptions, such as ocean container rolls, air capacity changes, natural disasters, and demand volatility. The Kinaxis Control Tower offers holistic and granular visibility into all parties, legs, and modes (sea, air, rail, land, and last mile, including parcel) – as well as in-app management – so you can easily and pro-actively identify and resolve issues to meet business-critical goals.

Holistically speaking, the end-to-end scope of a company's supply chain can get incredibly complex. Rather than accrue and integrate multiple solutions to target every branch of the supply chain (further perpetuating silos), Kinaxis offers totalizing coverage and execution continuity over these processes – as well as any new ones a business undertakes when it eventually decides to scale.

Pick up   Export   Transport   Import   Delivery

Control tower, making the case

As a multi-party, multi-mode, multi-region business network technology that provides embedded intelligence and deep learning capabilities, the Kinaxis Control Tower positions supply chain stakeholders to adeptly handle supply chain complexity, growing customer demands, and an uncertain and disruptive environment.

Because the Kinaxis Control Tower Platform spans inventory, orders, and transportation, businesses can:

Reduce excess inventory and improve service levels using dynamic ATP and inventory allocation across the supply chain network.

Reduce operational costs using smart, precise planning and less expedites. The platform further empowers users to minimize 3rd party fees, detention penalties, and demurrage fees with visibility and alerts to critical milestones that you can act on immediately from directly within the application.

Consistently Make Perfect Orders via continuous flow optimization across the supply chain that ensures the best-in-class customer service with on-time deliveries, at the lowest feasible cost - for each and every order.

Meet sustainability goals by tracking and monitoring real-time analytics on CO_2 emissions on all orders and planning and executing all order flows against the lowest carbon footprint.

Accelerate the ROI of your platform investment by accessing real-time visibility across all modes and geographies with the world's largest network of carriers.

Top customer value drivers

5%
HIGHER OTIF

For a mid-size company, for example this could generate as much as $30 million additional revenue.

15%
LOWER CAPITAL

Better matching supply to demand helps lower inventory, boost velocity, and lower capital.

7%
REDUCED OPERATING COSTS

With unparalleled flexibility and dynamic partnering, our customers see vast efficiency improvements.

VP Supply Chain

- **Improve service levels** with real-time visibility to deliver better customer experiences

- **Reduce costs** with cost control and optimization at every touch point

- **Gain visibility and control** over both forward and reverse logistics on a single platform

Logistics/Transportation Director / Manager

- **Save time** by relying on a single source of information for smart execution decisions

- **Automate optimized and compliant processes** so you can focus on other priorities

- **Timely milestone and exceptions alerts f**or quick response and in-app resolutions

VP Finance / CFO

- **Fast ROI** on projects and continuous value creation

- **Significant savings** via accurate cost calculations for each move, rate compliance and cost-to-serve spanning all logistics spend beyond freight

- **Obtain a future-proof investment** with options to unlock OMS, TMS, Returns Management, and more on one platform

About Kinaxis

Everyday volatility and uncertainty demand quick action. Kinaxis® delivers the agility to make fast, confident decisions across end-to-end planning and execution. People can plan better, live better and change the world. Trusted by innovative brands, we combine human intelligence with AI and concurrent planning and execution to help companies plan for any future, monitor risks, seize opportunities, and respond at the pace of change. Powered by an extensible, cloud-based platform, Kinaxis delivers industry-proven applications so everyone can know sooner, act faster and remove waste. Don't believe us? Ask us to prove it. Learn more at **Kinaxis.com**.

www.kinaxis.com