



APL Logistics improves your decisions in optimizing complex international supply chains with ShipmentOptimizer, a revolutionary technology platform.

### How does ShipmentOptimizer optimize your supply chain?

- Forecasts shipments according to your planning horizon
- Considers your business rules
- Considers carrier schedules
- Performs dynamic routing analysis
- Explores shipment mode options
- Optimizes your solutions through Schedule Aware Co-Ops

Your customers, suppliers, manufacturers, flow centers and consumers may be miles apart, spanning time zones, currencies and infrastructures. They are often connected by a complex and dynamic maze of possible tradelanes through road, rail, air and sea. Volatile markets and manufacturing bases add complexity to your shipment planning and order fulfillment.

To stay ahead of the market, you need a robust optimization solution that gives you total control, protects your profits and mitigates risks.

## Challenges

In an attempt to identify their most ideal shipment plans, companies have been resorting to the use of manual computation and technologies based on linear algorithm optimization models. In today's constantly changing global marketplace, an endless stream of international routing and cost data renders such approaches time-consuming or inadequate.

Optimizing a complex supply chain network to cope with your increasingly demanding business rules has been almost impossible. Until now.

## APL Logistics Solutions

APL Logistics conceptualized ShipmentOptimizer in partnership with Oracle, to create a revolutionary, platform that enables us to harness new technology to customize and optimize solutions unique to your business needs.

### First-in-the market

The first of its kind, ShipmentOptimizer runs on sophisticated algorithms to produce optimal shipment results by *concurrently*:

- Configuring the best route and lead time;
- Maximizing load utilization;
- Optimizing shipment costs

### Intelligent, Powerful, and Customizable

ShipmentOptimizer is capable of navigating through complex supply chain requirements to offer you finely tailored solutions, while requiring no additional work from you. The tool is capable of:

- Automating shipment plans using data such as purchase orders, carrier routing guides, transportation modes and costs;
- Balancing your shipment options against your business rules such as:
  - No co-loading across brands or commodities;
  - Deliver orders within 14 days of a need date;
  - SKU restrictions at PO line level

ShipmentOptimizer provides an automated shipment plan that adheres to business rules, and drives down freight costs and lead time. Its modeling capabilities give you the ability to forecast and adjust your shipment plans weeks or even months in advance, so you can take advantage of every opportunity.



ShipmentOptimizer optimizes your market position, bringing you closer to your consumers.

## Beyond technology

APL Logistics' ShipmentOptimizer is not just another piece of technology. It comes packaged with the rich expertise of the team that stands behind it. APL Logistics' technical and business experts will work with you to review and test scenarios, refine business rules, adjust plans, and finally, translate your unique requirements into shipment planning decisions that give you a sustainable competitive market edge.

## Benefits to your Business

### 1. Offer more competitive product pricing

With ShipmentOptimizer, you will enjoy cost savings through:

- Improved container utilization;
- Conversion of selected air freight to ocean or OceanGuaranteed® shipment;
- Reduced manual overhead and time to analyze massive data for shipment planning

Your cost savings can translate into more competitive pricing, which benefits your customers and places you ahead of the competition.

### 2. Provide credible and surprise-free service

With ShipmentOptimizer, you can easily manage risks through:

- Enhanced visibility;
- Early exception alert and management

Your customers will trust you more.

### 3. Build solid partnerships

With ShipmentOptimizer, you can collaborate seamlessly.

- A unified platform throughout your enterprise;
- A platform for collaboration among parties in your supply chain

You tighten your relationship with all your business partners.

To discover how ShipmentOptimizer can benefit you, contact your APL Logistics representative or email us at [shipmentoptimizer@apllogistics.com](mailto:shipmentoptimizer@apllogistics.com).