



# ACCENTURE LOGISTICS PLATFORM

## VIDEO TRANSCRIPT

Kate needs to replace her broken smart phone. Jeff needs to a new jacket for a date later that evening.

And Karen needs to get a spare part to one of her customers so that he can get back on the road.

These are three people with three different delivery demands.

Now imagine this on the scale of a city, and you see the problem facing couriers, carriers and retail companies every day, around the world.

This is the need-it-now culture in action, where customers expect next or same-day delivery on goods, often for free, and with a consumer experience that is second to none.

In the current market, many retailers are simply soaking up delivery costs but as online purchasing continues to rise, this is becoming increasingly unsustainable. The solution is the Accenture Logistics Platform.

ALP combines predictive intelligence with real-time optimisation to deliver a seamless delivery experience.

Advanced forecasting identifies demand at different locations and times, enabling a more effective use of resources.

As new orders and changes come in throughout the day, Dynamic Route Optimisation reshapes collection and delivery routes, keeping delivery teams on top of the pile and ahead of schedule.

A machine learning module ensures that the system learns and improves over time, as it builds up a comprehensive understanding of the real world and its constraints and behaviours.

These are all integrated via a virtual Command Centre, that allows supervisors to seamlessly monitor and manage workforces and orders, while drivers stay connected via a powerful smartphone app.

ALP is a solution that helps retailers, couriers and carriers react to changing conditions and demands in real-time, while also providing new services such as same-day delivery, seamless returns, and last-minute changes.

Continuous optimisation means resources are used more efficiently. This will reduce time on the road, emissions and congestion — which should improve life in our cities for everyone.

Customers such as Karen, Jeff and Kate get a first-class eCommerce experience, thanks to real time track & trace capabilities, delivery control, and direct communication with delivery drivers.

And companies get intelligent insights from every delivery, which means ALP can keep your supply chain efficient, flexible and future-proofed.

Accenture Logistics Platform: signed, sealed, delivered with data.

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