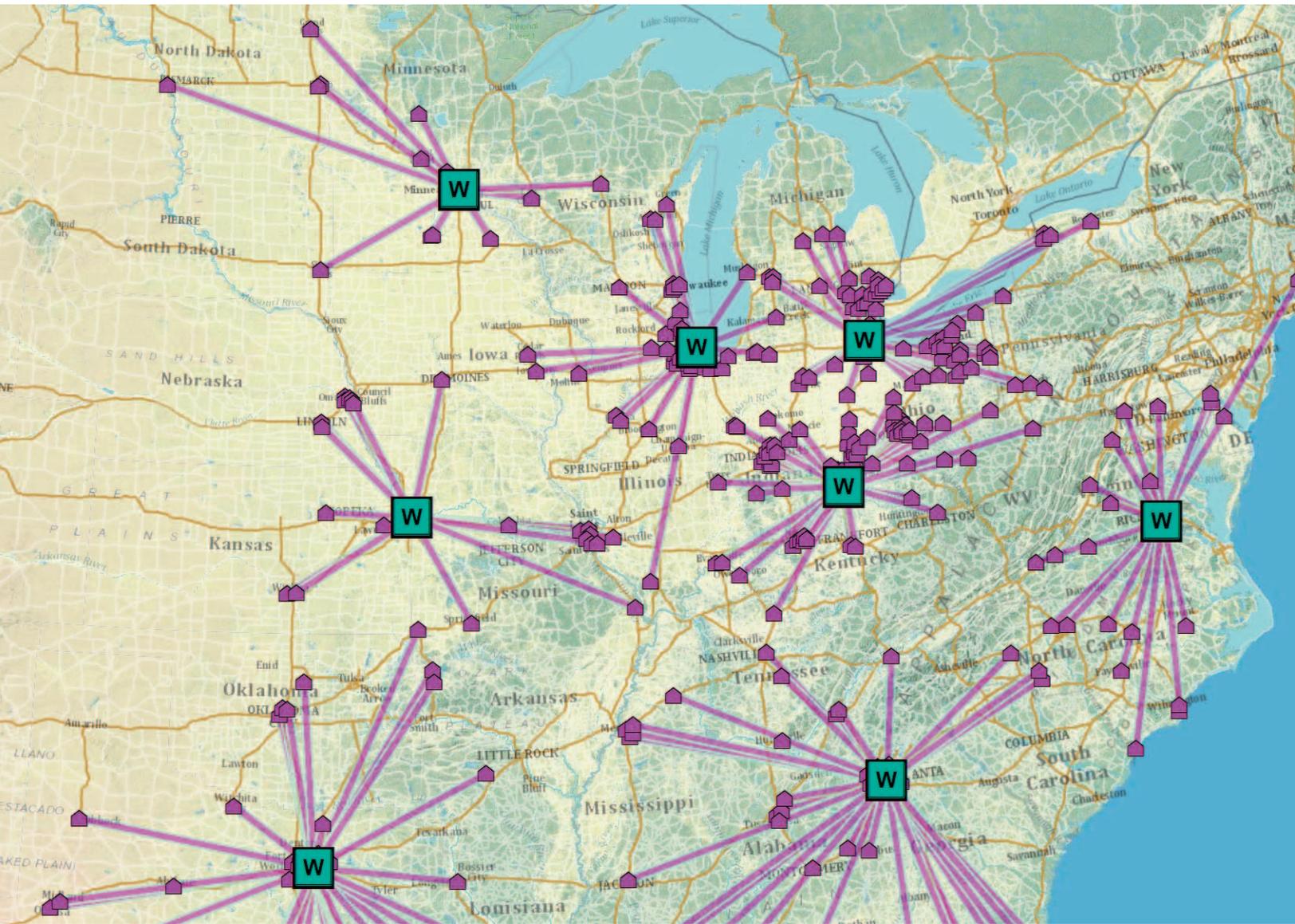


Esri for Logistics

Logistics Optimization through GIS

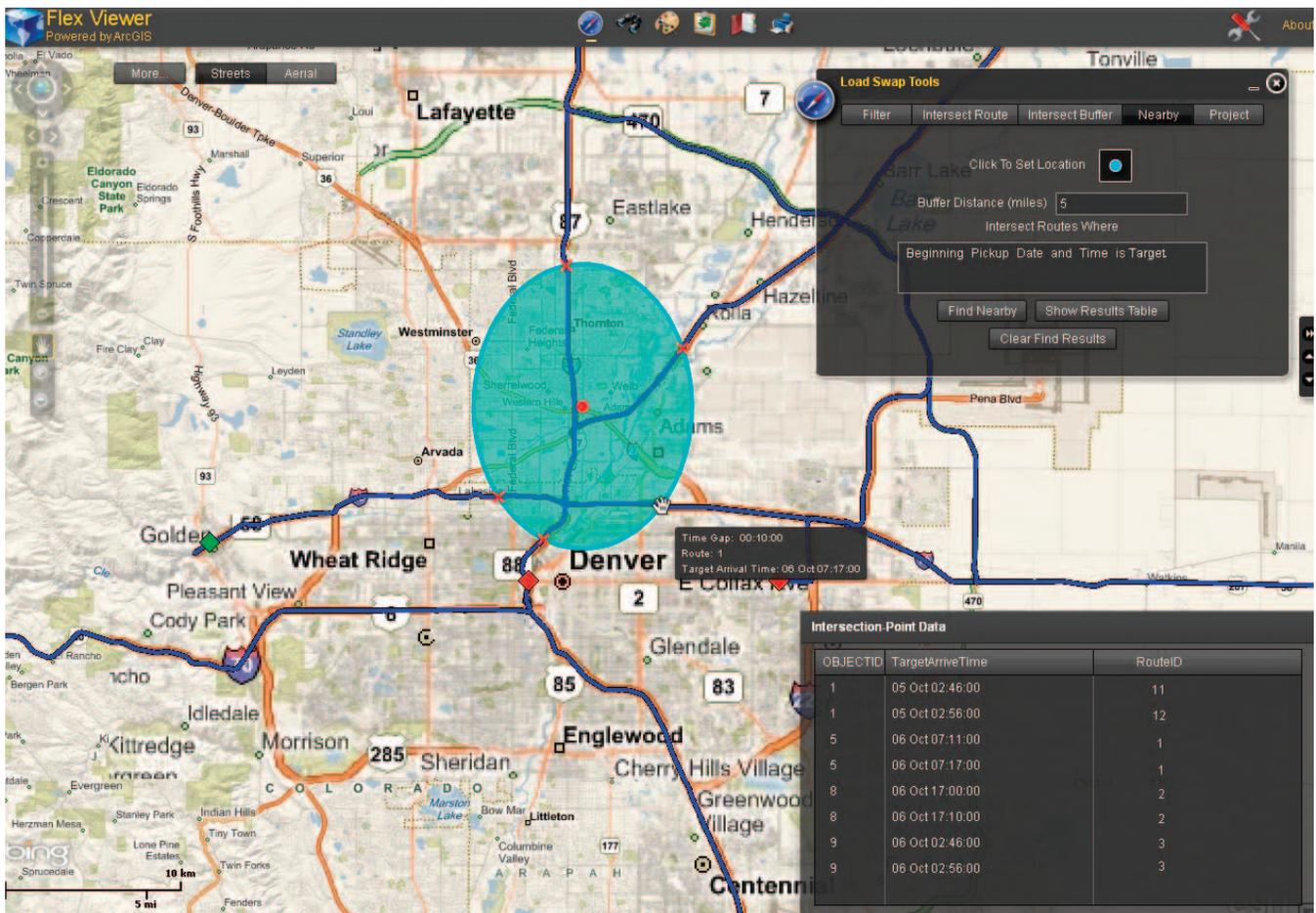


The Geographic Approach™ to Logistics

All over the world, Esri® geographic information system (GIS) solutions are helping transportation organizations better manage, analyze, and leverage their spatial data. These organizations are improving network planning, controlling costs, enhancing customer service, and expanding their business by making more strategic decisions with Esri

technology. Implementing Esri GIS as your logistics solution will benefit you in the same way.

Esri GIS technology enables a more intelligent, integrated approach to planning network expansions, analyzing customer trends, and developing green initiatives.



With Esri GIS, you can plan routes based on customer location, potential sales opportunities, and cargo transfer locations.

Esri GIS Integrates Information throughout All Departments

Market Analysis

- Sales Forecasting
- Business Intelligence
- Revenue Analysis

Network Planning

- Demand Forecasting
- Capacity Analysis
- Capital Efficiency

Sales and Service Delivery

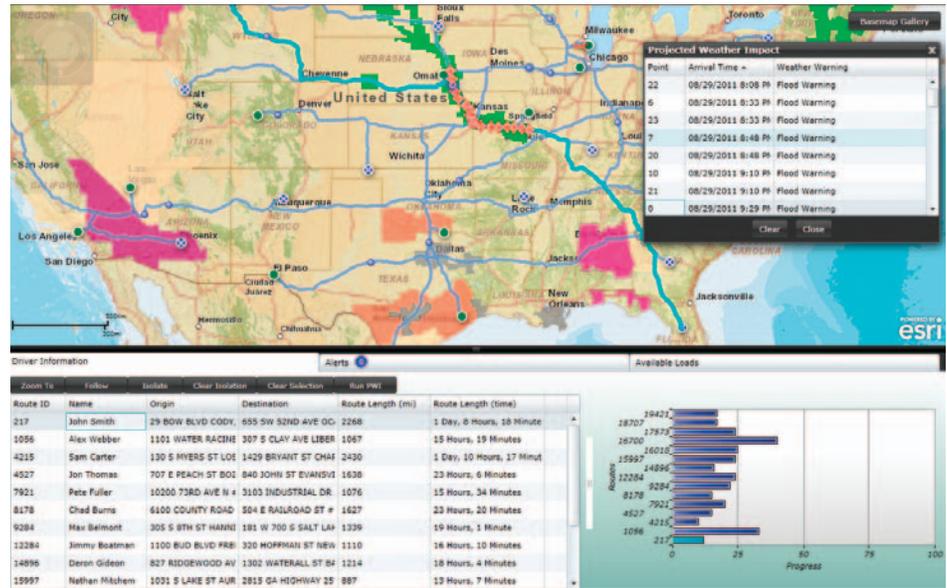
- Work Force Management
- New Client Acquisition
- Routing Optimization

Customer Care

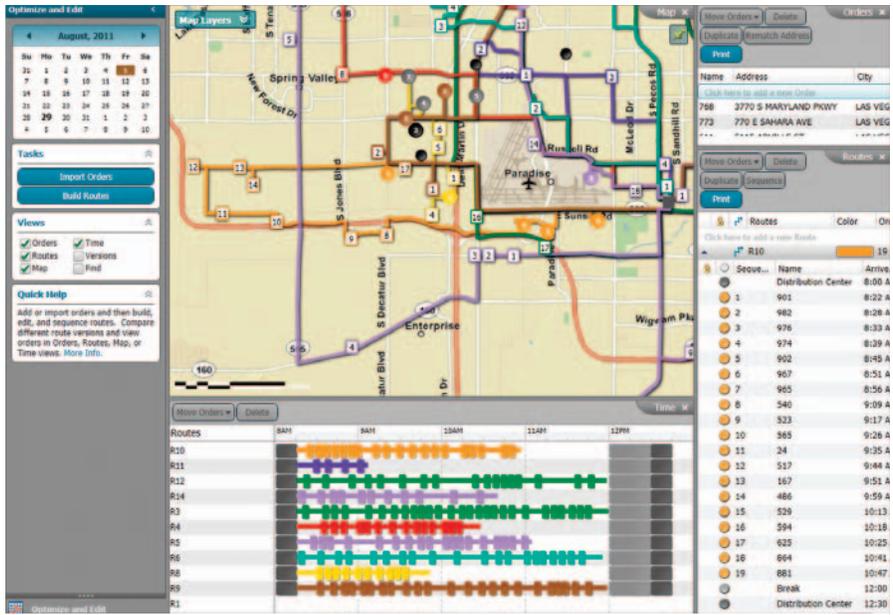
- Green Solutions
- On-Time Delivery
- Delivery Reports

Route Planning and Analysis

Optimized routing is more than just driving from point A to point B. Dispatchers need to consider every element that affects daily operations. Esri's GIS helps you maximize the use of assets to create optimum routes based on specific variables including vehicle capabilities, driver specialties, street network restrictions, and customer time windows.



Routes can be instantly changed to avoid traffic, severe weather conditions, and other delays.



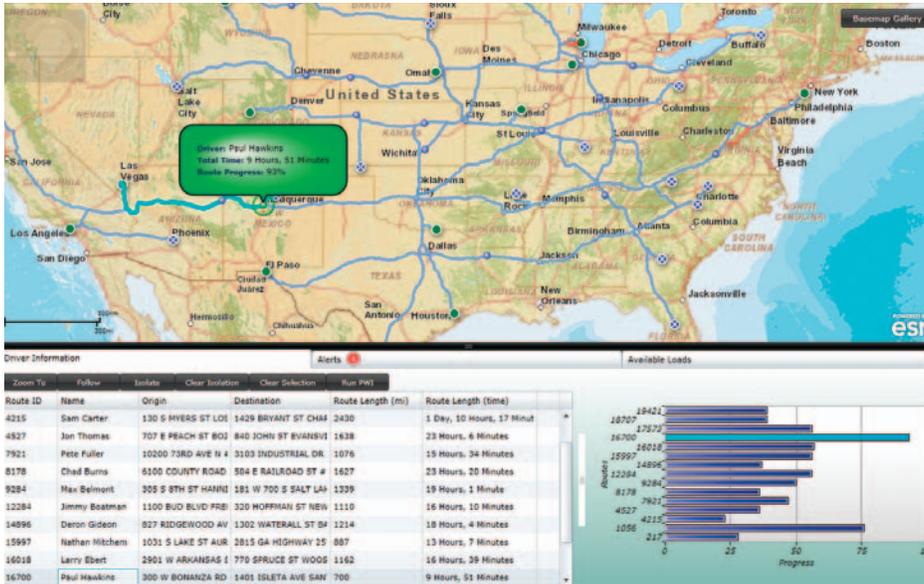
Driver breaks, hours-of-service regulations, and cargo load and unload times can be taken into consideration when planning routes.

Esri also helps you more effectively plan and manage your fleet by increasing the number of deliveries per route while decreasing excess capacity. Route planning with Esri GIS technology is also a key element in reducing company expenses. Reducing fuel consumption, labor hours, and idle time are just a few of the ways Esri will help you save money.

Asset Tracking

Esri GIS technology allows you to visually track equipment, personnel, and events and notifies you if there are problems during delivery. As assets are tracked, events are visually analyzed over time so problem areas can be identified and corrected. In addition, deficiencies identified during inspection can generate new work orders for maintenance

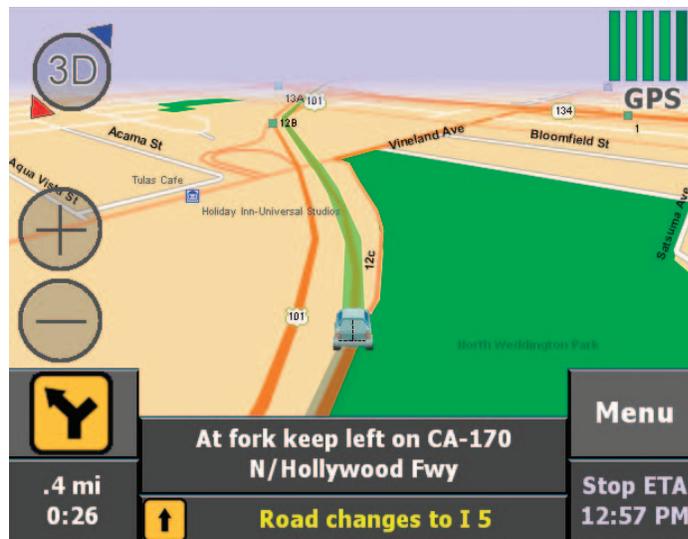
and repair. Applied to asset management, Esri GIS technology not only facilitates data collection but also integrates asset mapping with project management and budgeting tools, so operational and maintenance expenses can be centrally managed and accounted for.



Route and delivery status of all company drivers, trucks, and cargo can be visualized in real time.

Navigation

Esri GIS in-vehicle navigation helps drivers stay on route and on schedule. When in the field, drivers follow dispatched routes with turn-by-turn directions. Vehicles are automatically rerouted should they go off course and are directed to the originally scheduled route. This helps drivers follow the exact roads and streets needed to reach their destinations.

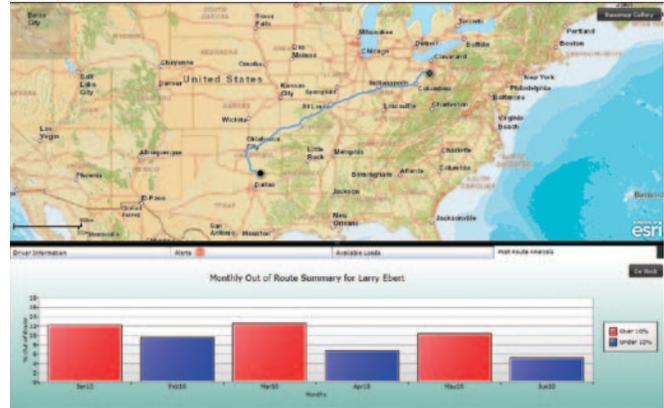


Dispatched routes are sent to driver navigational units for more efficient travel.

Optimize your logistics with GIS. Start now by visiting esri.com/logistics.

Executive Dashboards

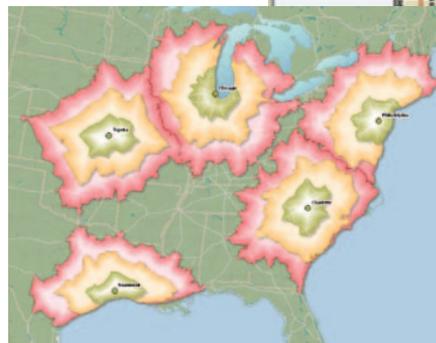
Knowledge of the key performance indicators (KPI) in your organization is essential. Many of these KPIs are geographic in nature. Which routes generate the most revenue? Where are your most profitable customers based? Where do you need more trucks? Esri technology can be used to gather and visualize information from all areas of an organization into one simple dashboard, offering an enterprise-wide overview.



Visual dashboards help identify inefficiencies that can be analyzed and improved for better performance.

Business Development and Location Analysis

Establishing the best location of logistics facilities relative to your distribution networks and customers is critical. Esri GIS technology gives you the capability to analyze street and demographic data, business reports, and retail store locations to provide first-class service to current clients while developing future customer opportunities. Information can be shared throughout departments, which reduces redundancy in marketing and sales efforts and increases employee efficiency.



Facility location placement is optimized through visualization of primary revenue-generating areas.



Analysis of current customer routes and demographic data provides potential sales opportunities.

Going Green with GIS

Due to increasing government regulations calling for more environmentally friendly fleets, organizations are looking for ways to cut fuel use and reduce carbon footprints. Esri GIS products allow you to reach greener goals using your existing staff and vehicles through better planning; improved efficiency; and intelligent, precise routing.



Alternative fuel stations are identified on or near planned routes.



Esri inspires and enables people to positively impact their future through a deeper, geographic understanding of the changing world around them.

Governments, industry leaders, academics, and nongovernmental organizations trust us to connect them with the analytic knowledge they need to make the critical decisions that shape the planet. For more than 40 years, Esri has cultivated collaborative relationships with partners who share our commitment to solving earth's most pressing challenges with geographic expertise and rational resolve. Today, we believe that geography is at the heart of a more resilient and sustainable future. Creating responsible products and solutions drives our passion for improving quality of life everywhere.



Contact Esri

380 New York Street
Redlands, California 92373-8100 USA

1 800 447 9778
T 909 793 2853
F 909 793 5953
info@esri.com
esri.com

Offices worldwide
esri.com/locations

Copyright © 2012 Esri. All rights reserved. Esri, the Esri globe logo, The Geographic Approach, ArcGIS, @esri.com, and esri.com are trademarks, registered trademarks, or service marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products mentioned herein may be trademarks or registered trademarks of their respective trademark owners.