6th Annual AFLS Conference
APPLYING THE NEW
7th & 8th February 2018
Garching Innovation Hub
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WELCOME MESSAGE
WELCOME MESSAGE

Hello,
It gives me great pleasure to personally welcome each of you to the 6th AFLS Customer Conference. The conference is a platform for leading members of cargo fraternity to act as a team to discuss industry trends and challenges and share ideas on solutions.

The traditional freight and logistics industry is about to be disrupted with lots of digitally enabled new market players. Hence the cargo community needs to brace itself for a drastic change. The industry and stakeholders need to be prepared and this conference is about how we can prepare ourselves to embrace this change together.

This year’s theme is “Applying the NEW”. Through innovation and deep industry knowledge, we at Accenture have been helping our clients embrace digital technology and move them from “thinking digital” to “being digital” at the core. However, the cargo industry needs to move at an accelerated pace towards digital reinvention. This is a forum where, as key players of the industry, we can share ideas, collaborate and co-innovate to help the industry transform and rapidly rotate to the NEW.

I’d like to thank each one of you for accepting the invitation and bringing your expertise to our gathering. On behalf of Accenture and AFLS Team, I welcome you to our innovation center and eagerly look forward to spending time with you at the conference. We hope this conference inspires you with new ideas and helps “apply the NEW” in your businesses.

My sincere and warm welcome to each one of you once again!

Regards,

Ganesh Vaideeswaran
Managing Director
Accenture Freight and Logistics Software (AFLS)
LEGAL STATEMENTS

CONFIDENTIALITY
This document and its contents are proprietary to Accenture and contains confidential and commercially sensitive information. The contents of this document should not be directly or indirectly disclosed, duplicated or otherwise revealed in whole or in part without the prior written consent of Accenture.

All statements of future direction for any Accenture Products and Platforms product are indicative, and should not be considered a binding commitment of scope, functionality or timing.

COMPETITION LAW POLICY
Accenture wants to emphasize its ongoing commitment to full compliance with all applicable antitrust and competition laws.

This program has been designed and reviewed to ensure its conformity with antitrust standards. Accenture will work conscientiously to avoid discussions which may have unintended appearances or implications, and Accenture legal counsel has provided and will continue to provide guidance with regard to these matters. It is important for you to realize, however, that the competitive significance of a particular conduct or communication probably is may be most evident to you, who are directly involved in the industry.

If you have any concern that a subject of discussion or an activity may not be appropriate, please speak up immediately and we will cease that discussion or activity until we can be advised by legal counsel.

We at Accenture look forward to working with each of you at this and future meetings to ensure full compliance with all applicable antitrust and competition laws.

ANTITRUST/ COMPETITION LAW GUIDELINES
Introduction
Discussions in which companies interact to discuss product ideas and enhancements are of great benefit, both to the participants and to Accenture. However, if some meeting participants compete, or may compete, with one another such discussions can raise risks under competition laws around the world, particularly. Failure to comply with these laws can result in severe consequences for the participants and the companies which they represent, including fines and even imprisonment.
Specific Guidelines to Antitrust/Competition Law Guidelines

The following topics are areas of discussion that should be avoided:

1) **Price or Price-Related Data, including:**
   - Individual company prices, price changes, price differentials, price levels, pricing patterns or policies, pricing plans or terms and conditions of sale affecting price such as mark-ups, discounts, credits, allowances, promotions, or credit terms.
   - Individual company data on costs (including production, inventory distribution or wage, salary or benefits costs), profit margins, production plans, output, capacity, capacity utilization, inventory, sales, or other data that may affect price.
   - Individual company bids for particular customers or company procedures for responding to bid invitations.
   - Individual company pricing policies, price levels, price changes, pricing procedures, profit margins, capacity, output, or other data that relates to price.

2) **Non-Public Strategic Planning or Marketing Information, including:**
   - Individual company plans concerning the design, production, distribution, or marketing of a product or products.
   - Individual company strategic plans such as the focus of research and development efforts or the entry into or withdrawal from a product or geographic market.

3) **Agreements among Competitors, regarding:**
   - Prices to be charged to customers or paid to vendors.
   - Current or future levels of production or service.
   - The allocation of territories, customers, products and/or services.
   - Restrictions on developing, manufacturing, marketing or selling particular products or providing particular services.
   - Dealing or not dealing with a competitor, supplier, or customer.
ABOUT ACCENTURE FREIGHT & LOGISTICS SOFTWARE (AFLS)

AFLS is a Freight and Logistics industry hub, delivering end-to-end solutions and services specific to the air cargo and ocean shipping industry.

About AFLS:
- Presence across 3 geographies (Americas, EMEA & APAC)
- Team of ~230 dedicated resources worldwide
- 15+ years of developing software solutions catered specifically to airlines and shipping lines

Accenture Freight & Logistics Software (AFLS)

AFLS is a business unit of Accenture offering a variety of industry vertical solutions and services focused on Air Cargo and Ocean Shipping.

- World’s top cargo airlines
- World’s top shipping lines

Prevention of revenue ‘leakage’ (quote to cash)
Reduce revenue leakage in “quote to cash” process by better visibility and data quality

Uplift of yield and revenue
Leverage the “Revenue Managed” execution model to achieve top line improvement

Improved inventory & operational efficiency
Streamline the processes & workflows of operations and customer service

Drive cost reduction and control
Offer reduction in service times & reduction in cost for your customers by introducing transparency, accuracy and predictability in the “quote to cash” cycle

Assured customer loyalty
Streamline and rationalize the IT landscape replacing applications from a typical legacy environment and migrate to an API based “IOT ready” platform

Delivered value recognized by customers
End to end “sell to bill” platform powered by pricing & revenue managed execution tools to drive commercial and operational excellence.

For details contact: david.p.west.ii@accenture.com & ravi.s.mishra@accenture.com

Visit us as: https://www.accenture.com/us-en/software-freight-logistic
- Freight rates management tool simplifies and accelerates the rate maintenance process through flexible, programmable configurations and automation
- Unique referential model to adapt to market dynamism and respond quicker
- Built-in auto-rating engine for accurate and consistent application of rates and charges

- Reduces ‘time and cost to-service’ through streamlined workflows & connected UIs improving customer satisfaction
- Provides visibility to cost and contribution throughout the shipment cycle for quick and informed decisions
- Built-in booking evaluation process that validates routes, business rules, rates, flight capacity and allocations, profitability before shipment acceptance to ensure data accuracy
- Product definitions that enable cross-selling and upselling of products for increased revenue

- Capacity desktop tool and visual analytics to provide real time visibility into inventory and capacity utilization for yield management
- Flight capacity and allocation management tool ensures optimization of flight space and capacity
- Increased “delivery as promised” indicators through efficient upfront operational checks

- Flight Planning Function to optimize and trim the flight prior to operations hand over to minimize and handle last minute disruptions

- Flight operations tool with real-time control to minimize operational disruptions from export to import
- Track & trace of cargo for continuous shipment monitoring & control
- Reduced revenue leakage by integrating booking, documentation and operational processes

- AWB Control tool to reduce revenue leakage by aligning and integrating booking, documentation and operations processes for proactive dispute reduction

- Unique, first of its kind product in the cargo market with built-in intelligence that integrates and enables partners to leverage each other’s networks and services
- A cloud-based service for airlines to exchange booking and availability with JV & non-JV partners
- AFLS Exchange includes a routing engine that is suited for inter-partner routing
AFLS OCEAN CARGO SUITE

An integrated end-to-end freight management and shipment execution solution enables price integrity, drives profitability, optimizes commercially viable vessel capacity and reduces invoice errors.

For details contact: david.p.west.ii@accenture.com & ravi.s.mishra@accenture.com
Visit us as: https://www.accenture.com/us-en/software-freight-logistic

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1 AFLS auto-rating engine enables price integrity and reduces invoice errors via consistent application of rates and charges throughout shipment lifecycle

2 Capacity and Allocation Management enables revenue managed booking execution

3 AFLS routing engine enables faster, reliable and cost effective routing options via dynamic generation of routes and costs throughout the shipment lifecycle
AFLS EXCHANGE

Unique, first of its kind platform in the cargo market with built-in intelligence that integrates and enables partners to leverage each other’s networks and services.

The highly dynamic and competitive world of today, is making it difficult for carriers to thrive on their own and hence the need for partnerships and alliances. However, use of varying technical stacks, technical limitations, non-uniformity of processes and standards in use, huge investment costs and lack of one common platform that enables easy connectivity has restricted carriers from reaping the full benefit of an alliance.

“Huge cost and effort investments, lack of visibility to partner network leading to stagnation in sales, increased customer grievance”

“High infra costs, huge integration effort, technical problems due to non-uniform standards & processes”

“No visibility to partner network information for capacity planning, manual intervention for processing partner booking”

“No visibility to partner network routes and availability, capacity constraints, low load factor and huge delay in responses”
The cloud based AFLS Exchange platform facilitates real time sharing of schedule, capacity and entry conditions between participating carriers to enable accurate and instant booking.

QUICKER TIME TO MARKET
- Off the shelf software for reduced implementation timeline
- Near-zero integration for partners using latest Cargo Res and simple API based integration for others. (No hard wiring between two partners)
- Zero manual processing of FFR/FFA or phone call to partners
- Plug and play of business decisions on entering/exiting or modifying JV/IL partnerships
- In-built flexible controls to adapt to changing business dynamics

IMPROVED PROCESS EFFICIENCY
- Seamless connectivity with partners and quicker transactions
- Visibility to data across partner networks
- Improved asset utilization
- Faster and efficient route construction and evaluation:
  - Ability to view routes involving partner network
  - Lower turn down of requests due to non availability of route/capacity

REDUCTION IN COSTS
- Near zero integration for carriers using AFLS Res 7.1 or later and simple API based integration for others
- Savings on 3rd party transactions previously needed to process interline booking
- Reduced cost per transaction with more route options
- Near zero training cost for key users

ENHANCED CUSTOMER DELIGHT
- Quicker confirmations
- More destinations and network coverage
- Better route options for each request

INORGANIC NETWORK GROWTH & INCREASED REVENUE!
THOUGHT LEADERSHIP
New, digital entrants are transforming traditional relationships in the freight and logistics business. Their offerings, built on big data, cloud and connected platform technologies, give customers the seamless experience they already enjoy as consumers:

- Ease of access
- Price transparency
- Swift, near real time integrated service

Still mired in largely manual and heterogeneous processes, supported by a variety of different tools, most of the industry’s incumbents simply can’t compete.

Accenture research clearly shows that if they persist with "business as usual," traditional players can expect to lose both competitiveness and value.

**DIGITAL DISRUPTION IN THE LOGISTICS INDUSTRY THREATENS TRADITIONAL PLAYERS WITH IRRELEVANCE—UNLESS THEY TOO LEARN TO DISRUPT.**

Read the entire article

### DAY 1 - AGENDA

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<th>Time</th>
<th>Session</th>
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<tr>
<td>08:30 am to 09:00 am</td>
<td>Conference Registration</td>
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| 09.00 am to 09.30 am | **Welcome Address**  
*Ganesh Vaideswaran, Managing Director, AFLS* |
| 09.30 am to 10.15 am | **Insight into Current Industry Trends**  
*Marco Bloemen, Managing Director, Seabury Consulting* |
| 10:15 am to 10:30 am | Tea/Coffee Break                                                        |
| 10:30 am to 11:15 am | **F&L in the NEW**  
*Adriana Diener-Veinott, Managing Director, Accenture Freight & Logistics Industry Segment Lead* |
| 11:15 am to 12:00 pm | **AFLS Exchange Platform Launch**  
*Franck Orieux, Vice President Revenue Management Cargo Air France – KLM  
Vijayanambi Subramanian (Nambi), Associate Director, AFLS Product Management* |
| 12:00 pm to 12:30 pm | **Customer Update on AFLS Business and IT Transformation**  
*Bart Slager, Director CargoBus, Air France KLM Cargo* |
| 12:30 pm to 14:00 pm | Lunch Break                                                             |
| 14:00 pm to 17:00 pm | **Guided Tour of Accenture Innovation Center, Garching with F&L related use cases**  
*Michael Schollenberger, Senior Principal, Accenture Strategy* |
| 15:30 pm to 16:00 pm | Tea/Coffee Break                                                        |
| 17:00 pm to 18:00 pm | **1-1 Sessions**  
*Based on prior registration* |
| 19:00 pm onwards | **Networking Dinner**  
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<td>08:30 am to 09:00 am</td>
<td>Doors Open</td>
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| 09:00 am to 09:30 am | **Customer Session on AFLS Business Transformation**  
Huw Wynn Jones, Application Development Manager for AFLS at Maersk Transport & Logistics  
Rina Castillo, Managing Director, Enterprise Technology |
| 09:30 am to 10:45 am | **Industry Session on Understanding Block Chain Technology and its role in cargo industry**  
Bruno Bernard, Senior Manager and Accenture Global Cargo Lead  
Claire Pavis d’Escurac, Senior Consultant and Design Thinking Coach |
| 10:45 am to 11:15 am | **Delivery in the NEW**  
Sankar Dhanushkodi, Associate Director, AFLS Global Professional Services |
| 11:15 am to 11:30 am | Tea/Coffee Break                                                       |
| 11:30 am to 12:45 pm | **Design Thinking based Innovation Workshop**  
Matthias Wahrendorff, Global Industrial IoT Research Lead, Senior Principal, Thought Leadership Research |
| 12:45 pm to 13:00 pm | **Summary and Conclusion**  
Ganesh Vaideeswaran, Managing Director, AFLS |
| 13:00 pm to 14:30 pm | Lunch Break                                                            |
| 14:30 pm to 16:30 pm | 1-1 Sessions  
*(Based on prior registration)* |
OUR EMINENT SPEAKERS

Ganesh is the MD and Global Lead for Accenture Freight and Logistics Software (AFLS). He oversees marketing, sales, pre-sales support, engineering and professional services along with his core domain of product management. His 22+ years of building and providing solutions and services at the intersection of business and technology for the cargo industry has helped the business grow in terms of revenue and team size. Today, he leads India based Accenture Products and Platforms—Accenture Freight and Logistics Software business unit with a wide-spread client base and a world-class freight and logistics product suite.

Ganesh Vaideeswaran
Managing Director, AFLS

Marco is part of Seabury Consulting since 2007 and has 16+ years of experience in air cargo consulting and 5 years of experience in air cargo management functions. He has worked on numerous global assignments in network strategy, feasibility studies, business planning, sales training, due diligence, pricing workshops, revenue management, product development, fleet selection, guidance to start-up cargo airlines, and valuation. He has played a pivotal role in the development of the world’s leading trade database, which provides fundamental insight into trends in air and sea cargo trade. He is also engaged in the development and maintenance of Seabury Consulting’s air express database in close collaboration with the world’s largest integrators. He also leads Seabury Consulting’s biannual air trade forecast. He is a frequent speaker at key industry conferences, sharing insights on air cargo developments and trends.

Marco Bloemen
Managing Director, Seabury Consulting

Adriana is a Managing Director in the San Francisco market unit and is the North America Lead for Freight and Logistics. Adriana is a leading expert in cargo process re-engineering. Over the past 20+ years, she has helped re-design commercial and operational processes. She has introduced new business innovations and technologies to enhance/replace the functionality of legacy solutions and processes for several large air and ocean cargo carriers. She is an active speaker at cargo conferences, has published articles in cargo journals and is often quoted in cargo magazine articles. Adriana holds a Ph.D. in Operations Research from Stanford University.

Adriana Diener-Veinott
Managing Director, Freight and Logistics Industry Segment Lead

Franck began his career at Air France in 1990 as head of the Air France Industry Engine Overhaul Customer Support Department. He moved to the cargo division in 1994 and after serving in various management positions which includes Director of Administration and Finance of Sodexi he moved abroad to occupy successive positions as Country Director for Cargo, in USA, UK & IE, Japan, and Korea. He is the VP Revenue Management Cargo for Air France- KLM since 2013. A native of Paris, Franck Orieux is a graduate from the French National Graduate School of Engineering of Lyon (INSA LYON), and holds an MBA from the University of Paris I Panthéon-Sorbonne.

Franck Orieux
VP, Revenue Management Cargo
Air France – KLM
Vijayanambi Subramanian
Associate Director,
AFLS Product Management

Vijayanambi (Nambi) is an associate director and leads the AFLS Product Management & Delivery organization. He works closely with AFLS Sales and client services groups and is responsible for defining end-to-end cargo management solutions for air and ocean cargo carriers. In the last 14 years (10 years at Accenture), Nambi has worked with several large air and ocean cargo carriers helping them transform their commercial and operational processes using Accenture Freight and Logistics Software (AFLS). Prior to Accenture, Nambi served 9+ years in the US as an independent consultant, working with some of the leading financial services company based out of NY. He holds a Bachelor’s degree in Mathematics from the University of Madras.

Bart Slager
Director, CargoBus,
Air France KLM Cargo

Bart is the overall business lead for the CargoBus project, with 14 years of experience in IT and 18 years of experience in Cargo with Revenue Management and Customer Services. Bart holds a Master’s degree in Applied Mathematics. Bart has been with KLM for 30 years, at first in various ICT jobs. Since 1999 he has been working in Cargo Revenue Management, where he contributed to the integration of Air France, KLM and Martinair Cargo, including two years as Director RM Americas in Atlanta, GA.

Huw Wynn Jones
Application Development Manager
for AFLS
Maersk Transport & Logistics

Huw has been working on the AFLS implementation of AFLS Cargo Price at Maersk Line since 2013. He is currently overseeing all application development activities related to AFLS and works jointly with the delivery managers on both development and production releases.

Rina Castillo
Managing Director, Nordic Lead for Enterprise Technology at Accenture

Rina currently leads Accenture Technology Practices for our products industry group covering retail, consumer goods & services, industrial equipment, transportation, automotive, and life sciences industries. She is responsible for growing Accenture Technology Consulting business in the Nordic - covering Cloud, High-Velocity ERP, Architecture & Security, Digital Technology Integration and Program, Project & Service Integration Management services. She has experience and a passion for project and program management & delivery. She also has a new found passion for New IT (liquid architecture, liquid delivery, and liquid operating models) enabling more digital experiences that are truly changing the world.
Bruno is a Senior Manager at Accenture Consulting focusing on Freight & Logistics. Based in Paris, Bruno has 15+ years of consulting experience and was involved in various large implementations across the Retail and Freight & Logistics domain. He currently focuses on development and implementation of new technologies in the air cargo industry. He helps the industry create and adopt new industry standards along with new technologies such as AI, Analytics, IoT, Blockchain to support this transformation.

Claire is a senior consultant for Accenture at the Paris office. She is working on digital transformation and topline growth strategy cross-industry. As a member of Accenture Blockchain Network, she helps clients familiarize with this new technology and shape innovative solutions. Prior to Accenture, she was a Strategy Analyst for DHL Global Forwarding Americas and Global. She graduated from ESSEC Business School (E15) with a major in Corporate Strategy and Marketing Management. She followed a Design Thinking training at Strate College, School of Design in France.

Sankar is the Professional Services Lead for AFLS. Sankar has 25+ years of experience in Software Development with most of that time spent in the transportation and logistics industry primarily focusing on Air Cargo. Sankar leads the Professional Services team implementing AFLS solutions at various client locations. Sankar has a Masters degree in Computer Engineering from the University of Wisconsin-Madison.

Matthias is the global Industrial Research Lead with 20+ years of research experience. His specialization is in the automotive industry, industrial and electrical machinery and heavy equipment industries. He is a proven subject matter expert in digitalization and IIoT and belongs to the leadership team of Accenture’s IIoT Innovation Center in Garching/Munich in Germany. His project experience includes executive interviews, survey research, trend studies, scenario analysis, market and competitor analysis and benchmarking. He has conducted research projects and client workshops with design thinking components for numerous Accenture clients across all discrete manufacturing industries. He graduated in applied sciences from the University of Munich and holds a masters degree in business economy.
For any support during the conference or queries post the conference, please feel free to connect with:

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THANK YOU