



Moving from Single Mode to Multimodal Supply Chains




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Transportation and Logistics Advisors, LLC

Agenda

- **The Topic of This Session**
- Our Panelists

In today's world, technology has been developed to optimize across modes and carriers and to automate the transactions...

Type	Description	Examples
Supply Chain Design	<ul style="list-style-type: none"> Determine locations for sourcing, DC's Transport legs between "nodes" Truck focused 	
Carrier Selection & Contracting	<ul style="list-style-type: none"> Transportation bidding Typically truck focused 	
Shipment Execution	<ul style="list-style-type: none"> By shipment Carrier selection, dispatch Truck focused 	

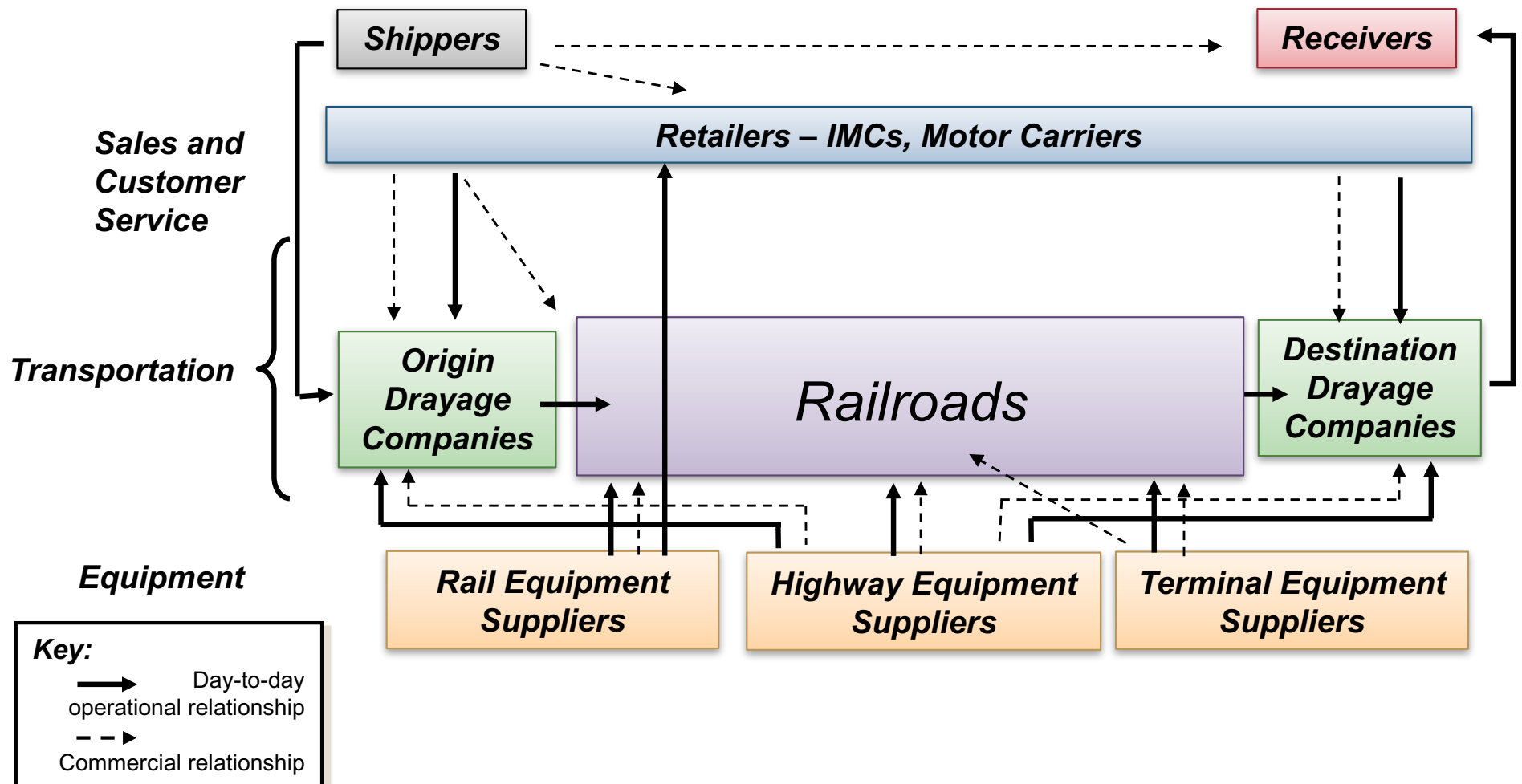
... but most don't support the next frontier, combining the services of multiple modes for a single shipment

Creating new multi-modal services can create value but the challenges are often daunting

Advantages	Challenges
<ul style="list-style-type: none">• Lower Cost - Can be lower cost by utilizing a less expensive transportation mode for segment(s) of a move• Higher Service - Can be higher service by more seamlessly integrating a multi-modal offering and providing more alternatives	<ul style="list-style-type: none">• How to make into a recurring “service”• How to incorporate the service into a shippers technology platform• How to manage the movement across the carriers

Rail intermodal is one of the few examples where a multi-modal service has been made into a standardized “product” that can be integrated into a shippers system and operates well

- Rail intermodal is a complex, multi-modal move, but it appears to the shippers as a single point-to-point move



There are also a few other multi-modal services that are adding value in niche markets

Segment	Description of Service
Next Flight Out	<ul style="list-style-type: none">• Carrier picks up and takes to airport• Airline for airport to airport• Courier delivery
Pool distribution	<ul style="list-style-type: none">• Multiple LTL shipments via truckload to a cross dock• Unload/sort/mix freight• Truck mixed load to destination
Air freight	<ul style="list-style-type: none">• Truck to airport• Airline or Van-Expedited TL for airport to airport move• Truck delivery

But these all require a 3rd party service provider to bundle the services and manage the movement...



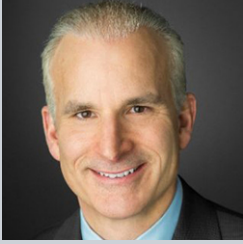

So the questions for the future are...

- Is there significantly more value to be created by new multi-modal offerings, or are these all nice one-off niche examples?
- Can technology be developed to make shipping via multi-modal options as easy as shipping truckload?
- How is a shipper to know that value can be created, so that the service can be designed into their network?
- Will a 3PL or other service provider always be needed to manage these services, or can technology replace them?

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We have here today the leaders of three companies who will discuss these issues

	Panelist	Position
	Lee A. Clair - Moderator	Managing Partner, Transportation and Logistics Advisors
	James Gagne	President – SEKO
	John Labrie	CEO – Network Global Logistics
	Tom Sanderson	CEO – Transplace