

Real-Time Smart Fleet Analytics

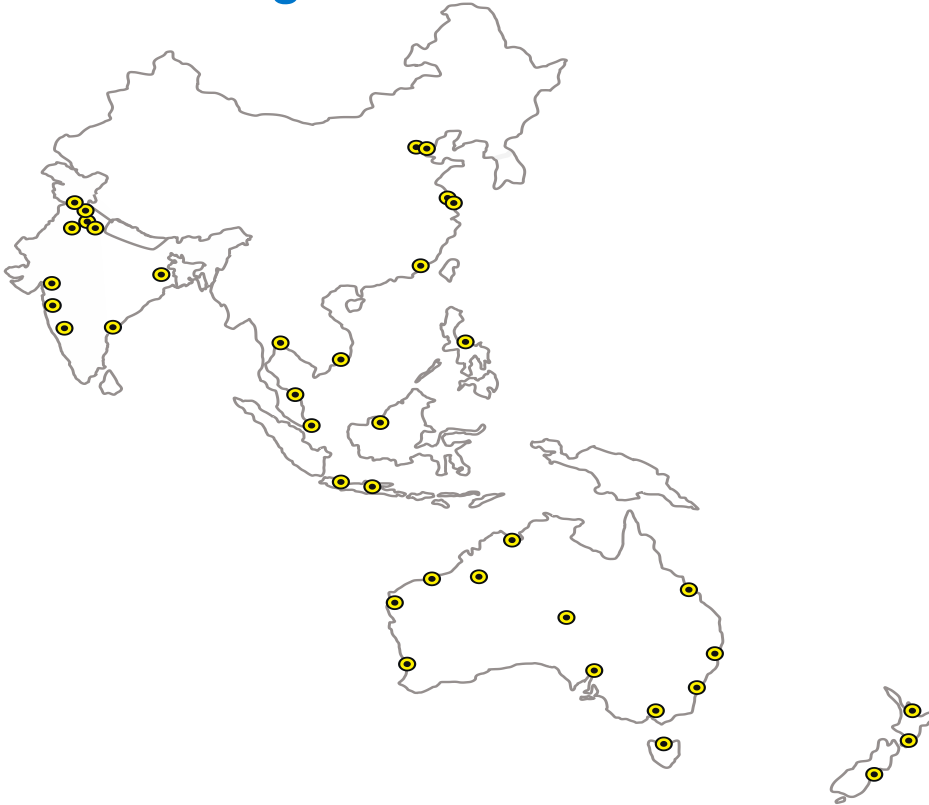
John Ansley, Linfox

Hoyoung Jeung, SAP

The SAP logo, consisting of the letters "SAP" in white on a blue rectangular background.The Linfox logo, featuring the word "LINFOX" in bold black letters inside a yellow diamond shape.

Our vision is to deliver service excellence and adaptable supply chain solutions across Asia Pacific

Linfox Logistics locations



Lindsay Fox bought his first truck in 1956.

When he bought his second truck he wrote on it:

YOU ARE PASSING ANOTHER FOX

Today Linfox Logistics delivers sophisticated supply chain solutions to customers in 10 countries in the Asia Pacific region with:

19,200 jobs

5,000 vehicles

4M square meters of warehousing

Tier 1 IT platforms based on SAP software

We earn the right to grow with our customers by delivering consistently excellent service and continuous improvement

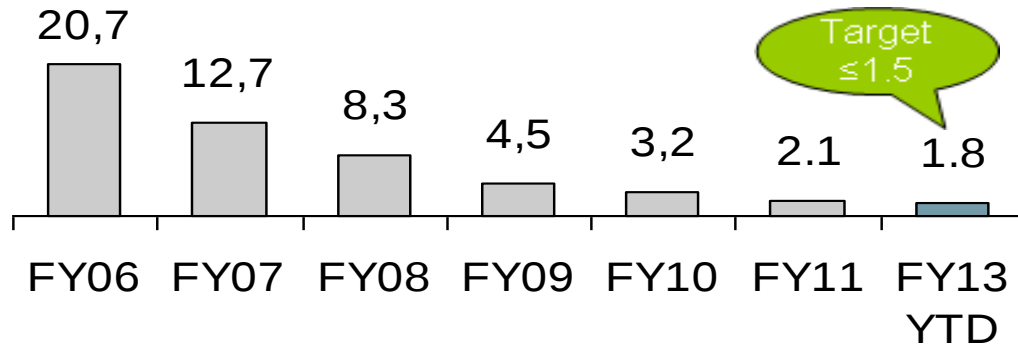
Safety and the environment are cornerstones of our business

Our Vision Zero safety journey

**vision
ZERO**

- ZERO** Fatalities
- ZERO** Injuries
- ZERO** Motor Vehicle Incidents
- ZERO** Net Environmental Emissions
- ZERO** Tolerance of Unsafe Behaviour & Practices

Linfox Asia-Pacific LTIFR



Linfox's Vision ZERO program has been adopted as an industry standard by the Australian Logistics Council and Australia's National Transport Commission

Our environmental program



- We have a target of reducing our rate of greenhouse gas (GHG) emissions by 50% by 2015 based on 2007 emission rates
- At the end of **FY12** we had reduced our rate of GHG emissions by **38%**.
- We are continuing to improve using technology to map carbon footprints of supply chains we are involved in

We are proud to work with our customers



Issue 1: Identify areas of safety concern

Problem

Identify clusters of safety concerns over time periods and thereby regions of hazard

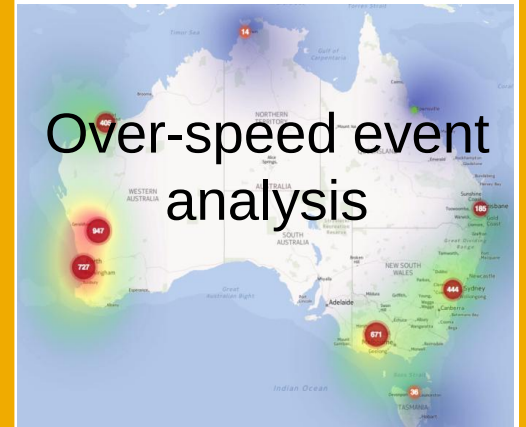


vision
ZERO

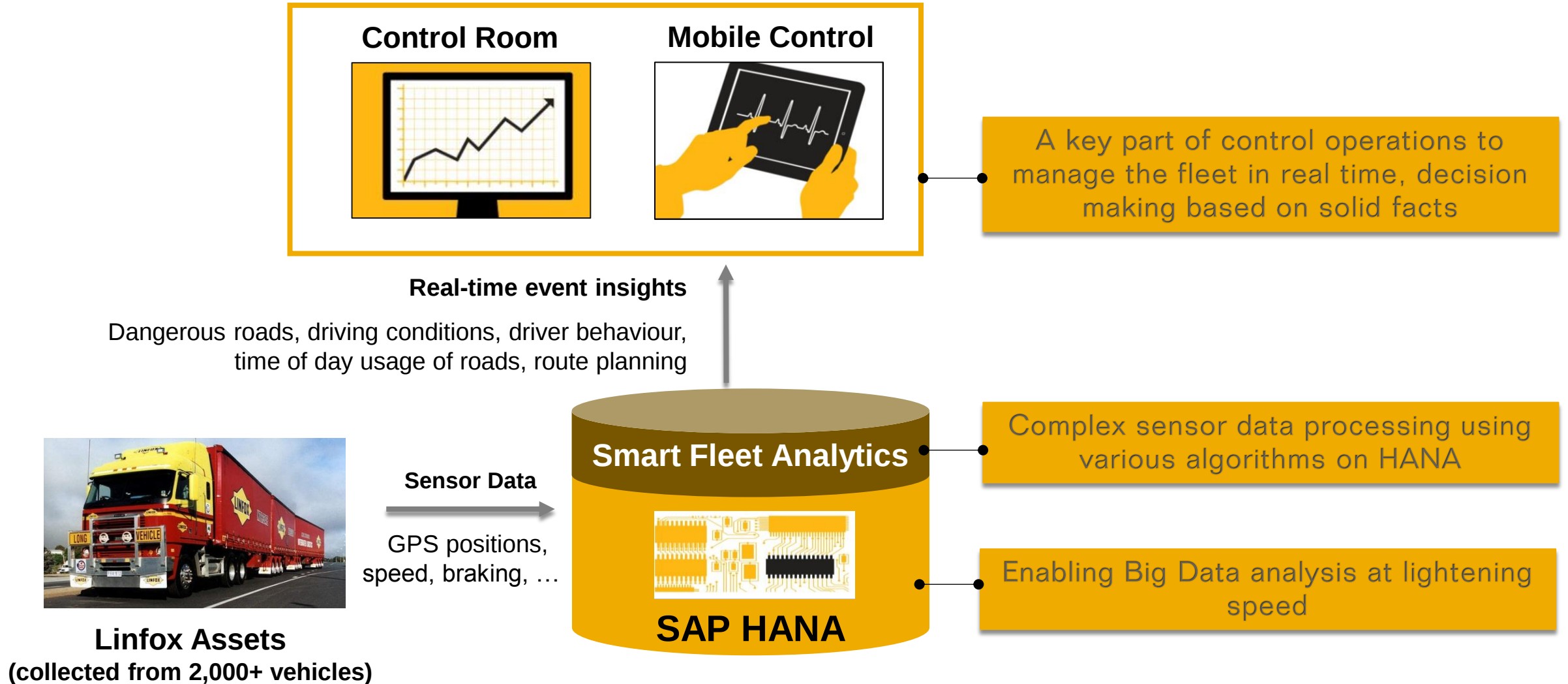
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Solution Demo



Linfox-SAP Co-Innovation on Smart Fleet Analytics



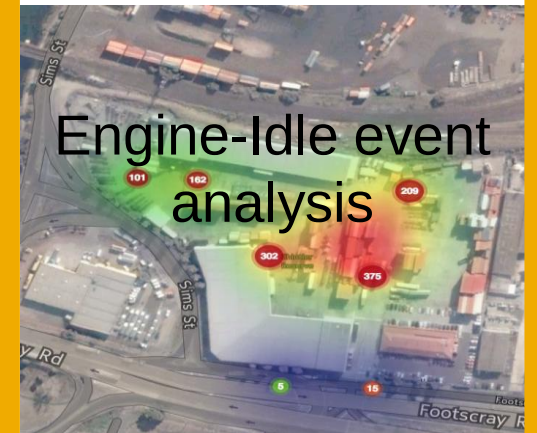
Issue 2: Identify areas of environmental concern

Problem

Analyse themes
to **reduce idling**
assets



Solution Demo



Differentiation is a key focus for Linfox.

Safety and environmental factors are a key focus for Linfox but these alone will not allow us to differentiate from our competitors in the markets we operate in.

Technology is our focus to allow us to differentiate and also help drive efficiencies, improve safety and improve environmental performance.

Our key to this is being able to process large volumes of data in our network in real time to aid the Linfox Operations to make decisions which deliver great service to our customers.

Road congestion is a major issue for us in terms of cost, time, environmental impact and being able to deliver for our customers when they need us to.

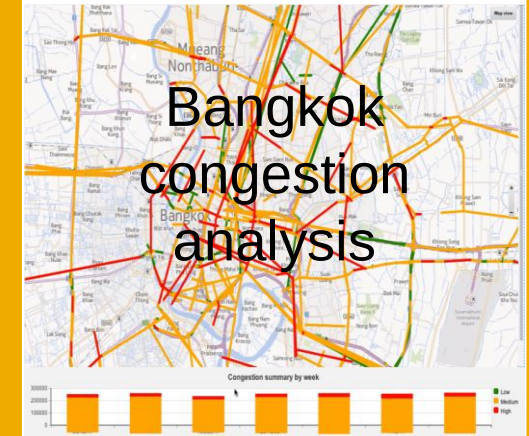
Issue 3: Recognize times of inefficiency

Problem

Scrutinise
congestion trends
to **improve**
vehicle **utilisation**
and **customer**
service



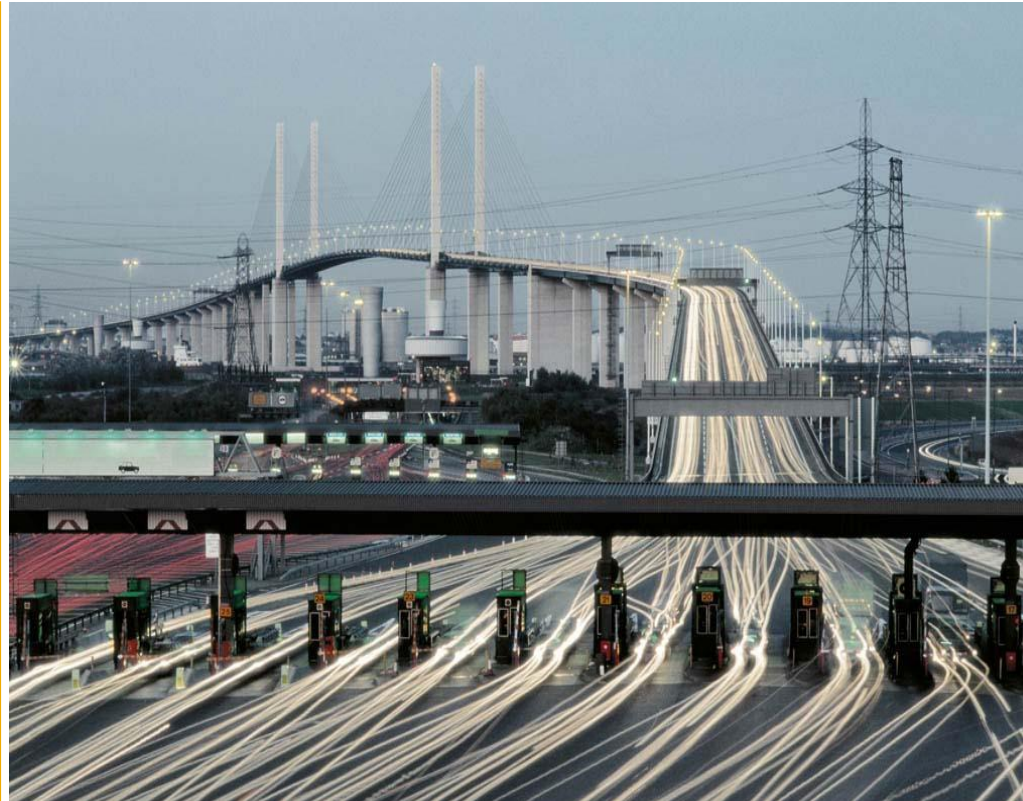
Solution Demo



Issue 4: Toll road analytics for cost control

Problem

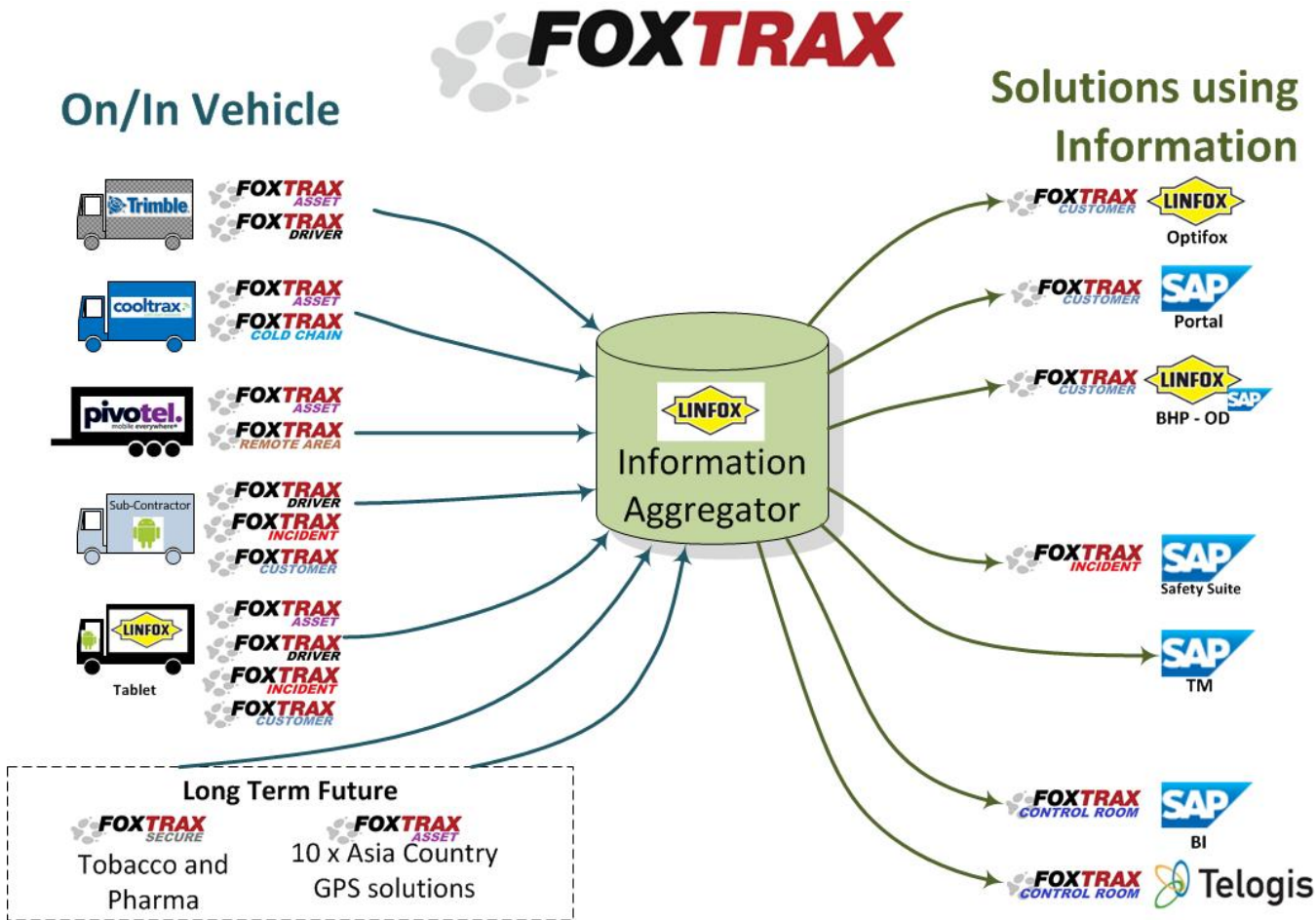
Show where and when **paying** to use **toll roads** is not beneficial



Solution Demo



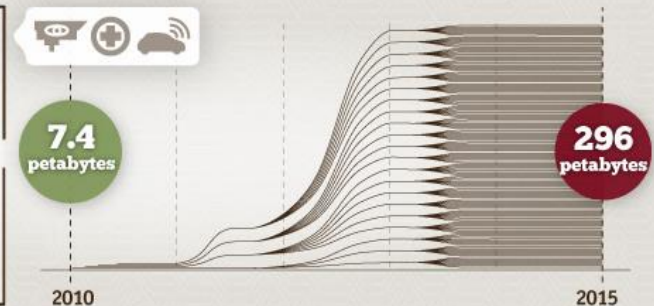
Smart Fleet Analytics on SAP HANA enables Linfox to deal with growing volumes of data and devices intelligently



Source: Ericsson

Green light for growth: MOBILE M2M TRAFFIC TO 2015

SURVEILLANCE VIDEO, HEALTHCARE AND TELEMATICS DRIVE TRAFFIC VOLUMES
100%+ ANNUAL GROWTH AND A 40-FOLD INCREASE OVERALL



Source: Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update 2010 - 2015



Thank You.

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