

# Supply Chain Control Towers

## *Case: DSM Engineering Plastics & IDS*

Amsterdam  
June 22 2017

# Agenda

1. Introduction
2. DSM Engineering Plastics
3. IDS
4. Why a Transport Control Tower?
5. Control Towers and Smart Transport Management

# Jan-Pedro P.M. Vis



**February 2006  
- June 2008**

**Management  
Trainee**



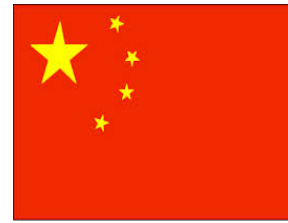
**June 2008 -  
October 2010**

**Transport  
manager**



**October 2010 -  
July 2013**

**Manager  
Customer Service  
&  
Sales Operations**



**July 2013 -  
June 2015**

**Program  
Manager  
Marketing  
Sales**



**June 2015 -  
Feb 2017**

**Manager  
Purchasing  
Europe**



**March 2017 -  
Today**

**Global  
Procurement  
Director**





# DSM Engineering Plastics

## Company Introduction

# Growth driven by global megatrends

## Health & Wellness



Aging population

Healthcare issues

Food composition

**Health**

## Global Shifts



Population growth

Urbanization drive

Wealth increase

**Nutrition**

## Climate & Energy



Sustainability concerns

Resources constraints

Energy concerns

**Materials**

# DSM at a glance\*

## People

20,750

Workforce  
(at year-end 2015)



## Planet

24

Innovation sales as % of  
total sales



## Profit

€ 7,722

Net sales, continuing  
operations (x million)

€ 1,075

EBITDA, continuing  
operations<sup>1</sup> (x million)

\* 2015 numbers total DSM

# Key financial figures 2015

## Engineering Plastics

Net Sales (€ million):

**2015**  
1,378

**2014**  
1,324

# of employees:

**2015**  
1,963

**2014**  
1,826

# Creating shared value in our end markets



## Automotive

Reduction fuel consumption

Solutions to lower footprint

Safety & comfort



## Electrical & Electronics

Speed of innovation

Miniaturization

Elimination of substances of hazardous concern



## Packaging

Reduction of food waste

Recycling and bio-based solutions

Safety & convenience



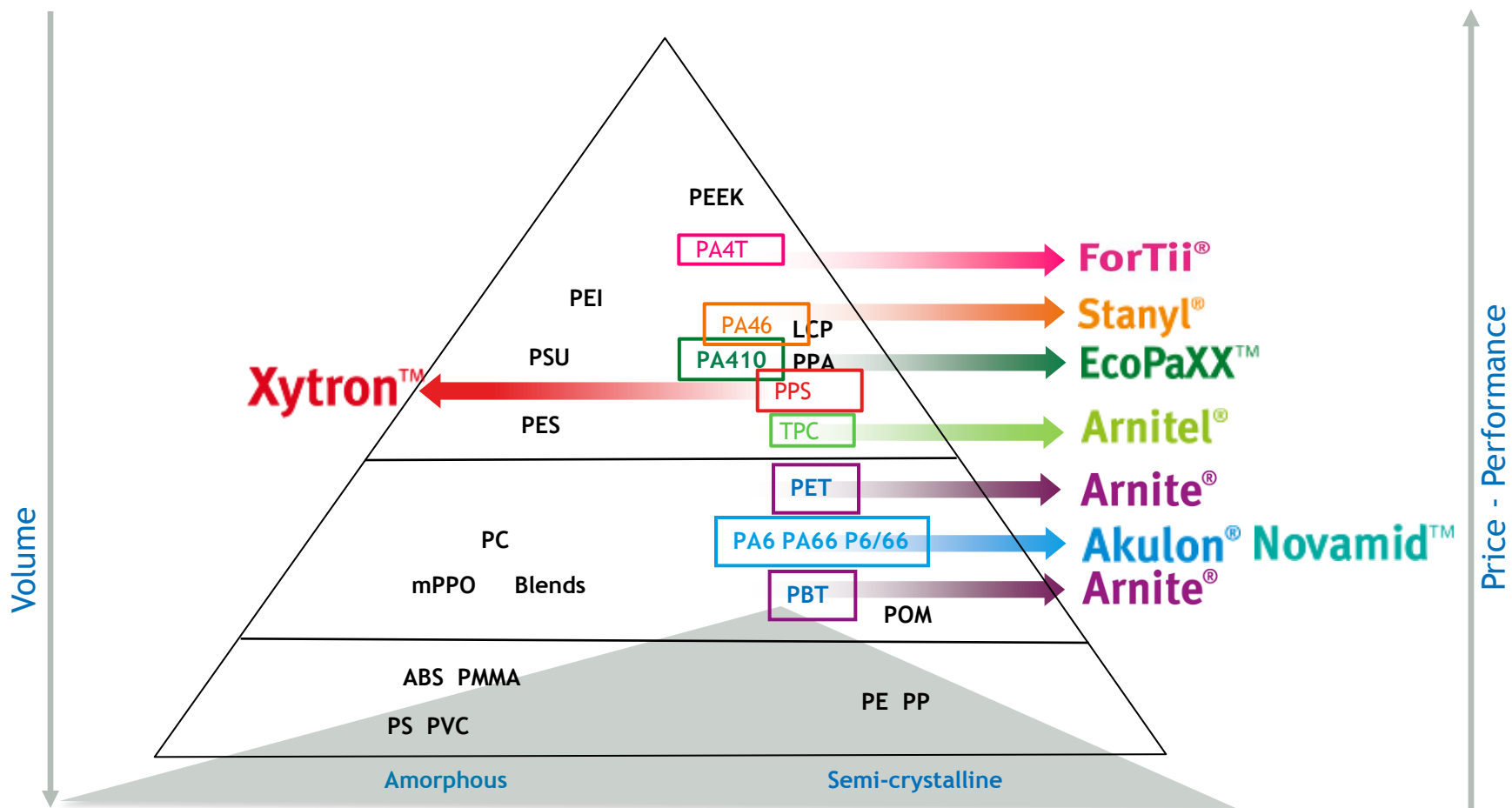
## Consumer goods

Improved functionality

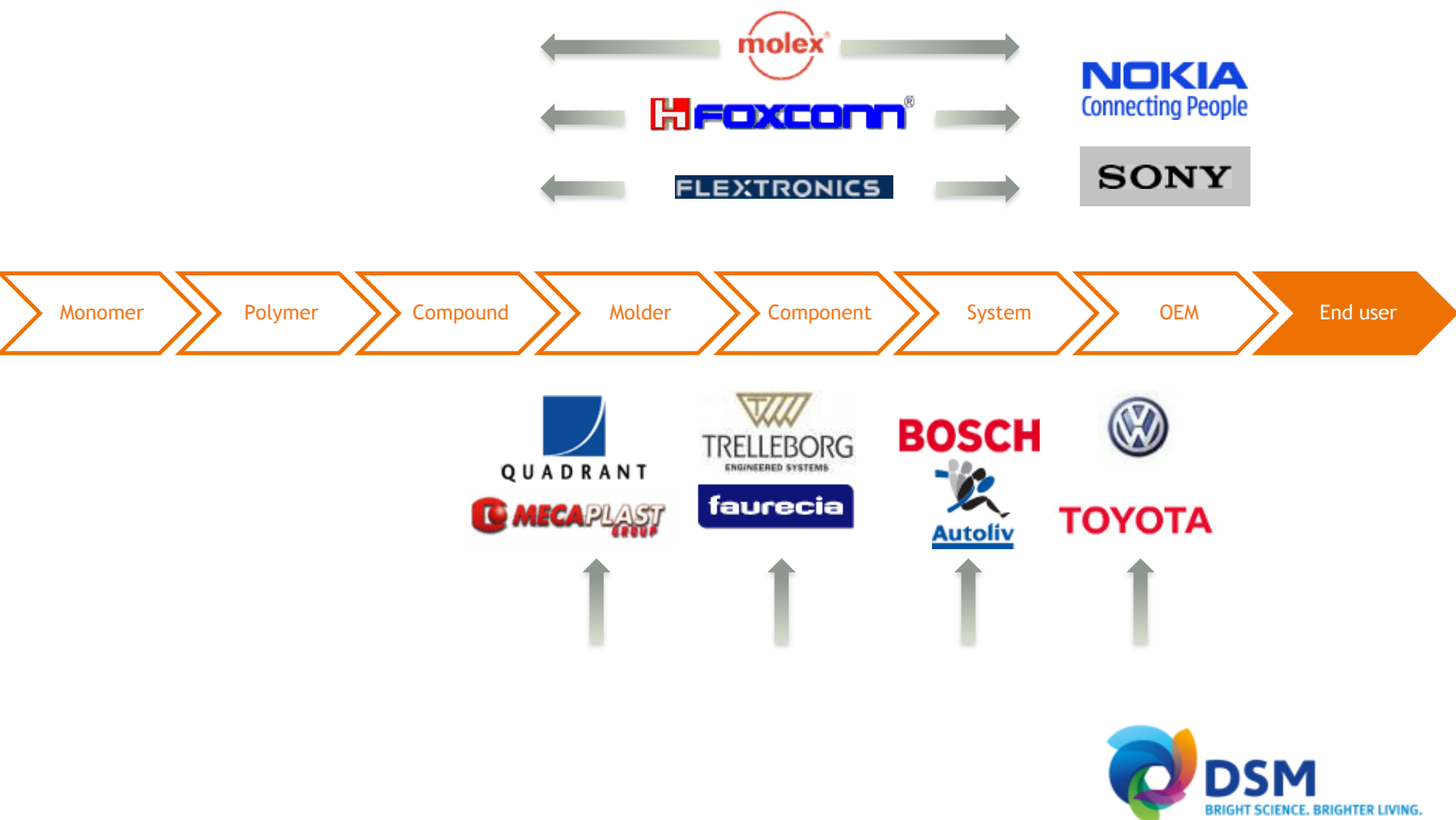
Safety, health and comfort



# Leadership in core product lines



# Understanding the value chain



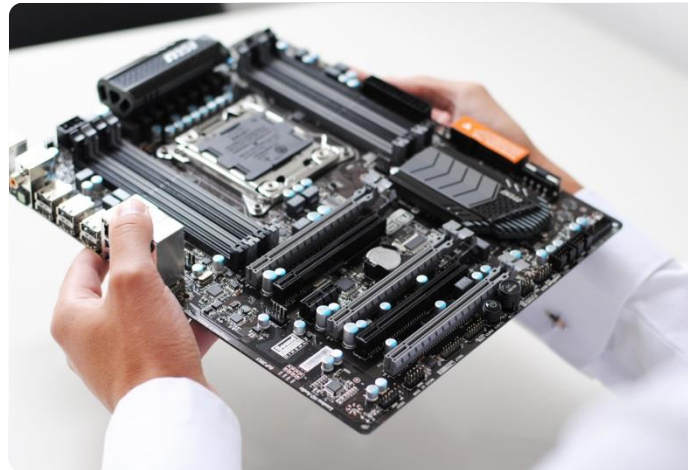
# The applications



AUTOMOTIVE



PAKAGING



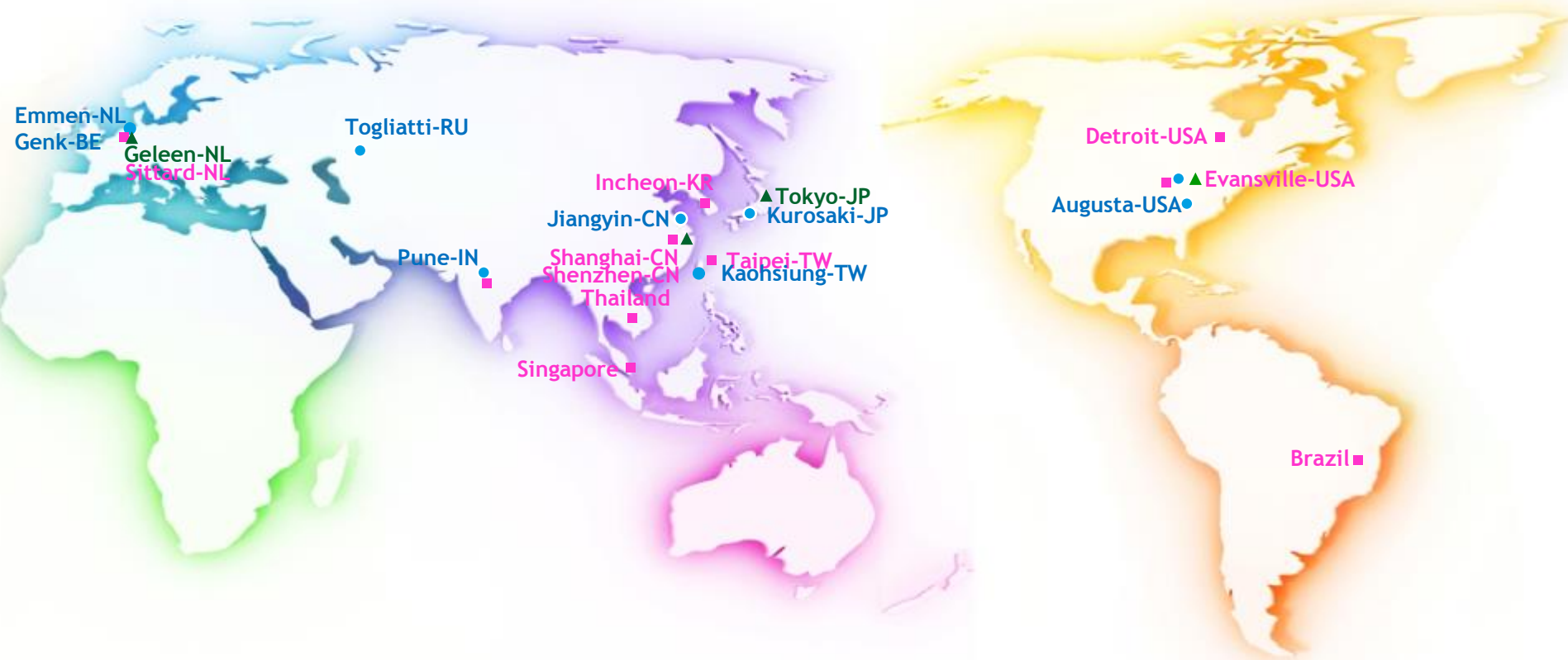
ELECTRONICS



CLOTHING



# Our locations worldwide



- DSM production locations
- ▲ DSM R&D locations
- DSM offices

# The Product

## Non ADR granulate





# Packaging types



**Bag in Sample Box ~ 25 kg**



**Bags on Pallets ~ 1300 kg**



**Dry Bulk~ 25 tons**

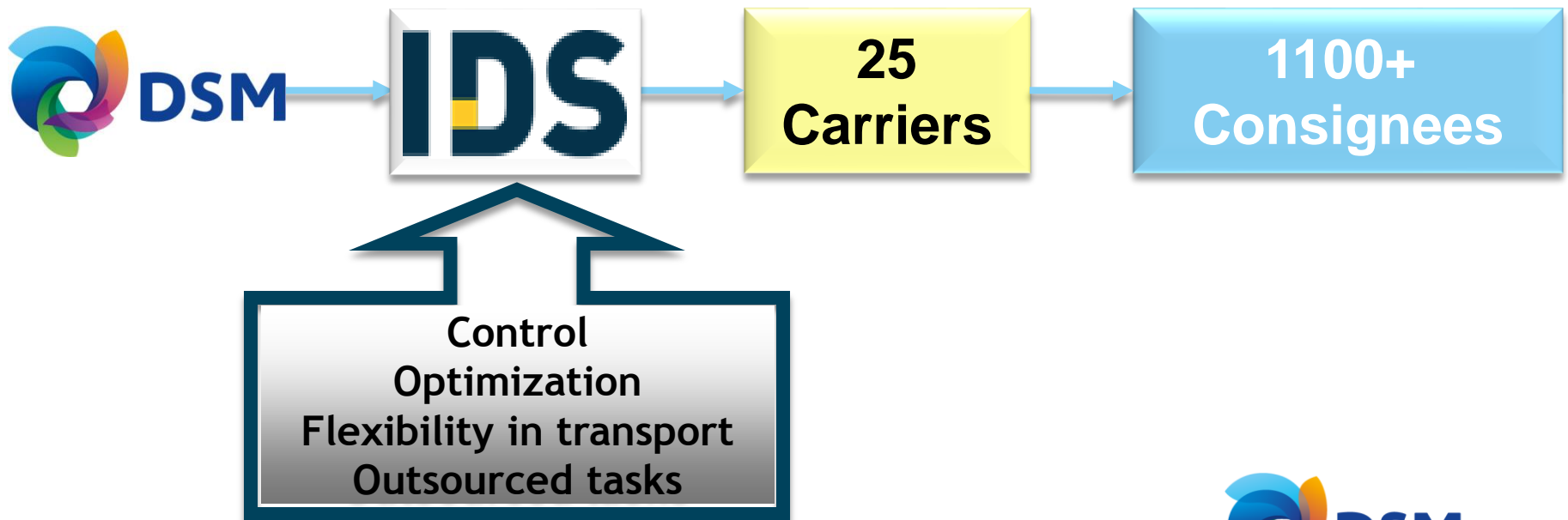


**Octabin on Pallets ~ 1300 kg**

# Why outsource transport management?

1. DSM Engineering Plastics is not a Logistics company, but a Material Sciences company.
2. We need best in class partner with professional tools to optimize and control the quality and cost of our transport

## Transport process DEP





# IDS: Supply Chain Executors





# IDS Supply Chain Executors

Non-asset based 4PL / logistics control tower, founded 1988

Managing, executing & optimizing (larger) shipper's transportation operations & contracts, from a carrier neutral perspective.

## 1. Transport Management Platform

- SaaS - Secure web based environment
- State-of-art TMS, full functionality
- **PLUS:** Optimization tools

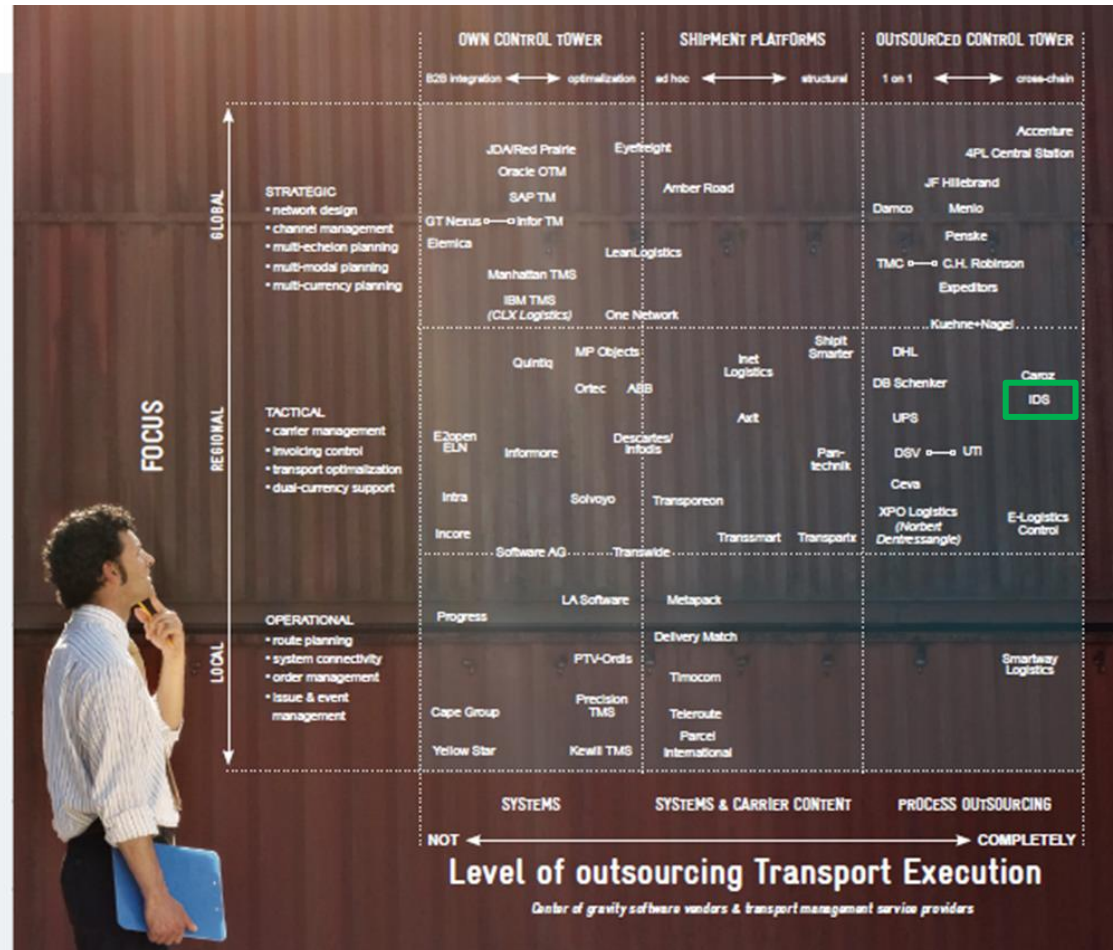
## 2. Highly educated supply chain professionals

- Daily Logistics Execution
- Managing carrier base
- **PLUS:** improvement target

Independent transport management partner (transaction fee)



# What is Control Tower?



A supply chain **Control Tower** is a central hub with the required technology, organization, and processes to capture and use supply chain data to provide enhanced visibility for short and long term decision making that is aligned with strategic objectives.

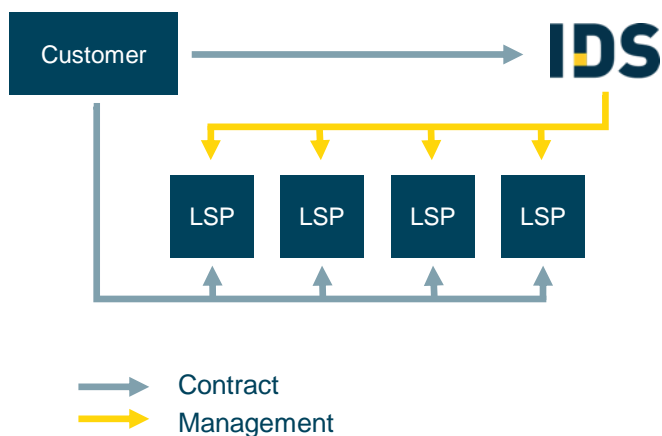
Capgemini Consulting



# The Neutral 4PL



## IDS managed Transportation Services



### Transport Management

- **Visibility** of the Supply Chain
- World class TMS functionality

### IT Integration

- Integrated IT platform over the services
- **Single point of entry** for full service portfolio
- **Flexible** connectivity towards carriers

### Leverage of expertise

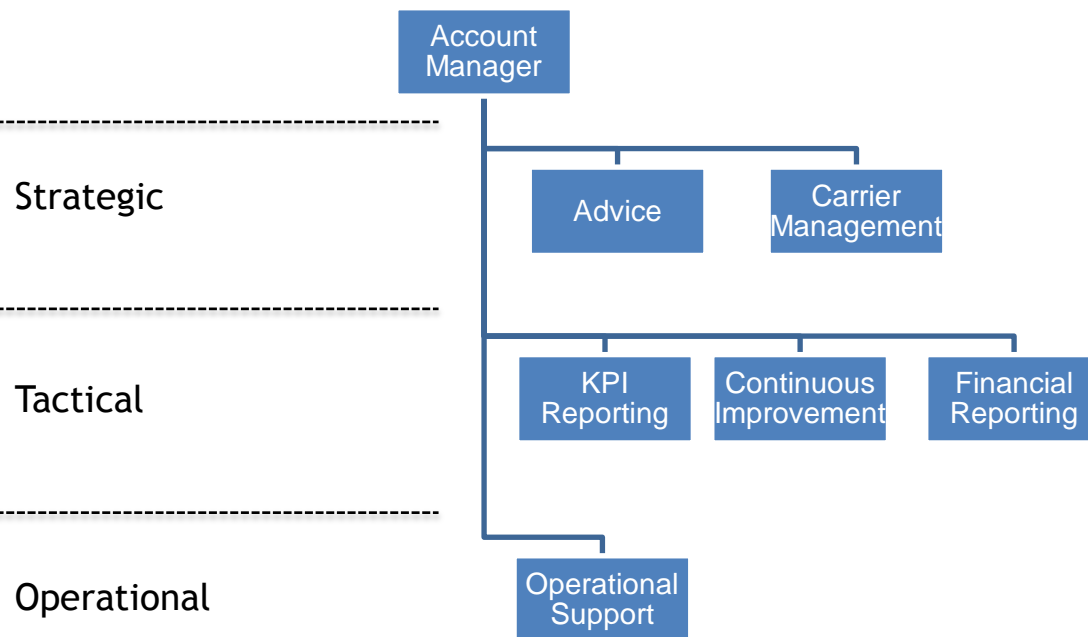
- **Best practice** sharing
- Global pool of expertise
- High skilled personnel

### Operational Excellence

- Culture of **Operational Excellence** and Compliance
- Proven track record of **Cost Optimization**
- Proven standardized processes



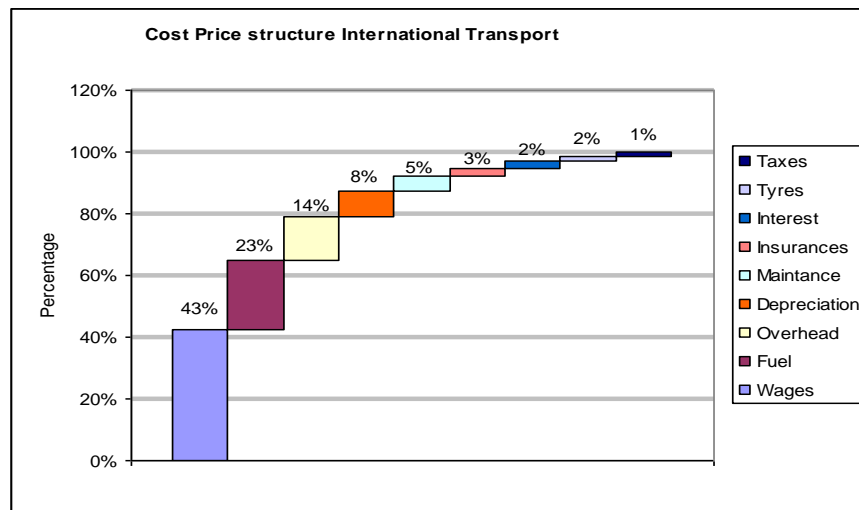
# Account Structure





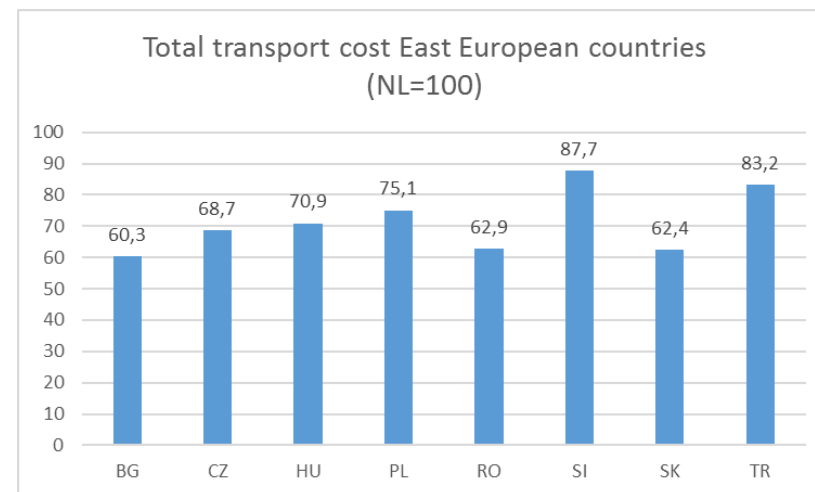
# Control Towers and Smart Transport Management

# Cost Structure International Transport



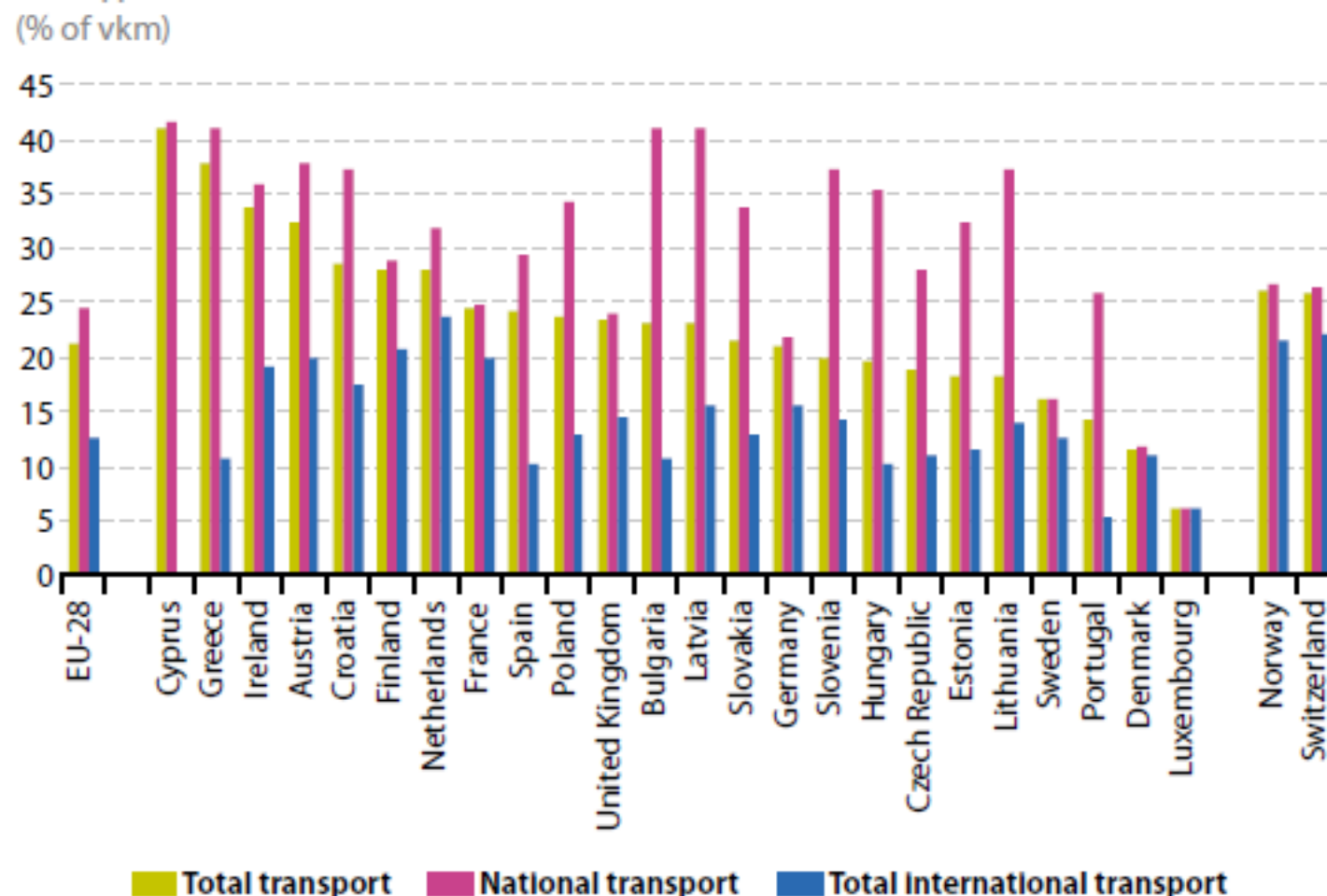
60% of the cost price is labor and fuel

East European carriers are more cost effective but wages are increasing and how long will this bring a cost advantage?



# Transport Capacity

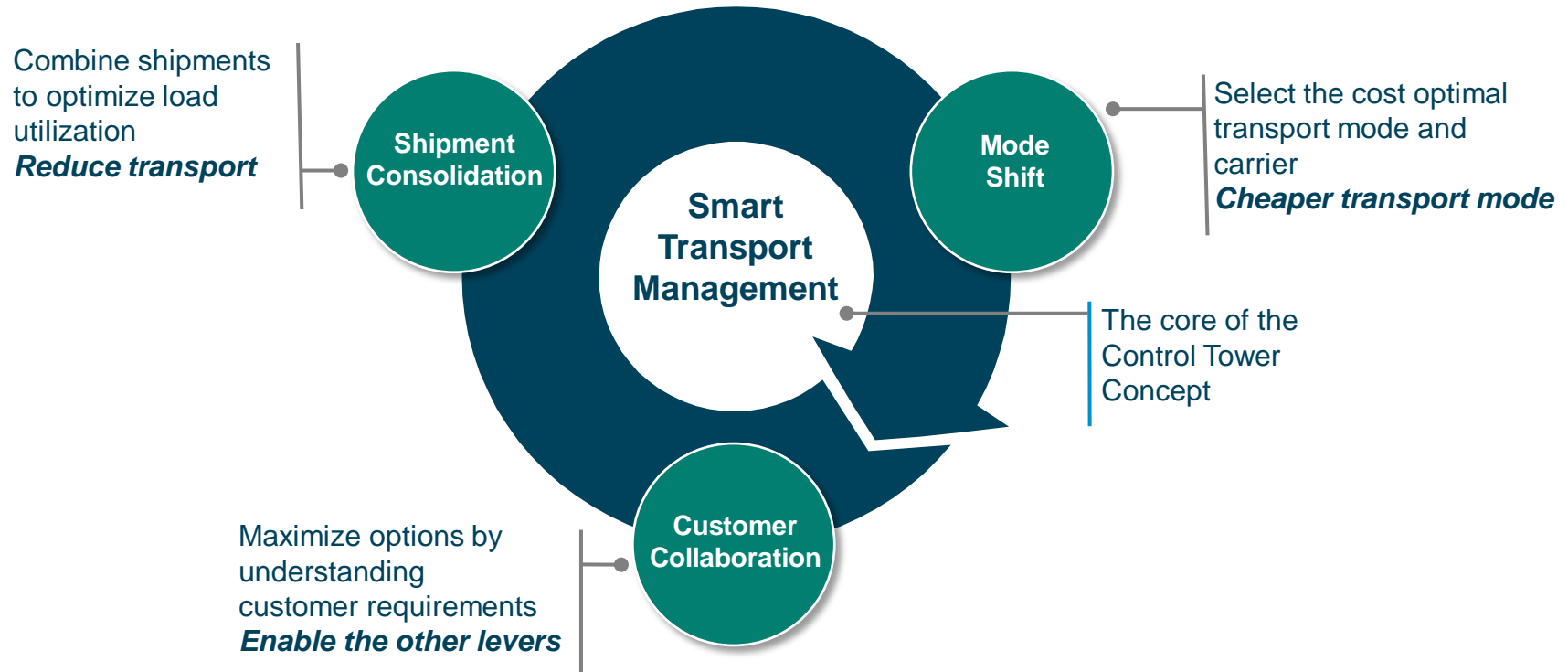
Share of empty journeys in the total journeys by type of operation, 2014



(\*) No empty vkm reported by Belgium, Italy, Malta and Romania.

Source: Eurostat (online data code: road\_go\_ta\_tot)

# Levers of Smart Transport Management







# Smart Transport Management Solutions

# Shipment Consolidation

## Financial Consolidation

Merge multiple orders administrative into one shipment  
(orders need to have the same pick up and delivery address and need to move at the same time)

### Separate shipping



Shipment A  
5 pallets euro 190,-



Shipment B  
5 pallets euro 190,-

### Consolidation

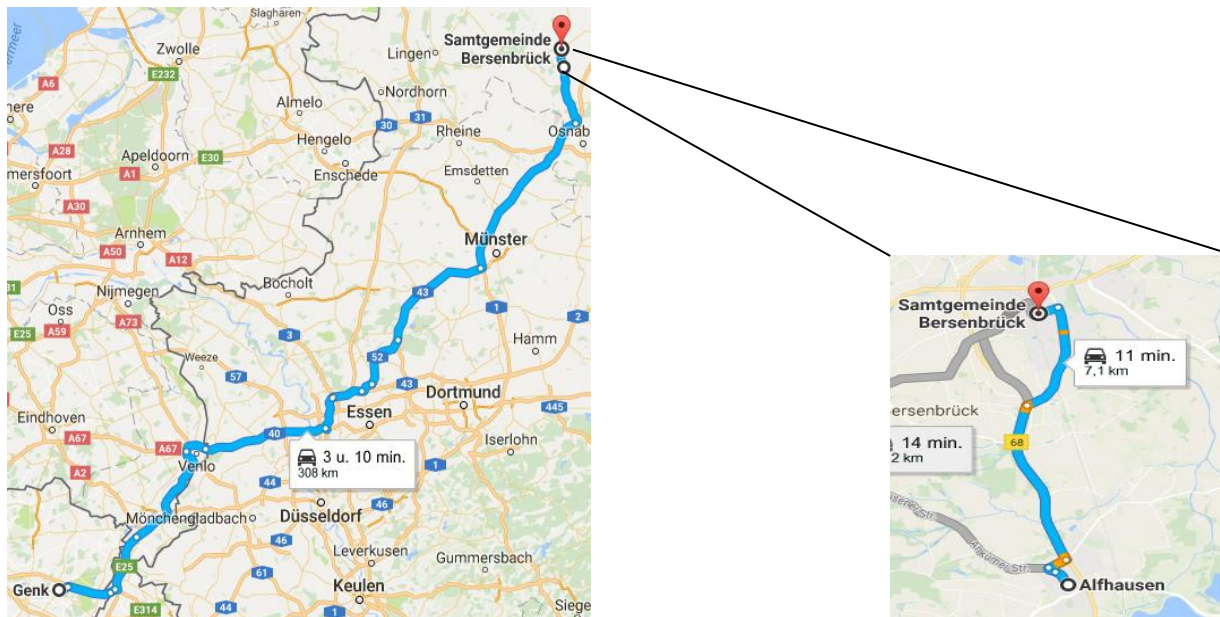


Shipment A + B  
10 pallets euro 310,-

# Shipment Consolidation

## Geo Consolidation

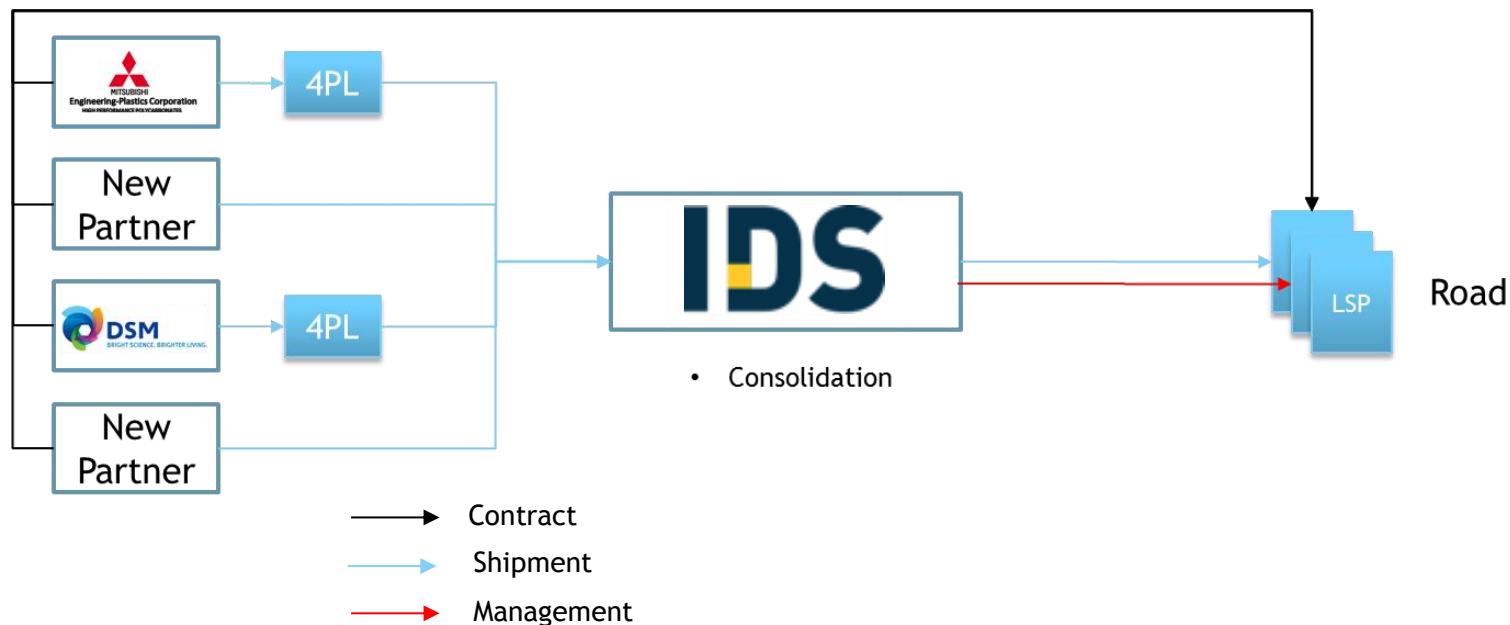
Geo Consolidation optimizes shipment consolidation by considering all shipments that have delivery addresses close to each other.



# Shipment Consolidation

## Chemical Cross Chain Control Center (IDS-5 C)

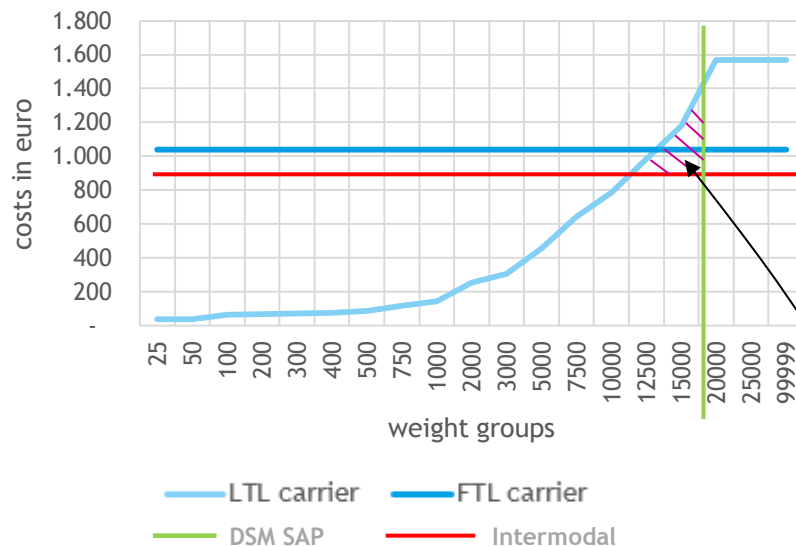
5 C consolidation optimizes shipment consolidation by considering shipments from different shippers and that have loading and delivery addresses close to each other.



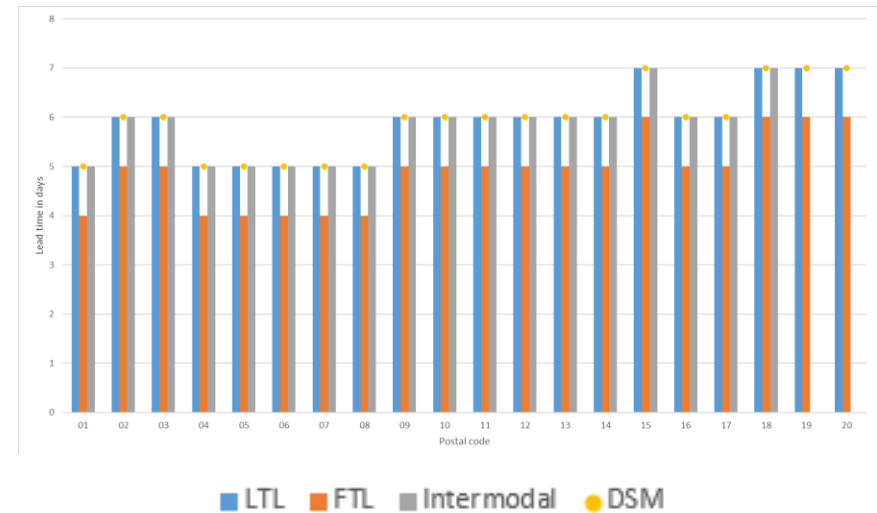
# Mode Shift

Transport Optimizer by destination and modality based on costs

Shipment to Italy



Lead time to Italy

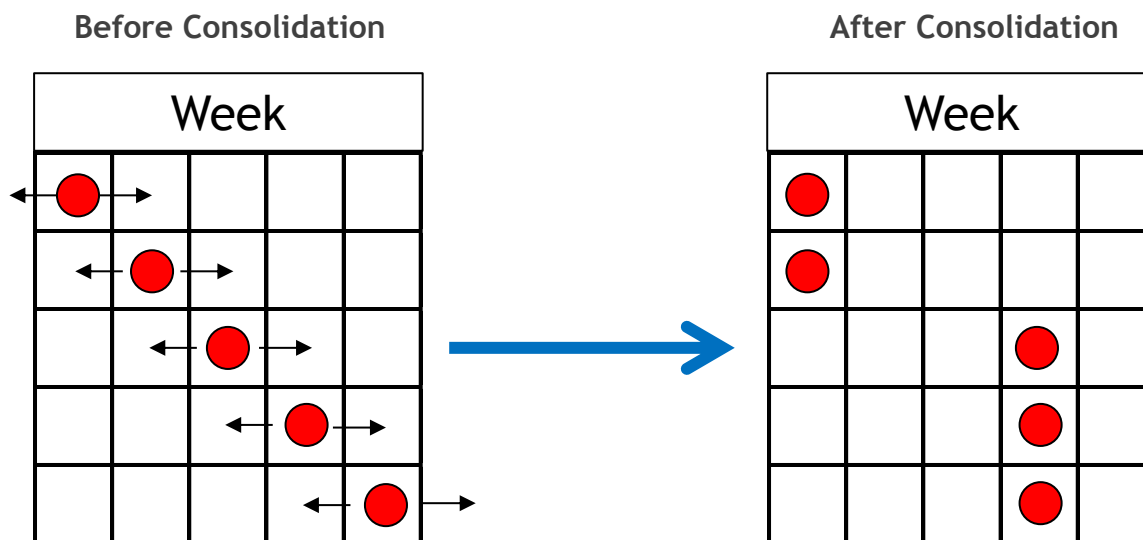


Additional savings due to optimization

# Customer Collaboration

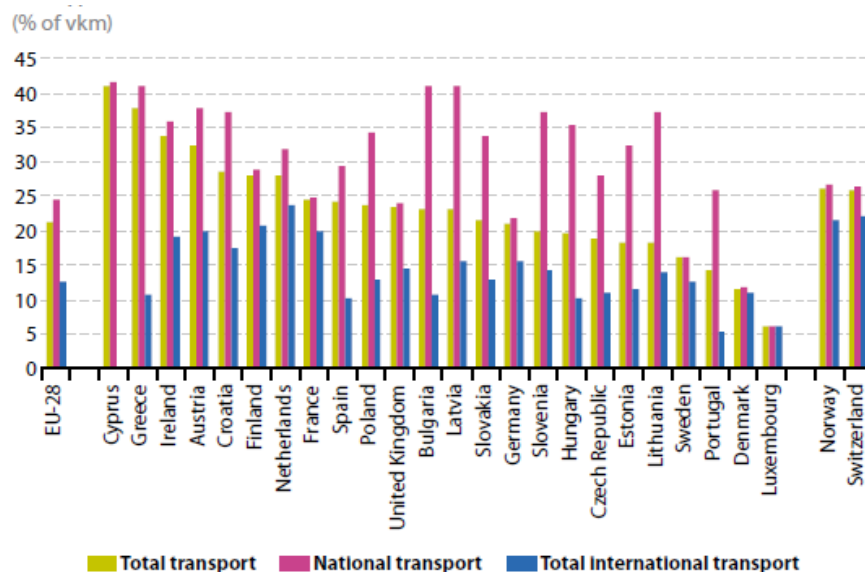
## Delivery windows

A Delivery Window to set a delivery window per receiver that may span several days before and several days after the planned delivery date.



# The Future Challenges

1. 30% unutilized transport capacity
2. Increasing pressure on Labor Market
3. Steep increase of heavy traffic projected for 2021 in the Netherlands
4. Importance of sustainability will increase, Paris Accord



(\*) No empty vkm reported by Belgium, Italy, Malta and Romania.

Source: Eurostat (online data code: road\_go\_ta\_totl)

deVerdieping  
**Trouw**

Home Nieuws Opinie Groen Religie & filosofie Schrijf

Nederland Buitenland Politiek Economie Sport Cultuur G

## Verkeer in steden dreigt vast te lopen

Door: Alwin Kuiken – 28/12/16, 06:45



© anp. De ring van Amsterdam. Foto ter illustratie.

2021 Steden slibben dicht. De komende vijf jaar verdubbelt de chaos. Te lang lag de focus op het oplossen van files op hoofdwegen.

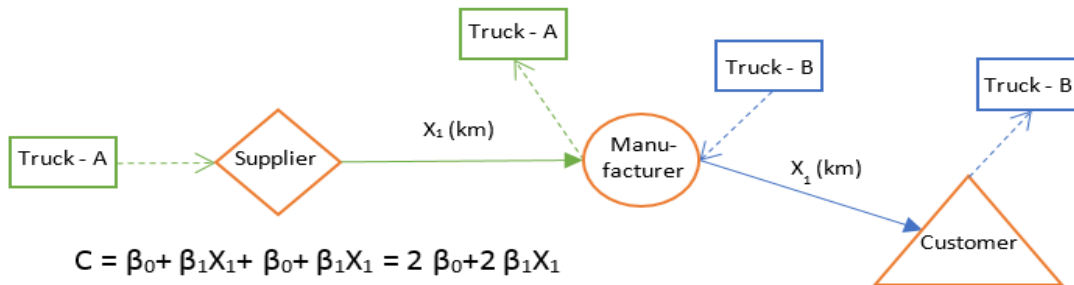
# Smart ideas for the future...



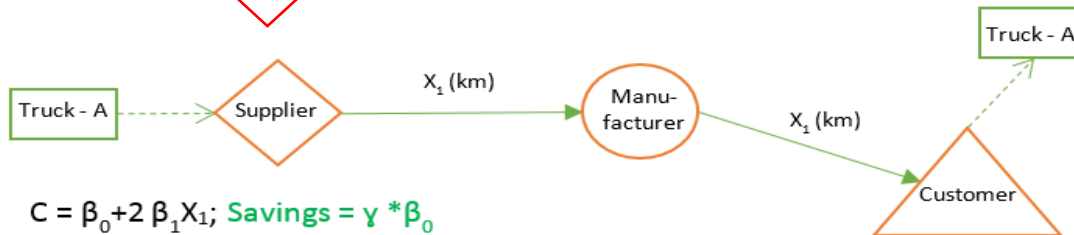
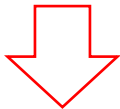


# Inbound-Outbound Project

## Minimize the empty kilometers driven



$$C = \beta_0 + \beta_1 X_1 + \beta_0 + \beta_1 X_1 = 2\beta_0 + 2\beta_1 X_1$$



$$C = \beta_0 + 2\beta_1 X_1; \text{ Savings} = \gamma * \beta_0$$

(Part of the fixed component)

The Weight of Cargo	20,001- 25,000kg
Adjusted R Square	0.93
Fixed Component ( <i>p-values</i> <0.01)	206.05
Variable Component per Extra KM ( <i>p-values</i> <0.01)	0.93

### Challenges:

- Hauliers are reluctant to work on “spot-market” basis (*Irrational behavior*)
- Raw material suppliers use hauliers that deliver inbound flows as the return trips;
- Low interest due to potentially short distances for outbound flows and reasonably long dwelling time

# Challenge DSM - IDS

## Organizations that enable success

### DSM

Outsourced business still requires business commitment to drive continuous improvement

### IDS

Leverage the strengths of Descartes without losing the flexibility, agility and speed