



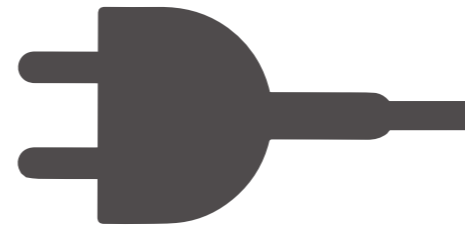
BellaDati

Logistics and Maritime Shipping. Agile Data Analytics solution



1. Click to connect +100 data sources

2. Analyse logistics data



Real-time shipping insights analytics for business user. Create any report. Faster.

Operational effectiveness

Customer relationship KPI

Financial performance

Employees/Crew performance

...

Logistics use case with major Africa Logistics company



- Operational focused data analytics
- Truck delays depending on road, day etc.
- Weight of load transported
- Dispatch and load times
- Consolidated pick-up and delivery
- Paid & non-paid roads
- Overloaded trucks monitoring
- Overall financial statistics
- Operational capacity planning
- Data source Oracle DB, Excel



Logistics use case with major Africa Logistics operator

Delivery Duration and Delays

Edit Share Export Variables and filters Comments and attachments History

Overview

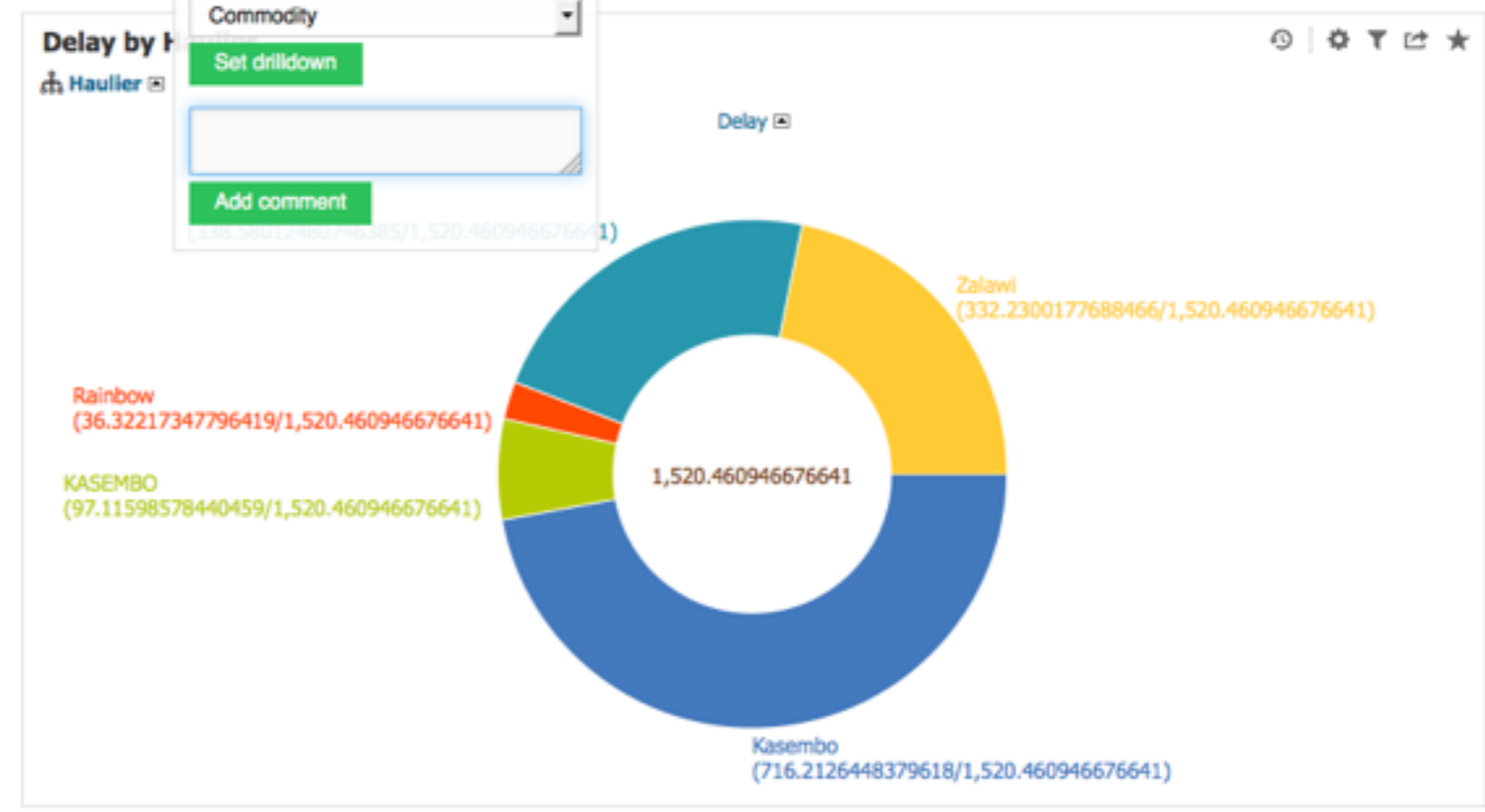
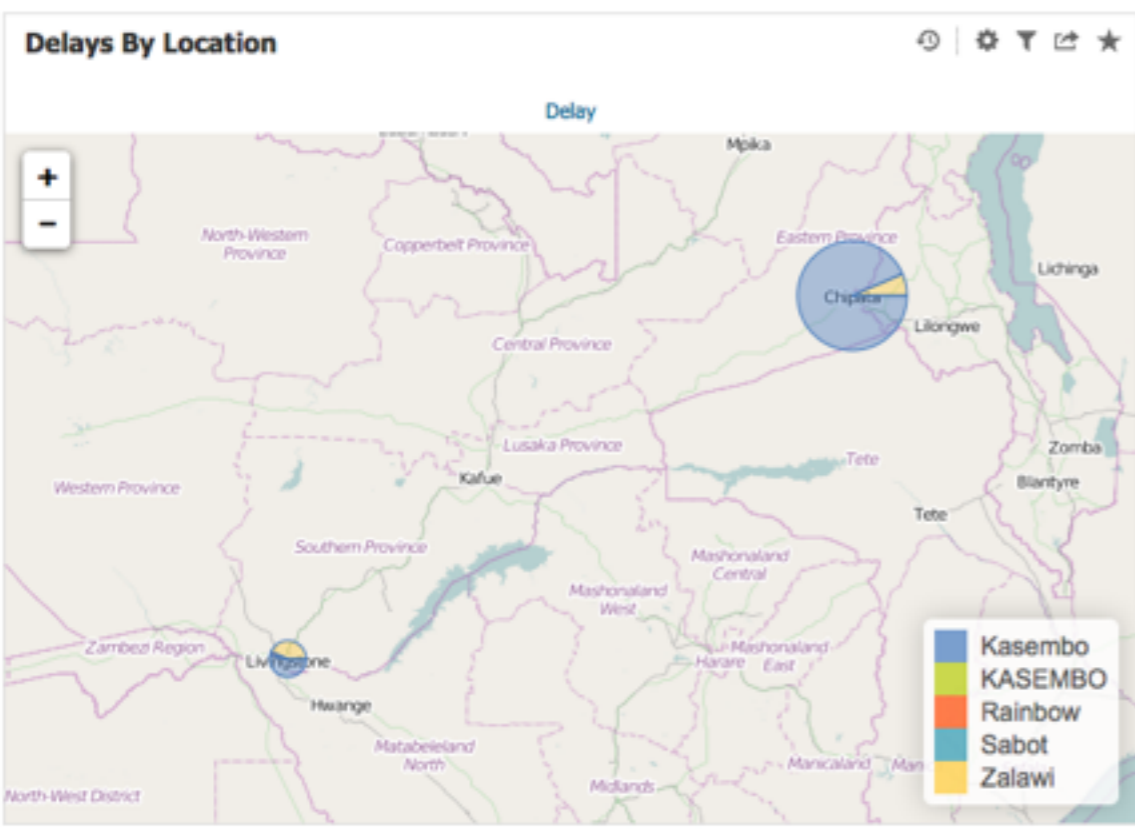
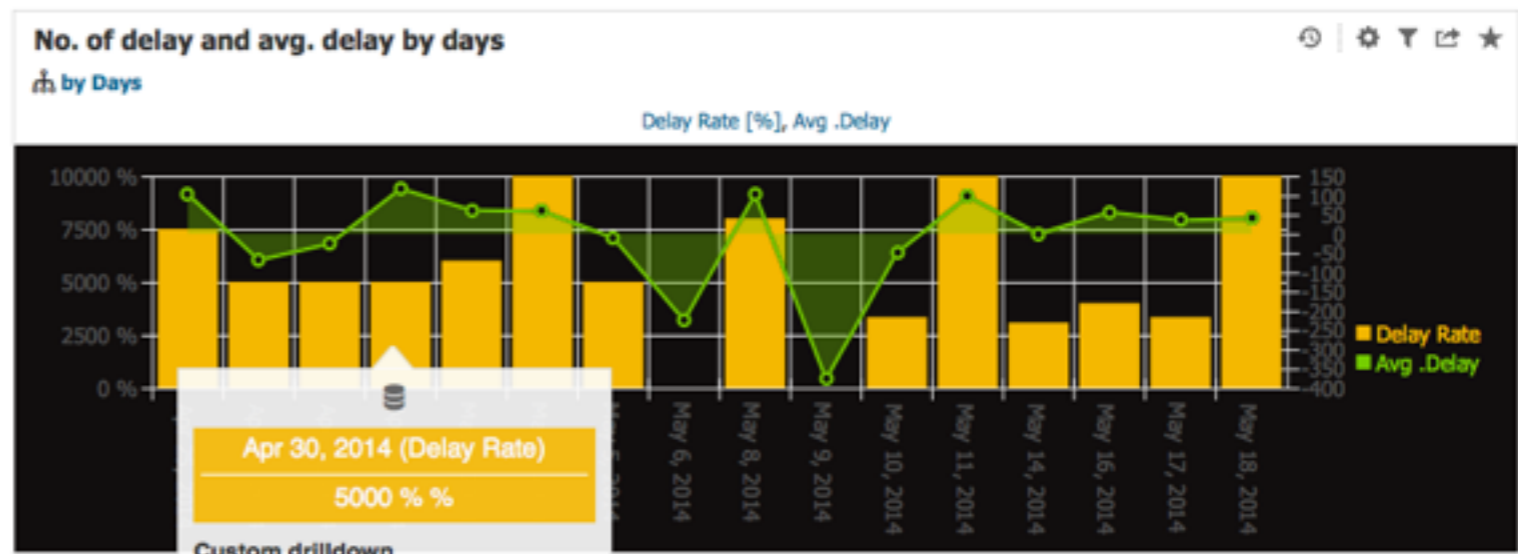
Date 20 / 2014

Delay Rate [%]

36.4 %

Avg. Delay [mins]

18.8 mins



Delay by Haulier

No. of delay and avg. delay by Day of Week

Day of Week

Logistics POC for SingPost (last mile time optimisation analytics)

Key Performance Metrics

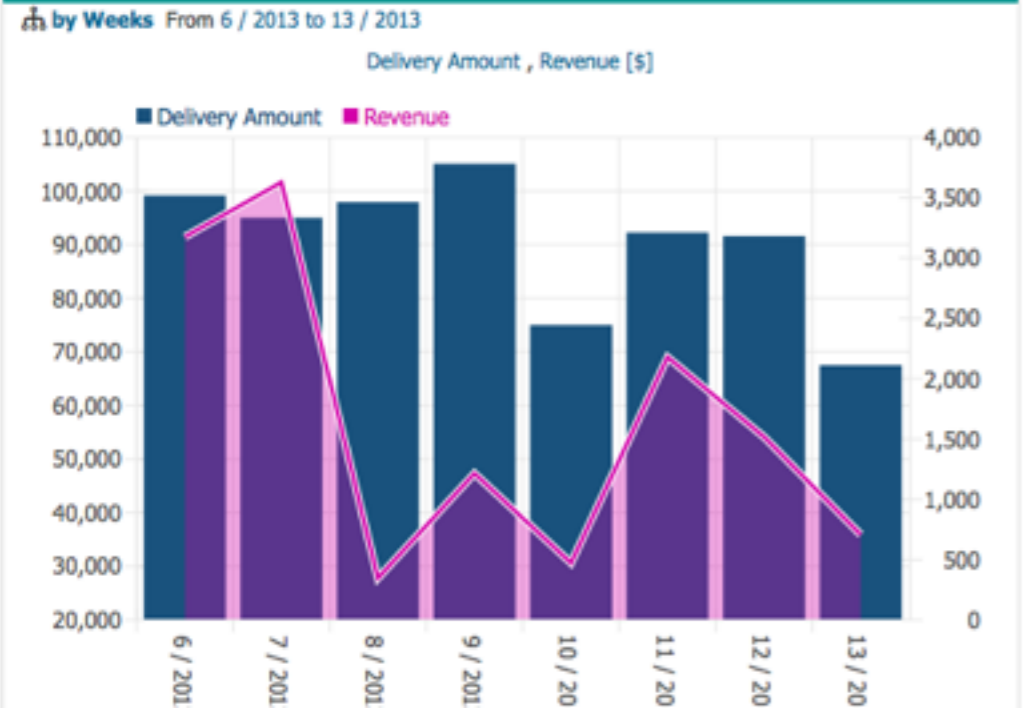
Revenue (Month) [\$] +10.62% 8,849,304	Delivery Amount (Month) +2.42% 40,969	Delivery Amount (Today) +11.5% 446	Average Daily Delivery Amount 455.2	No. of Speedposts 52
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Variables and filters

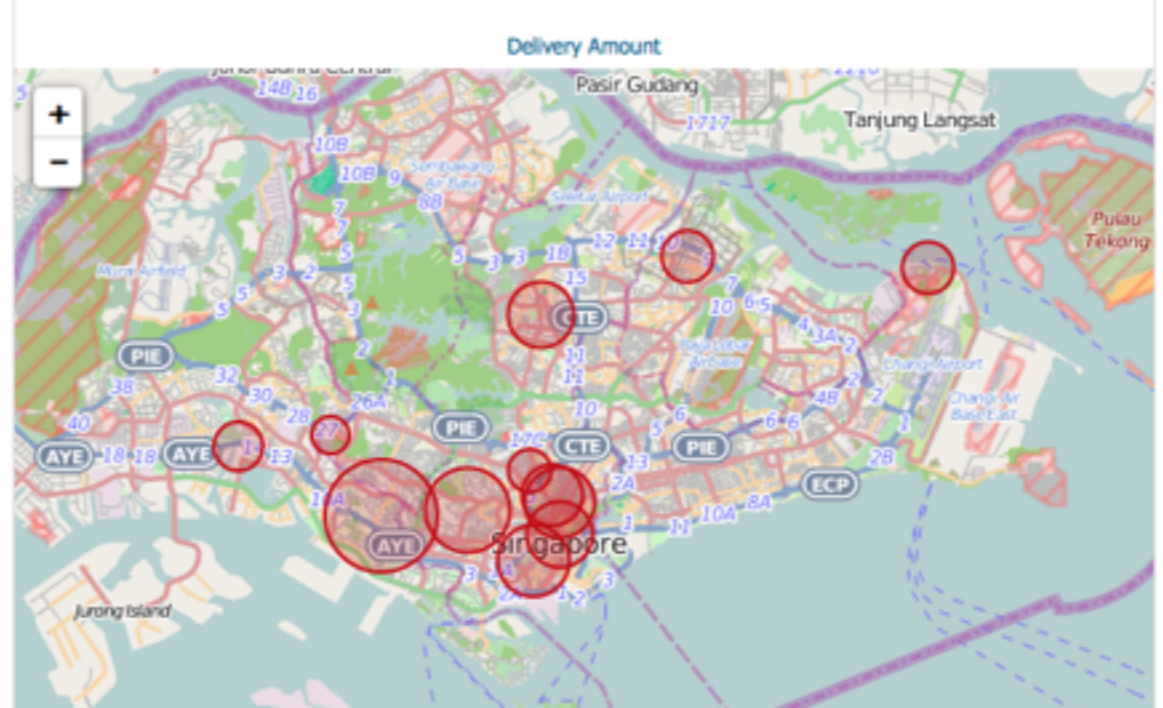
benchmark

today

Delivery Amount vs. Revenue (Last Two Months)



Delivery Amount by Location



Beyond standard logistics data. Last mile delivery optimization using BellaDati BIG DATA processing



BIG DATA SOURCES

- Telematics and traffic information services
- RFID tags attached to delivery items
- Location data of recipients
- Sensors attached to delivery vehicles
- Data from order management and shipment tracking
- Position and status of delivery crowd members



BIG DATA TECHNIQUES

- Complex Event Processing
- Geo-Correlation
- Combinatorial Optimization



BIG DATA USAGE

- Real-time Sequencing and driving directions for delivery staff
- Scheduling of assignments for crowd-based pick up/delivery
- Real-time prediction of ETA (estimated time of arrival)

Have a big fleet but act as a small ship. Be agile. Create any report without coding. Generate new profits.

Operational
efficiency

Customer
experience



New business model

- Customer loyalty analytics
- Consolidate pick-up and delivery
- Short and min-term capacity planning
- Service improvement & product innovation
- Longterm demand forecast for transport
- Financial demand & supply chain analytics
- Supply chain disruption analytics

NEW CUSTOMER BASE



The aggregation of shipment records comprising origin, destination, type of goods, quantity is an extensive source of valuable market intelligence



Create any maritime shipping KPIs without coding

HR Management Performance					E: Number of logged warnings
					F: Total exposure hours
	Crew planning	$A + B$	15	0	A: Number of crew not relieved on time B: Number of violation of rest hours
	HR deficiencies	$\frac{A}{B}$	5	0	A: Number of HR related deficiencies B: Number of recorded external inspections
	Cadets per vessel	$\frac{A}{B}$	0	3	A: Number of cadets under training with the ship manager B: Number of vessels under technical management (DOC)
	Officer retention rate	$100\% - \frac{A - (B + C)}{D} * 100\%$	70	95	A: Number of officer terminations from whatever cause B: Number of unavoidable officer terminations C: Number of beneficial officer terminations D: Average number of officers employed
	Officers experience rate	$\frac{A}{4 * B}$	60	90	A: Number of officer experience points B: Number of officers onboard
Training days per officer	$\frac{A}{B}$	0	0.03	A: Number of officer trainee man days B: Number of officer days onboard all vessels under technical management (DOC)	
Environmental Performance	Releases of substances as def by MARPOL Annex 1-6	$A + B$	1	0	A: Number of releases of substances covered by MARPOL, to the environment B: Number of severe spills of bulk liquid
	Ballast water management violations	A	1	0	A: Number of ballast water management violations
	Contained spills	A	3	0	A: Number of contained spills of bulk liquid
	Environmental deficiencies	$\frac{A}{B}$	5	0	A: Number of environmental related deficiencies B: Number of recorded external inspections
Navigational Safety Performance	Navigational deficiencies	$\frac{A}{B}$	5	0	A: Number of navigational related deficiencies B: Number of recorded external inspections
	Navigational incidents	$2A + B + 2C$	1	0	A: Number of collisions B: Number of allisions C: Number of groundings
	Budget performance	$\frac{ A - (B - C) }{A} * 100\%$	10	2	A: Last year's running cost budget B: Last year's actual running costs and accruals C: Last year's AAE (Additional Authorized Expenses)
					A: Agreed drydocking duration

Purely web based.

Agile BI for logistics data insights.



1 Agile BI. **Pure** web-tech.
Complete BI.



5 Unstructured and
structured data analysis



2 **Cloud & On-premise**
version



6 Industry Analytic **Apps**
& 100+ data **connectors**



3 **Social network**
for business data discovery



7 Native **Mobile BI app**
for iOS & Android



4 Reports are **created**
realtime not developed



8 **Data analytics**
platform SDK & APIs

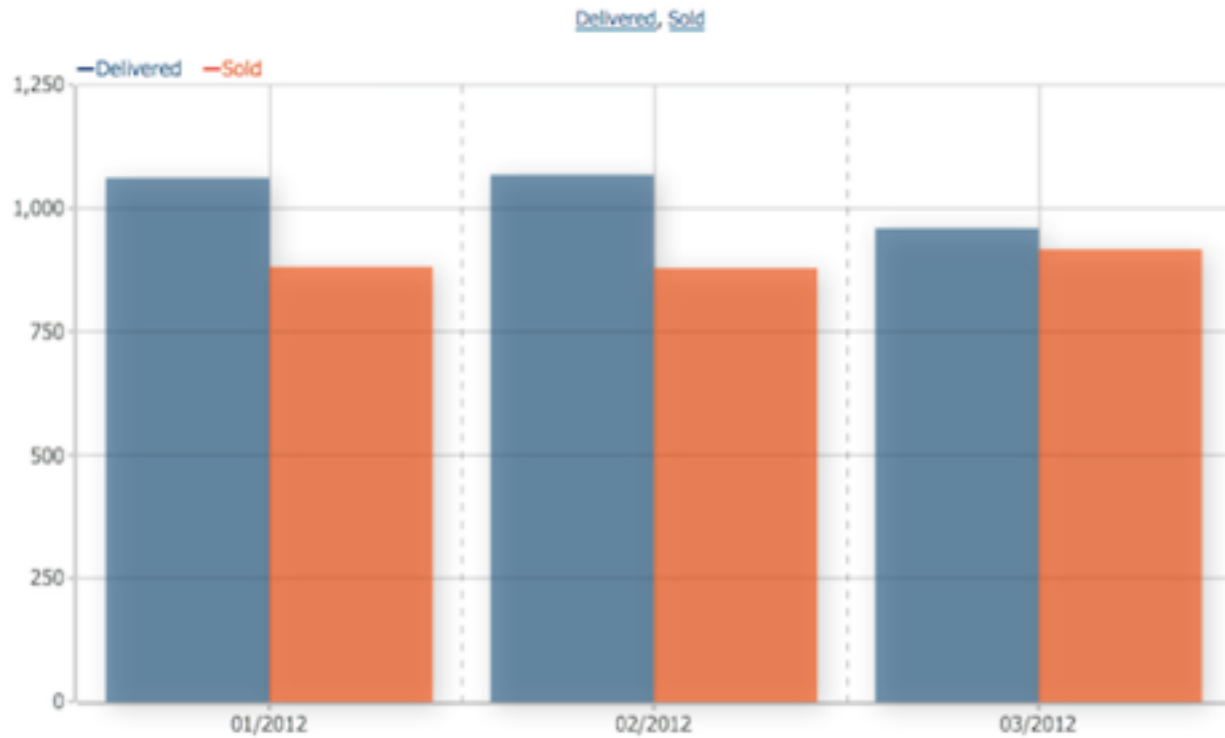
Beyond data analysis & visualisation. Fast enterprise wide deployment.



RedBull energy drinks is winning the war in the store with BellaDati in 12 countries

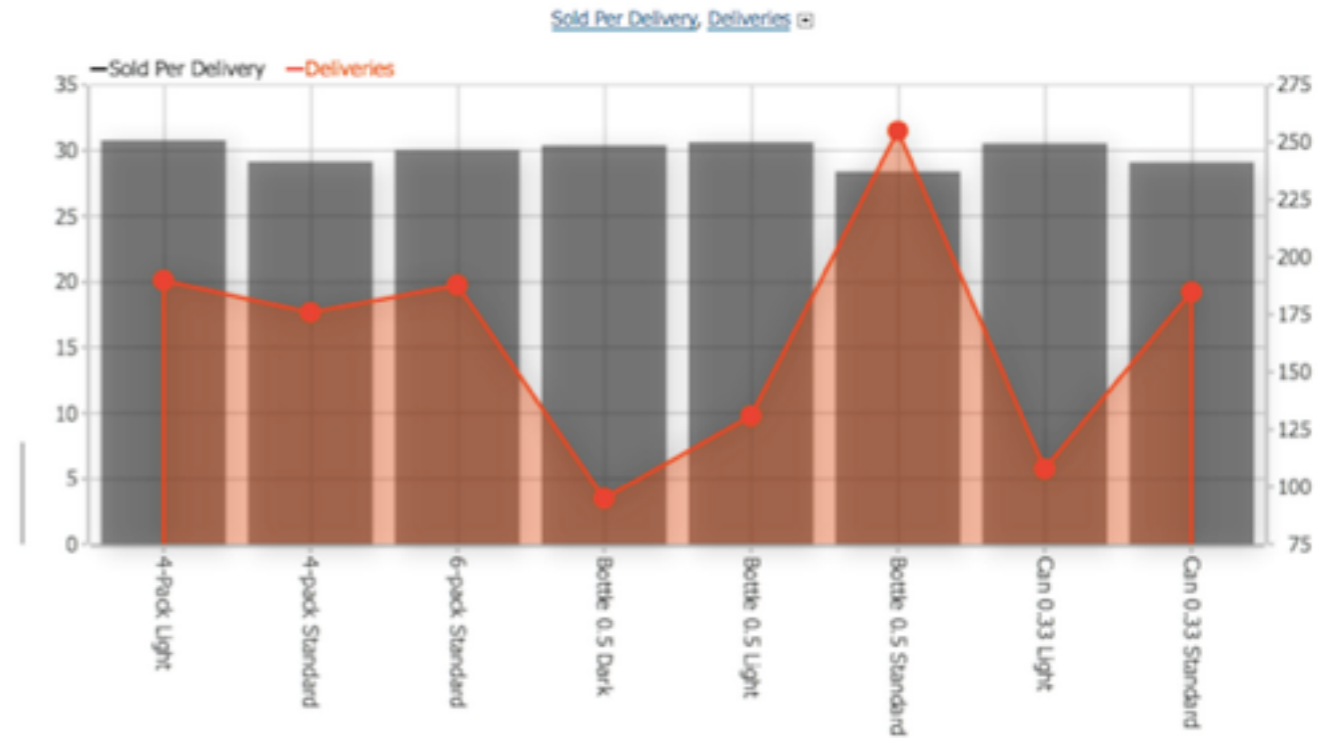
Sold vs Delivered and Inventories [Last 3 Months]

From 01/2012 to 03/2012



Sold per Delivery

Drill down by: Product



Product Deliveries by Sales Region and Classification

Sales_Region	Classification	Delivered 2012		
		January	February	March
07 Nord	A		110	146
	B		234	111
08 Nord	A	295	73	121
	B	107	35	250
	C	67		
09 West	A	188	212	
	B	369	365	
10 West	B		38	299
(blank)		36		32

Product Deliveries by Sales Region



Product placement and Supply chain data advanced analytics. Mastered by Marketing and Sales

1. Prior to BellaDati deployment

- SAP BO and DWH as BI tool
- Creation of new report took 3 months
- Marketing/Sales dependant on IT dpt.
- Exported Excel reports lost in e-mail
- High cost for field salesforce reporting

2. After BellaDati deployment

- First insights after 1 week
- Realtime analytics/reporting
- Analysis created in hours
- Used directly by marketing and sales
- Realtime reports shared on-line
- Field salesforce is using Mobile BI
- Private data analytics cloud saves costs
- Solution deployed in 2 days
- Ad-hoc connection to SAP, Marketing automation, Social media etc.

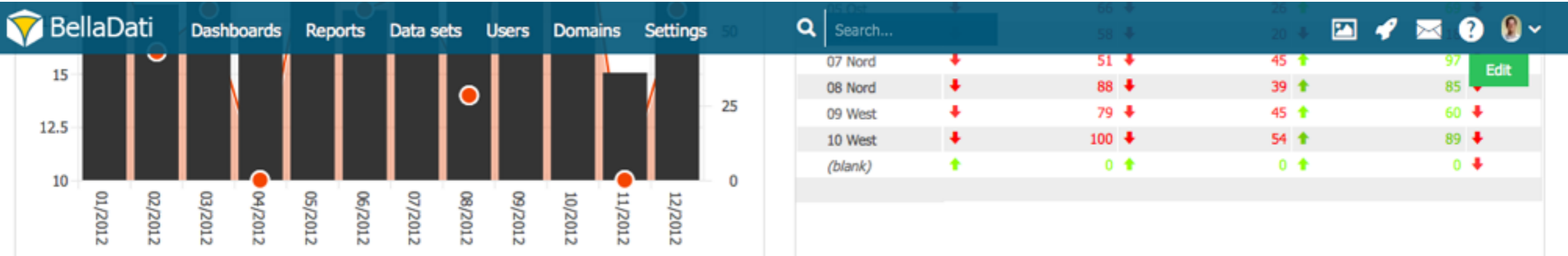


Few samples of reports/KPIs analysed by RedBull

Beverage product placement

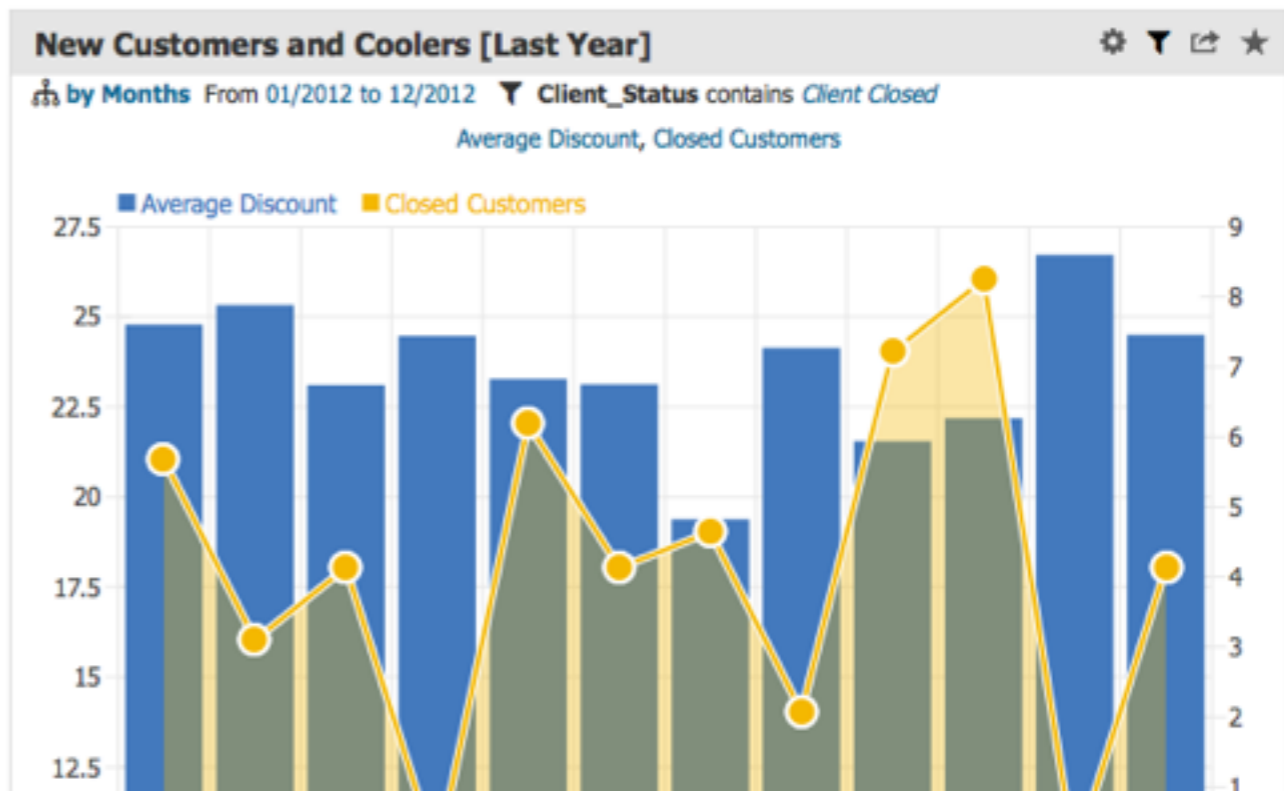
Contracted Outlets & Coolers

Field Sales Performance



New Customers and Coolers by Sales Region Outlet Type and Channel

Outlet_Type	New Customers	New Coolers
C-Store Restaurant	113	457
Discount	1	5
Drugstore	1	6
Entertainment & Fun	209	859
Event	27	104
GAM Retail	306	2,613
Kiosk	192	1,033
Petrol Station	98	465
	627	13,516
QSR /Fast Food	6	43
Rail / Air / Sea	27	103
Retail without Discount SM <6 Cashpoints	706	19,885
Retail without Discount VM >6 Cashpoints	87	9,459



Customer is the superstar

(Our innovative customers are in USA, Europe, Asia)



Wholesale Production



Banking



Retail & E-Commerce



Automotive



Heavy Industry



Telecommunication



Retail & Services



Production/Services



Hospitality



Education



Healthcare



Fire Rescue



Education



Retail



Human Resources



Insurance



Heavy Industry



Energy Market



Service Desk



Hospitality

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