PROGNESIS

SPONSOR MEETING MINUTES

Date:	02/12/2015
Time:	1710hrs
Venue:	Sypher Labs Pte Ltd
Attendees:	Andrew, Eva Tan Guan Hua, Goh Yi Xuan, Karen Lim, Vu Hoang Minh
Absentees:	Foong Pui Shuen Claudia, Nguyen Luong Thanh Minh
Agenda:	1. Understand what derived metrics is and its usage

No.	Task	Follow Up(Person-In-Charge)	Deadline
1.	**What problem are we trying to solve?** How many deliveries are made on time? Q: Why do we need to understand this? A: To report to clients Q: Why do clients care so much that we have to have a software for them? A: Value of logistics - On time deliveries What these e-commerce customers want to know: ● What's the reason(s) behind why the goods aren't delivered on time ● Can these problems that caused a delay in delivery of goods be solved ● Amongst those problems that can be solved, what's the expected time taken for the next delivery to be made VersaFleet Analytics provides a benchmark so that comparison can be made amongst companies within the same industry. VA serves as a service level/operations agreement → create priority so that companies that are more efficient in certain types of deliveries get the jobs → enhance customer service as the value of logistics is punctual deliveries	Update changes in scope and finalise changes with Andrew (Team)	06/12/2015

2.	**Business implications of solving this problem:** *Trickling down effect* 1. With better customer service, there would be increase in repeat purchases from e-commerce customers 2. 3PLs will continue to actively use VersaFleet Analytics <u>Revenue</u> 1. With proper follow up actions and information made known to customers in instances where deliveries are delayed → better customer service → improve customer experience → increase repeat purchase 2. Uncertainties are reduced with more stable income 3. More predictability to customers' purchase patterns and their confidence level in 3PLs <u>Costs</u> 1. VA can identify which GPS companies provide better mapping technology e.g. prediction of traffic condition 2. 3PLs can compare which GPS providers to partner with to enhance its service through more timely deliveries	As above.	06/12/2015
3.	**Others** 1. All these helps us identify revenue, cost which leads to profits. 2. If we were to factor in time for revenue, cost and profits, we would be able to identify risks involved. a. Level 1 (High Level): Delivery Fulfilment Rate (Order Fulfilment Rate) b. Level 2 (Mid level): Mapping/Routing technologies affecting DFR c. Level 3 (Granular Level): Have to find out through interviewing some 3PLs 3. If data required is unavailable due to	As above.	06/12/2015

	PDPA, look for alternatives which will help us derive similar answers 4. When real time data are missing, characterise data in time blocks or even attributes e.g. if we're unable to categorise DFR for each day, we categorise DFR by months/seasons. e.g. driver's age group & ethnicity 5. How does DFR change over time? ● Temporal (over time) + cross-section (by attributes) → causality (e.g. with younger drivers, more on time deliveries are made and hence more business) ● Regression → correlation 6. Metrics provide actionable information e.g. Higher sales volumes during valentine's day. Thus, actions possible for 3PLs could be to purchase/rent vehicles that are better able to handle the type of goods delivered on valentine's day (e.g. chiller to keep flowers fresh) and to rent out other vehicles that are not as suitable for such deliveries 7. Can problems be solved? If not, at least mitigated? VA should allow issues to be easily identified. 8. Make certain assumptions when needed. For graphs, it would be useful to have a benchmark (mean/median for the industry).		

Vetted by: Eva

Follow up: To be circulated amongst team