



Intelligent software robots for logistics,
powered by **Robotic Process Automation
(RPA)** and **AI**.

TRANSPORT MANAGEMENT SOLUTIONS



FERO Journey

Who we are

FERO Automates **Logistics & Supply Chain** Processes for...



DECISION MAKING ROLES



COMMUNICATION ROLES

Our Product-Market Fit



Distributors



Manufacturers



3rd Party Logistics



Freight Forwarders



Transporters



Ports



Courier Companies

Who benefit from our Solutions

- › **Top Management**
- › **Sales Department**
- › **Procurement Department**
- › **Pricing Departments**
- › **Customer Support Team**
- › **Finance Department**
- › **Operation Department**
 - Fleet Managers
 - Maintenance Team
 - Supply Chain Mangers
 - Dispatch Team
 - Drivers



2018
FERO was born



2019
TiA - the first IVA (Intelligent virtual assistant) for freight and logistics was launched



2020
Launch of **FERO Solutions** Globally across **13 Countries**



2021
Successful Automation Implementations across **7 Business Industries**



2022
Launch of **Logistics Process Automation (LPA)** Solutions



2023
Launch of **FERO Channel Partners**

Who Benefit from FER0 Solution



Distributors FTL & FCL Movements

D



Freight Forwarders

F



Manufacturers FTL & FCL Movements

M



Third Party Logistics Provider

3

The AI-powered Transport Management System is a cutting-edge technological solution that revolutionizes the way transportation networks are managed and optimized. The system enables efficient, reliable, and cost-effective management of various aspects of transportation, including Data & Process Management, Milestones & Orders Consolidation, & Transit Monitoring. One of the key features of the TMS is its ability to optimize assets and scheduling.

TAME



FERO Reach

Fero is Headquartered in Dubai, UAE, with tech and product support hub in Ahmedabad, India.



- UAE
- UK
- India
- Oman
- Qatar
- KSA
- Bahrain
- Kuwait
- Jordan
- Egypt
- Turkey
- Iraq
- Morocco
- Indonesia

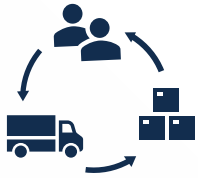
FERO Logistics Process Automation solutions were adopted by 45+ **International Companies** across **14 different countries**.

What is TAME Solution?

What



How



Why



Product Name

TRANSPORT MANAGEMENT SYSTEM or **TAME**

Product Purpose

The purpose of a Transport Management System (TMS) is to effectively manage and optimize transportation operations for businesses. It is a software solution designed to streamline and automate various processes involved in transportation and logistics management.

How does it work?

TAME automates 5 series of operational processes, reinforcing FREIGHT SCHEDULES by:

1st Phase – PLANNING & SCHEDULING – **computation of multiple shipments** vs the actual output of a current **Schedule Shipments**

2nd Phase – TRANSIT & COMMUNICATION – **algorithmic calculation (AI & ML)** of asset utilization accounting for various complex freight constraints relevant to specific movement / route / shipment etc.

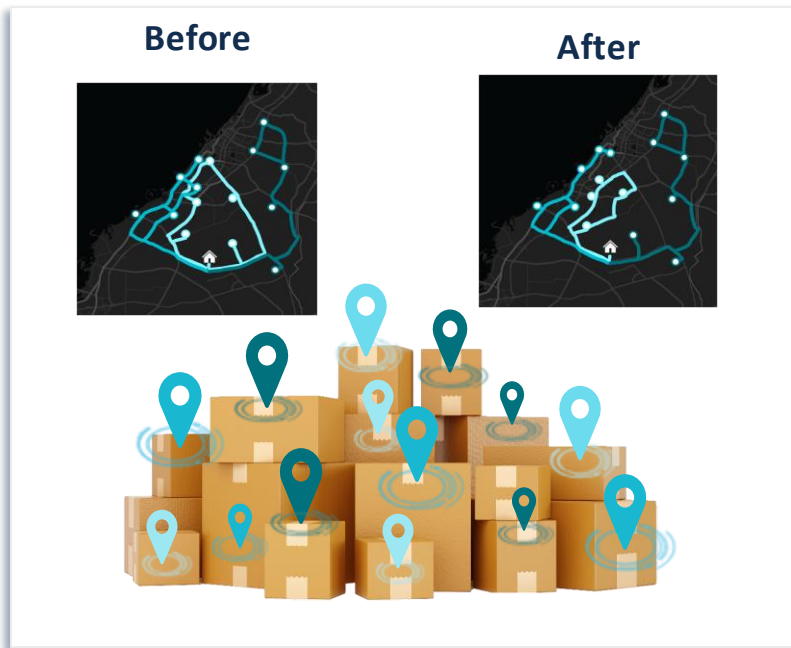
Why it is relevant

TAME resolves the most common Logistic Operation pain points:

- Improves Data Quality
- Close Carrier Collaborations & Compliances
- Streamlined communication
- Reduces silos in operation

Key Features

Order Consolidation



Operation Scheduling



Procurement Management



TAME Components, Significance to Operation & Benefits

15 Automation Modules



1. Milestone Management
2. Consolidation Management
3. Operations Scheduling
4. Order Management
5. Assets Management
6. Route Management
7. Process Management
8. Product Management
9. Exception Management
10. Customer Management
11. Procurement Management
12. Financial Reporting
13. Commercial Management
14. Business Intelligence
15. Driver Communication & Tracking

 AI Powered Decision Making

 24/7/365 Precise Operation Monitoring

 Algorithmic calculation for fleet utilization

 Historical Data Analysis

 Market Place Management

 Real-time Visibility

 Direct Impact on Profit

 Accurate Schedules in Operation

 Elevating Customer Satisfaction

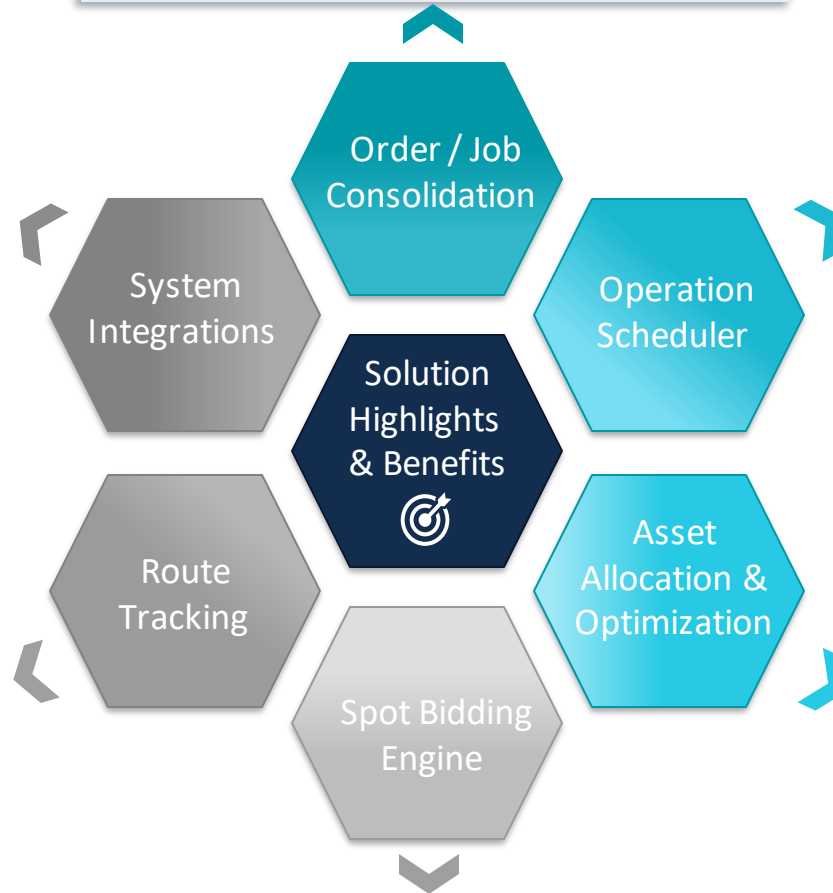
This AI based Module can accelerate to optimize extensive quantum of orders aligning all cross departments & business operations.

System setup is structured to ensure Seamless Integrations Minimizing Disruptions during

- Deployments for better
- Efficiency & Accuracy
- Better Collaborations
- Scalability & Adaptability
- Regulatory Compliances

This technology offers several benefits and features that can significantly enhance the efficiency and effectiveness of logistics operations

- Enhanced Shipments Security
- Accurate ETA Projections
- Proactive issue Resolutions
- Historic Data Analysis
- Better Customer Satisfaction



Ai - Powered scheduling with recommendation chips can handle large – scale freight schedules with complex constraints & numerous variable. It can efficiently manage scheduling for multiple resources, locations & process, providing

- Better Efficiency
- Improved Accuracy
- Real time Adaptability
- Scalability
- Competitive Edge
- Human Resource Optimization

Asset allocation and optimization are key components of investment management and portfolio construction. Here are some highlights of asset allocation and optimization.

- Diversification
- Risk Management
- Return Maximization
- Rebalancing
- Long term investments

A spot bidding engine can provide several benefits to a business, especially to industries where real-time bidding of vendors is common Here are some key benefits of using a spot bidding engine:

- Real Time Market Access
- Cost Efficiency
- Forecasts on Rate Predictions
- Transparent & Efficient Process
- Streamlines Procurement Process

Product Pillars <> Industries

**TRUCKING
AUTOMATION
MANAGEMENT ERP
or TAME**

Automation in management of all stakeholders on **One Portal**

- Ports
- Freight Forwarders

Absolute **Visibility** on **Market Prices** and **Performance Ratings**

Demand in **Automation** of **trucking system** for **all Stakeholders** – Shippers || Transporters

How our Modules benefit our Customers



FERO SOLUTION

TAME
Automation
Software

BENEFITS OF AUTOMATION (Annual Basis)

- \$ 95,000 Saved
- 1980 Trips Saved
- 90 Tons CO2 Reduced
- 96% ↑ Engagement By All Transporters
- \$ 3M Bids Managed
- 100K + Milestones Captured
- 1,500 Containers Optimizes
- 11% ↓ Cost of Transportation
- 8-10 Man Hours Saved – Daily

SIZE OF OPERATION

- > 1 Country > 120 Transporters > 10 Cities > 17,000 Active Lanes
- > 1 Country > 472 Transporters > 3 Procurement Team
- > 1 Country > 1000 Containers/Monthly > 8 Team Planners
- > 1 Country > 3 Branches > 15 Team Members

System in action – Key Highlights

Spot Bidding

BID > VIEW

Bid Id: BID000005 Status: **Closed**

Bid End Date Time: 05/12/2023, 01:30 AM **Movement Date:** 05/09/2023

Job Number: O000024/1

Lane: DSV Air & Sea DWC LLC -> Abu Dhabi International Airport

Logs

- 05/12/2023, 01:30 AM: BID000005 has been closed
- 05/11/2023, 04:00 PM: transporter_user1: Transporter For ADSO has been submitted the rate 15001
- 05/11/2023, 04:00 PM: adso_admin: BID000005 - DSV Air & Sea DWC LLC -> Abu Dhabi International Airport - has been created

Product	Rate (AED)	Remarks
50 Feet		
sk transporter		
Product	Rate (AED)	Remarks
50 Feet		
Transporter		
Product	Rate (AED)	Remarks
50 Feet		
Transporter For ADSO		Total Rate: 15001.00 AED

BID

Search 13

ACTIVE CLOSED

Bid Id	Job Number	Bid End	Movement Date	Lane	Status	Expected Rate	Accepted Rate	Accepted Transporter	Requested Transporters	Remarks	Actions
BID000005	O000024/1	05/12/2023, 01:30...	05/09/2023	DSV Air & Sea DWC LLC -> Abu Dhabi L...	Closed	15000.00 AED	-	-	4	-	
BID000004	O000024/1	05/11/2023, 03:00...	05/09/2023	DSV Air & Sea DWC LLC -> Abu Dhabi L...	Cancelled	1200.00 AED	-	-	4	-	
BID000003	O000021/1	05/05/2023, 01:30...	05/17/2023	Abu Dhabi International Airport -> Dubai	Closed	1500.00 AED	1599.00 AED	Transporter For ...	4	Rate Procurement	
BID000002	J000028	04/14/2023, 04:03...	03/29/2023	Dubai -> Port of Jebel Ali -> (ECD)ADSO...	Closed	10.00 AED	-	-	3	-	
BID000001	O000019/2	04/15/2023, 12:00...	04/13/2023	DSV Air & Sea DWC LLC -> Abu Dhabi L...	Closed	100.00 AED	-	-	3	-	

15 1 / 1

System screens – Key Highlights

Asset Allocation/ Own Assets

The screenshot shows the 'Asset Assignment' interface for 'Own Assets'. The 'Job Details' section includes Job Number 0000031/1, Line 'Abu Dhabi International Airport -> Dubai' (13 Hour(s), 20 Minute(s)), Product '15 MTR - Flat Bed - FTL', Movement Type 'Point To Point', and Movement Date '05/11/2023'. The 'Item Details' table lists 'carton' with a weight of 4.00 Tonnes, length of 14.00 M, width of 4.00 M, and height of 4.00 M. A dropdown menu is open, showing options like '20 ft/Open Body', 'Truck-6 W (10 T)', 'Truck-6 W (9 T)', 'Truck-6 W (7 T)', 'Container Single Axle (7 T)', 'Truck-6 W (12 T)', and 'Truck-6 W (5 T)'. The 'Allocation Details' section has 'Internal Fleet' checked, '15 MTR - Flat Bed' selected, and 'Salman Khan' as the driver. Estimated start and end dates are 12/05/2023 00:00 and 12/05/2023 13:20 respectively. 'RESET' and 'SUBMIT' buttons are at the bottom right.

Asset Allocation/ External Fleet

The screenshot shows the 'Asset Assignment' interface for 'External Fleet'. The 'Job Details' section is identical to the 'Own Assets' screen. The 'Item Details' table is also identical. The dropdown menu is open, showing options like 'Truck-40', 'Truck - 20', 'HMS Victory', 'heavy truck', '17 MTR Closed Bed', '15 MTR - Flat Bed', 'Pick Up - 3 Ton Pickup', and 'Pick Up - 3 Ton Pickup'. The 'Allocation Details' section has 'Internal Fleet' unchecked, 'Pick Up - 3 Ton Pickup' selected, and 'Select Transporter' as the driver. A red message 'Select Transporter is Required' is visible. Estimated start and end dates are 12/05/2023 00:00 and 12/05/2023 13:20 respectively. 'RESET' and 'SUBMIT' buttons are at the bottom right.

System screens – Key Highlights

Auto Scheduler of Jobs

LOOSE ORDER > 000031 > RECOMMENDATION ACCEPT RECOMMENDATION

Order Number
0000031 Status
On Hold

Reference Number
R001 Movement Date
05/11/2023

Lane : Abu Dhabi International Airport -> Dubai

Commodity : Goods
Dimensions : 14.00 M x 4.00 M x 4.00 M
Weight : 4.00 Tonne

Total Vehicle Types
1

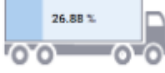
Total Weight
4000.00 KG

Arg Vehicle Utilization
26.88 %

Total Qty
12

000031/1 Total Weight: 4.00 Tonne Total CBM: 2688.00 Cbm Total QTY: 12

Packaging Type	Commodity	QTY	Weight	Length	Width	Height	Min Temp	Max Temp	Hazardous Class
carton	Goods	12	4000.00 Tonne	14.00 M	4.00 M	4.00 M			



26.88 %

Vehicle Type: HMS Victory

Length x Width x Height
50.00 Meter x 20.00 Meter x 10.00 Meter

Weight Utilization Ratio
4.00 Tonne / 1000.00 Tonne

CBM Capacity
10000.00 Cbm

Volume Utilization Ratio
26.88 %

JOB SCHEDULING Pending Transporter Assigned Assets Assigned Assigned Enroute Completed Jobs Created Post

Search Internal Job(s) 50 1/1

Job No	Job Type	Order No(s)	Reference No(s)	Order Type	Products	Items/ Containers	Weight	Lane	Movement Type	Movement Date	Rate (AED)	Bid	Transporter	Driver	Actions
000030/1	FTL	000030	R001	Loose	HMS Victory	1	4000.00	Abu Dhabi International Airport ...	Point To Point	05/11/20...	-	-	-	-	
000031/1	FTL	000031	R001	Loose	15 MTR - Flat Bed	1	4.00 Kg	Abu Dhabi International Airport ...	Point To Point	05/11/20...	0.00	-	Internal Ass...	Salman Khan	
000015/2	FCL	000015	rn4	FCL		1	500.00 Kg	Dubai -> Port of Jebel Ali -> (EC...	Import	03/03/20...	-	-	-	-	
000029/1		000029	123	Loose		2	1100.00	Abu Dhabi International Airport ...	Point To Point	05/09/20...	-	-	-	-	
000028/1		000028	123	Loose		3	180.00 Kg	DSV Air & Sea DWC LLC -> Abu ...	Point To Point	05/09/20...	-	-	-	-	
000027/1		000027	243r	Loose		1	200.00 Kg	Abu Dhabi International Airport ...	Point To Point	05/09/20...	-	-	-	-	
000024/1		000028	2132	Loose		2	20000.00	ADSO LLC -> Dubai Airport Ter...	Point To Point	05/09/20...	-	-	-	-	
000025/1		000025	awszdghfj	Loose		2	1367907...	Abu Dhabi International Airport ...	Point To Point	05/09/20...	-	-	-	-	
000024/2	FCL	000024	2wertu	FCL	80 Feet	1	3534.00	DSV Air & Sea DWC LLC -> Abu ...	Point To Point	05/09/20...	15000.00	-	Transporter...	-	
000024/1	FCL	000024	2wertu	FCL		1	2455.00	DSV Air & Sea DWC LLC -> Abu ...	Point To Point	05/09/20...	-	BID000005	-	-	
000023/1		000023	awszdghfj	Loose		2	36786.00	Abu Dhabi International Airport ...	Point To Point	05/09/20...	-	-	-	-	
000017/2		000017	REF001	Loose		2	110.00 Kg	DSV Air & Sea DWC LLC -> Abu ...	Point To Point	03/21/20...	-	-	-	-	
000021/1	FCL	000021	ORD001	FCL		1	1555.00	Abu Dhabi International Airport ...	Point To Point	05/17/20...	1599.00	BID000003	Transporter...	-	
000020/1	FCL	000020	SFFGSPS	FCL	40 Feet	1	10.00 Kg	Dubai -> Port of Jebel Ali -> (EC...	Import	04/20/20...	0.00	-	-	-	
000019/1	FCL	000019	REF/001/01	FCL	80 Feet, 80 Feet	2	30000.00	DSV Air & Sea DWC LLC -> Abu ...	Point To Point	04/13/20...	0.00	-	Internal Ass...	Test Driver	
J000028	FCL	000018	ord123	FCL	80 Feet	1	100.00 Kg	Dubai -> Port of Jebel Ali -> (EC...	Import	03/29/20...	-	BID000002	-	-	
J000027	FTL	000017	REF001	Loose	15 MTR - Flat Bed	2	32.00 Kg	DSV Air & Sea DWC LLC -> Abu ...	Point To Point	03/21/20...	-	-	-	-	
J000026		000016	rn5	Loose		1	250.00 Kg	ADSO LLC -> Dubai Airport Ter...	Point To Point	03/03/20...	0.00	-	-	-	
J000025		000016	rn5	Loose		2	750.00 Kg	ADSO LLC -> Dubai Airport Ter...	Point To Point	03/03/20...	0.00	-	-	-	
J000022	FCL	000015	rn4	FCL		1	500.00 Kg	Dubai -> Port of Jebel Ali -> (EC...	Import	03/03/20...	0.00	-	-	-	
J000017	FCL	000012	reference Numb...	FCL	40 Feet	1	1000.00	Dubai -> Port of Jebel Ali -> (EC...	Import	02/24/20...	30000.00	-	sk transpor...	-	
J000016	FCL	000011	reference Numb...	FCL	50 Feet	1	600.00 Kg	(ECP)Zayed Port -> VIZHNUAM ...	Export	02/28/20...	900000...	-	sk transpor...	-	
J000012	FCL	000011	reference Numb...	FCL		1	600.00 Kg	(ECP)Zayed Port -> VIZHNUAM ...	Export	02/28/20...	0.00	-	-	-	

CASE STUDY

Confidential Customer Information

Company

Customers	577
Transporters	43
Customer Tariff	3131
Drivers	143
Vehicles	127
Trailers	259

Locations/Routes

Total Locations	312
Port Locations	27
Non Port Locations	285
Total Routes	1025
Local Routes	765
Cross Border Routes	260

Delivery Advices

Total	17879
Cash	99
Credit	17780
Scheduled	151
Active	39
Completed	398
Ready For Invoice	3576
Invoice Generated	13647
Cancelled	68

Trips

Total	12806
Assigned	71
Enroute	3
Reached Pickup Location	5
Reached Drop Location	5
Completed	12722

Sub Hire Jobs

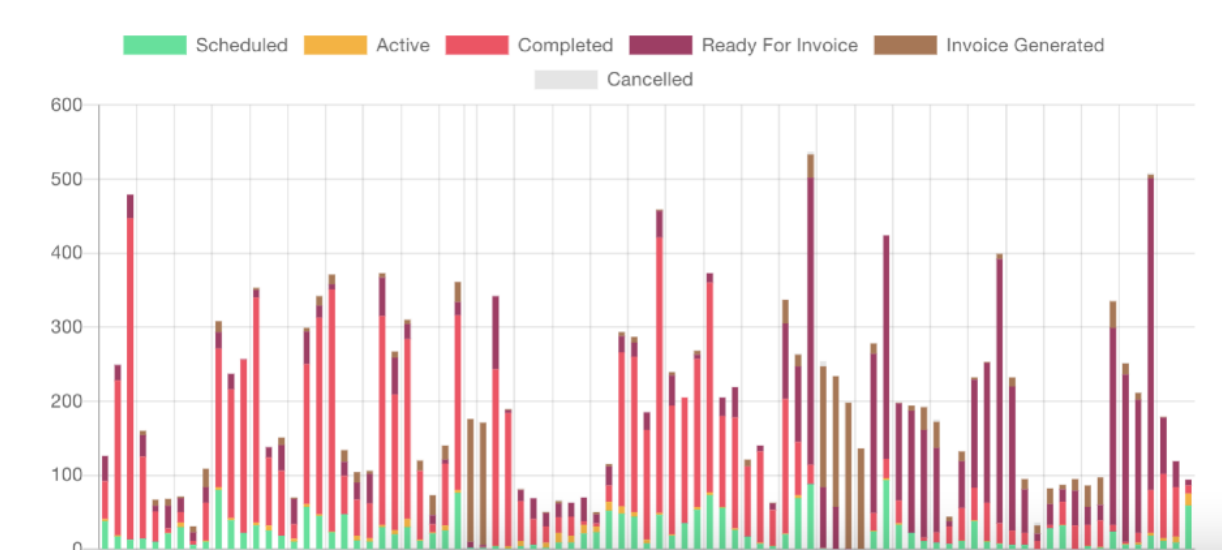
Total Jobs	1189
Pending	274
Approved	3
Invoice Updated	53
Completed	859

Invoice / Payment Receipt

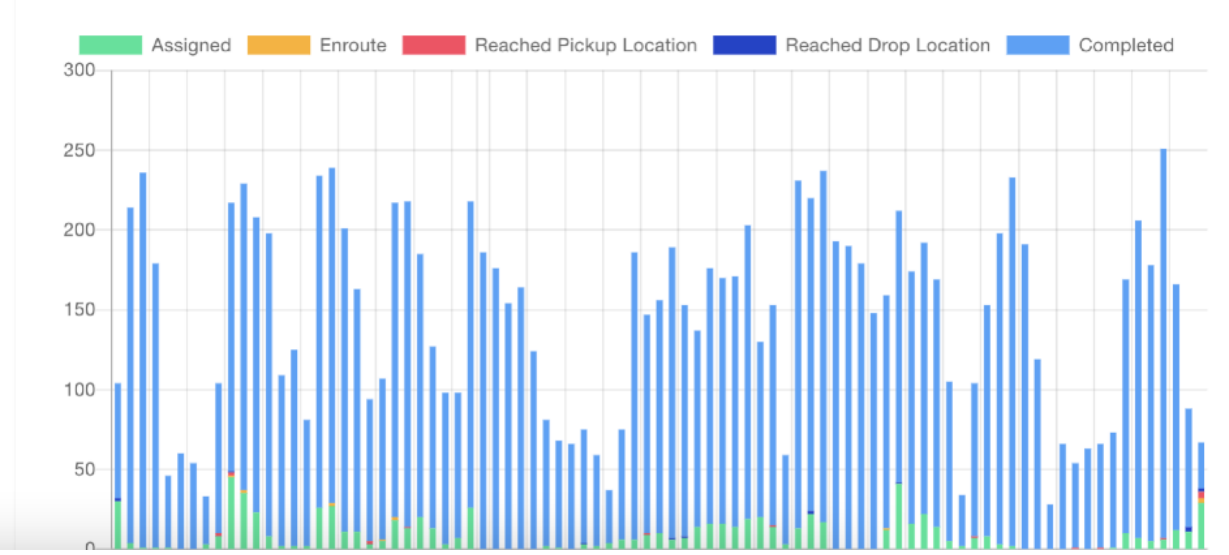
Invoices	1148
Payment Receipts	135

Charts Start Date: End Date: [SUBMIT](#)

DA Stacked Chart



Trip Stacked Chart



Data Overview (Schedule Plan – 3 Months)



Own Vehicles - **127**
&
Vendors - **43**



Trips
12,806



Customers
557

Month-wise data

Month 1



Month 2



Month 3

March 1st – 31st 2023

Trips
3,870

Milestones
19K

Man-Hours Saved
1,935

April 1st – 30th 2023

Trips
4,420

Milestones
22K

Man-Hours Saved
2,210

May 1st – 31st 2023

Trips
4,516

Milestones
22K

Man-Hours Saved
2,258

**100K
Milestones
Captured**

**5K
Trips
Optimized**

FERO 

Thank you

www.fero.ai

