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

TRANSPORT MANAGEMENT SOLUTIONS
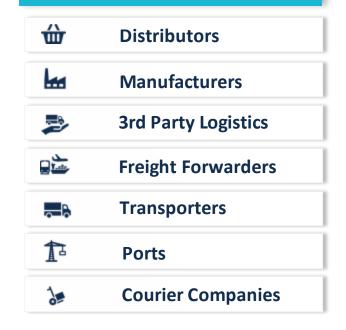
FERO Journey

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

FERO

Who Benefit from FERO 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.
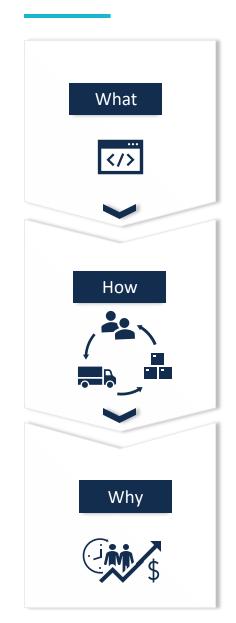One of the key features of the TMS is its ability to optimize assets and scheduling.

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**.

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What is TAME Solution?

What

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

How does it work? — TAME automates 5 series of operational processes, reinforcing FREIGHT SCEHDULES 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

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

Before

After

Operation Scheduling

Procurement Management

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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

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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

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

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

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

Order / Job Consolidation

Operation Scheduler

System Integrations

Solution Highlights & Benefits

Route Tracking

Asset Allocation & Optimization

Spot Bidding Engine

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

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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 Transportation Companies **Performance Ratings**

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

How our Modules benefit our Customers

BOLLORÉ LOGISTICS

CJ Darcl Logistics

Gulftainer

RSA GLOBAL

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
- › 10 Cities
- › 120 Transporters
- › 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
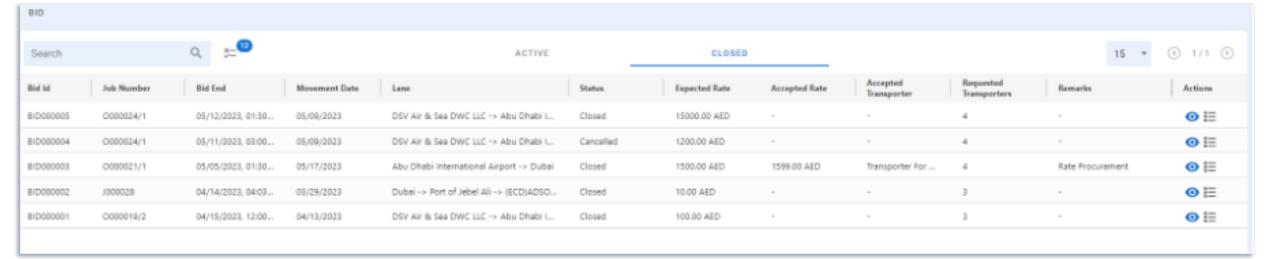
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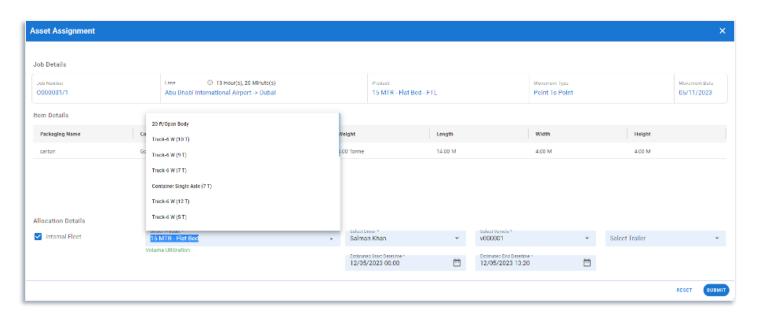# System in action – Key Highlights
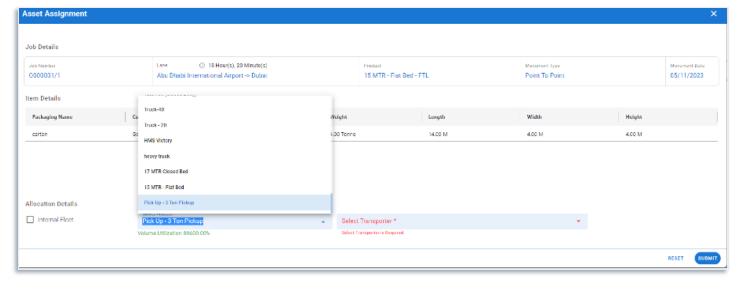
Spot Bidding

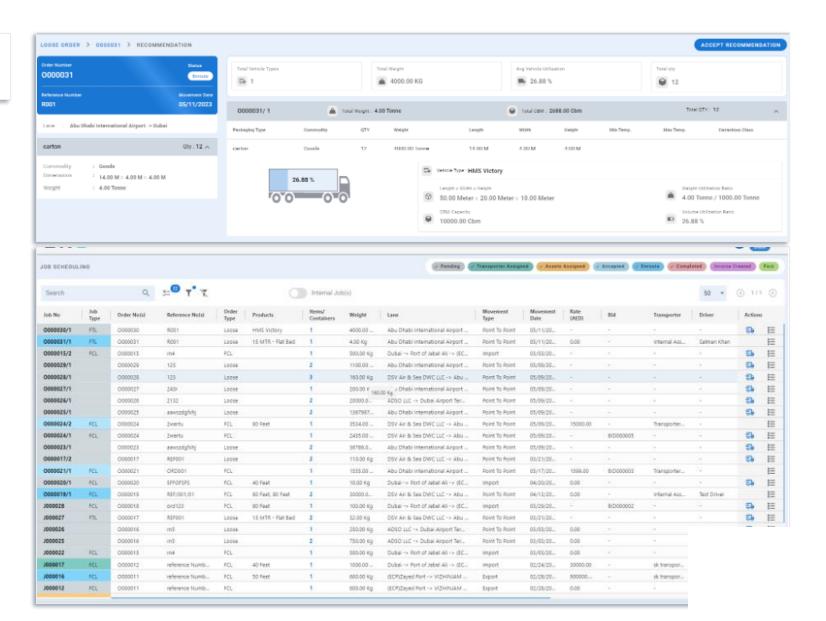# System screens – Key Highlights

Asset Allocation / Own Assets

Asset Allocation / External Fleet

System screens – Key Highlights

Auto Scheduler of Jobs

CASE STUDY

Confidential Customer Information

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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	
01/03/2023	26/05/2023	SUBMIT

DA Stacked Chart

Legend: Scheduled, Active, Completed, Ready For Invoice, Invoice Generated, Cancelled

Trip Stacked Chart

Legend: Assigned, Enroute, Reached Pickup Location, Reached Drop Location, Completed

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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

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Thank you

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