

# FERO

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

DISTRIBUTION MANAGEMENT SYSTEM



# 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**

# Businesses Live with US



Distributors

D



Manufacturers

M



Freight Forwarders

F



Third Party Logistics Provider

3

## Businesses who uses DASH Software



Chemical Industry



Retail Industry



Oil & Gas



FMCG



HealthCare



F&B and Restaurants

**DASH**



# 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 **25 International Companies** across **14 different countries**.

# Benefits – Why Fero

## BENEFITS

Maximize Performance with existing assets & get more **BANG FOR YOUR BUCK** out of your investments.

*FERO is here to assist companies with it !*

Maximized Utilization

Optimized Performance

Progresses Reliability

Automated Operations

Added Value & Visibility

Better Communications between Stakeholders

FERO Automates **DECISION MAKING & COMMUNICATION** roles in **LOGISTICS PROCESSES, TRANSPORTATION** and **DISTRIBUTION OPERATIONS.**



**DECISION MAKING  
ROLES**



**COMMUNICATION  
ROLES**

# What is DASH Solution?

What



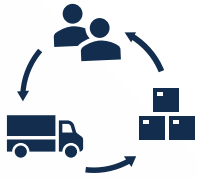
Product Name

Delivery Automation Software Hub or **DASH**

Product Purpose

DASH is **Application Software** that **AUTOMATES** multiple processes in logistics, transportation and distribution operations.

How



How does it work?

DASH automates a series of operational processes, reinforcing operational capacity by:

**1<sup>st</sup> Phase** – LEARNING & CONFIGURING – **computation of full potential capacity** vs. the actual output of a current operational flow

**2<sup>nd</sup> Phase** – PLANING & EXECUTING – **algorithmic calculation (AI & ML)** of asset utilization accounting for various constraints relevant to specific customers' requirements, delivery location restrictions, and vehicle capacities.

Why



Why it is relevant

**DASH resolves the most common Logistic Operation pain points:**

- Improves assets utilization → direct impact on company's profit
- Puts company's data to work → direct impact on operational performance
- streamlined communication at all levels of the company and all stakeholders (internal & external) → reduces silos in operation

# Product Pillars <math>\Leftrightarrow</math> Industries

**DELIVERY  
AUTOMATION  
SOFTWARE HUB  
or DASH**


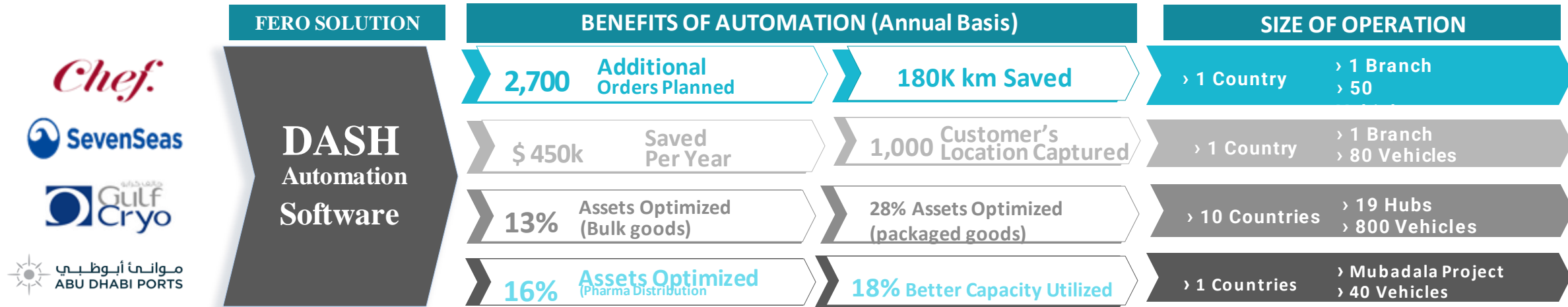
**Automation** in management of  
**large Planning Attributes**

 Distributors &  Manufacturers

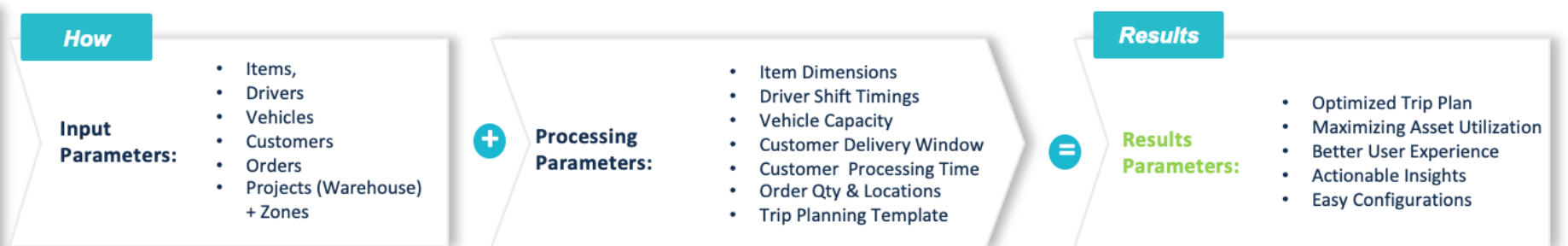
Urgency for **Optimal  
Utilization**  
of **Adjustable  
Compartments** in Food  
Delivery



Urgency for  
**Automation in Fleet  
Optimization** in volume  
centric operations

**DELIVERY  
AUTOMATION  
SOFTWARE HUB  
(DASH)**



# Key Benefits

**Empowering users on Platform**

**Simplified & Better User Experience**

(Web + Mobile based gaining operational efficiencies & streamlining workflow processes. And illuminating All silos of information)



**Actionable Insights**

**Effective Dashboards & Report Analytics**

(Overview from all Modules for efficient KPIs Evaluation)



**Unique Configuration and Data Input**

**Meet Organizations' Needs through Quick Integration**





# DASH – Key Features

## TRIP OPTIMIZATION

Before



After



## CAPACITY OPTIMIZATION COMPARTMENTALIZATION MNGT



## ASSETS MANAGEMENT

ALL TIME  
24 / 7 / 365

- Availability vs Non-availability
- Assets Utilization Tracking
- Informed Decision Making
- Reduced Freight Expenses
- Reduced Revenue Leakage
- Maintenance Schedule Updates



# DASH Components

## 13 Automation Modules



1. Dispatch Coordination
2. Milestone Management
3. Consolidation Management
4. Trip Planning
5. Operations Scheduling
6. Order Management
7. Assets Management
8. Fleet Management
9. Exception Management
10. Customer Management
11. Workflow Operation
12. Financial Reporting
13. Business Intelligence

# Significance to Operation & Benefits



AI Powered Decision Making



24/7/365 Precise Operation Monitoring



Algorithmic calculation for fleet utilization



Historical Data Analysis



Reduced Risk of human error



Real-time Visibility



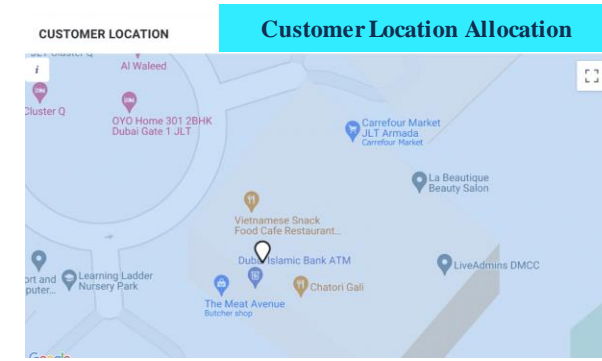
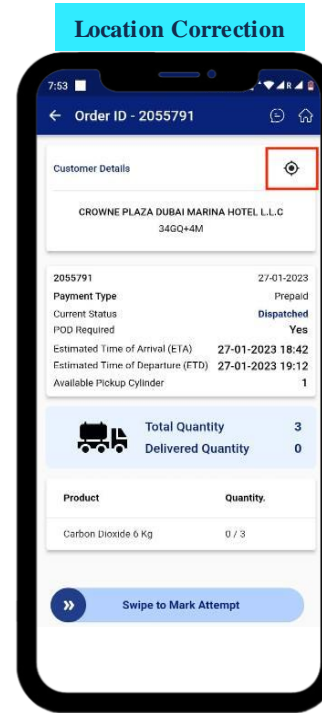
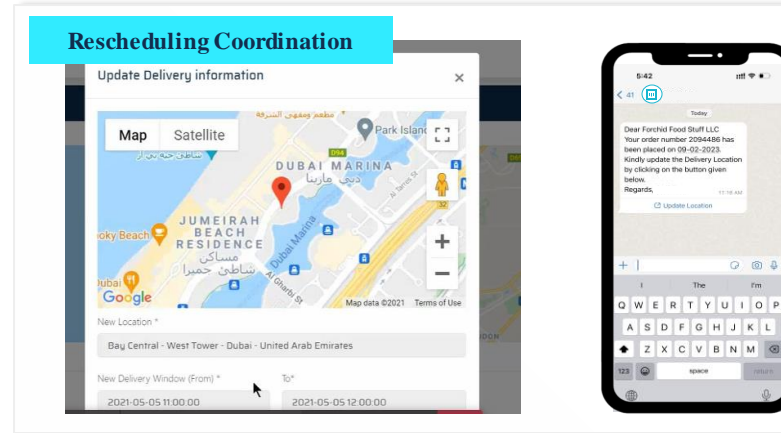
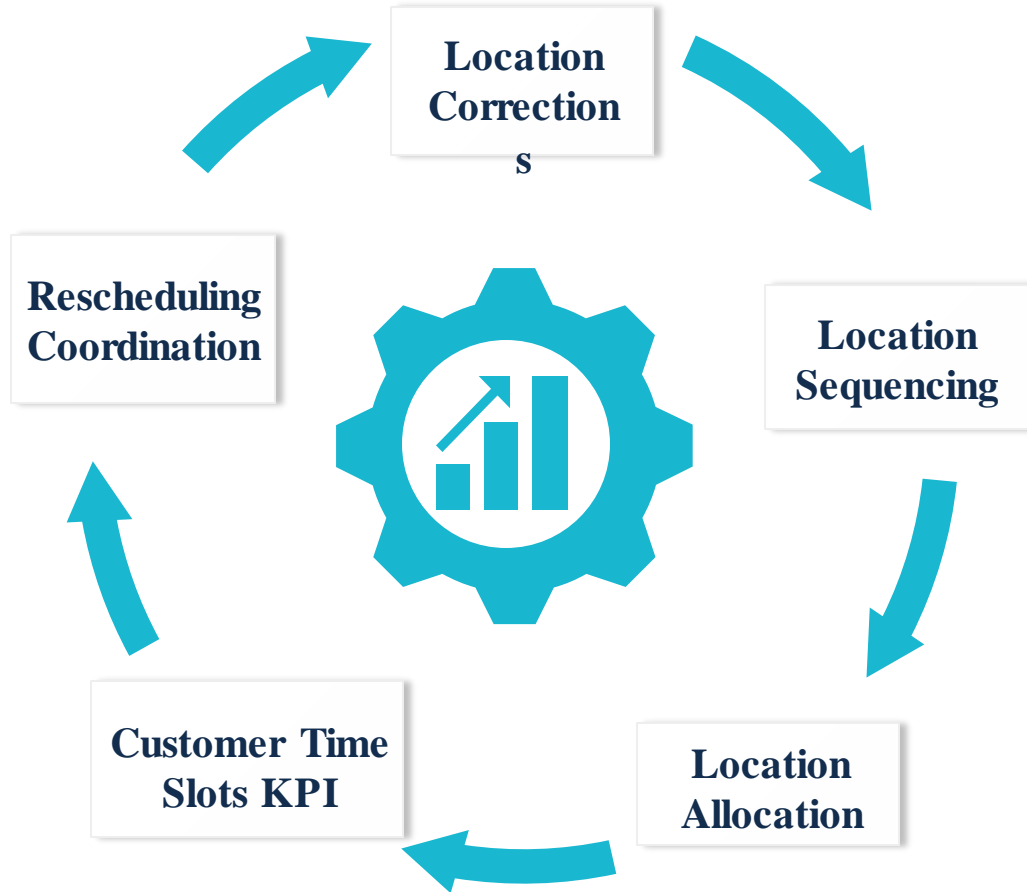
Direct Impact on Profit



Constant Improvement of Operation

# Key Process Benefits


**KPI Driven Deliveries** → better by **22% observed**  
 (Delivery Window, Processing Plan, Locality Grouping)



# **CASE STUDY**

Confidential Customer Information


# Data Overview (Delivery Plan – 10 Days)



Vehicles  
10T - 10  
5.5T - 47



Orders  
500



Customers  
440

## Date-wise data

**19<sup>th</sup> Jan 2023**

Vehicles - 6  
Orders - 49  
Customers - 43

**20<sup>th</sup> Jan 2023**

Vehicles - 5  
Orders - 45  
Customers - 31

**21<sup>st</sup> Jan 2023**

Vehicles - 6  
Orders - 59  
Customers - 47

**23<sup>rd</sup> Jan 2023**

Vehicles - 3  
Orders - 25  
Customers - 22

**24<sup>th</sup> Jan 2023**

Vehicles - 5  
Orders - 47  
Customers - 41

**25<sup>th</sup> Jan 2023**

Vehicles - 6  
Orders - 55  
Customers - 46

**26<sup>th</sup> Jan 2023**

Vehicles - 6  
Orders - 58  
Customers - 51

**27<sup>th</sup> Jan 2023**

Vehicles - 5  
Orders - 43  
Customers - 40

**28<sup>th</sup> Jan 2023**

Vehicles - 6  
Orders - 57  
Customers - 52

**30<sup>th</sup> Jan 2023**

Vehicles - 7  
Orders - 74  
Customers - 67

# Comparative Analysis

## OLD TMS System

88% Orders Planned  
53% Capacity Utilized

Date	Planned Orders	10 Ton AUH	5.5 Ton DXB
19th	44	1	5
20th	31	1	4
21st	53	1	5
23rd	20	2	3
24th	42	0	5
25th	53	1	5
26th	54	1	5
27th	40	0	5
28th	53	1	5
29th	70	2	5
<b>Total Vehicles</b>		<b>10</b>	<b>47</b>

## FERO System

100% Orders Planned  
78% Capacity Utilized

Date	Total Orders	Planned Orders	10 Ton AUH	5.5 Ton DXB
19th	49	49	1	5
20th	45	45	1	5
21st	59	59	1	5
23rd	25	25	1	3
24th	47	47	0	6
25th	55	55	1	6
26th	58	58	1	6
27th	43	43	0	5
28th	57	57	1	5
29th	74	74	2	5
<b>Total Vehicles</b>			<b>9</b>	<b>51</b>

**FERO** 

Thank you

[www.fero.ai](http://www.fero.ai)

