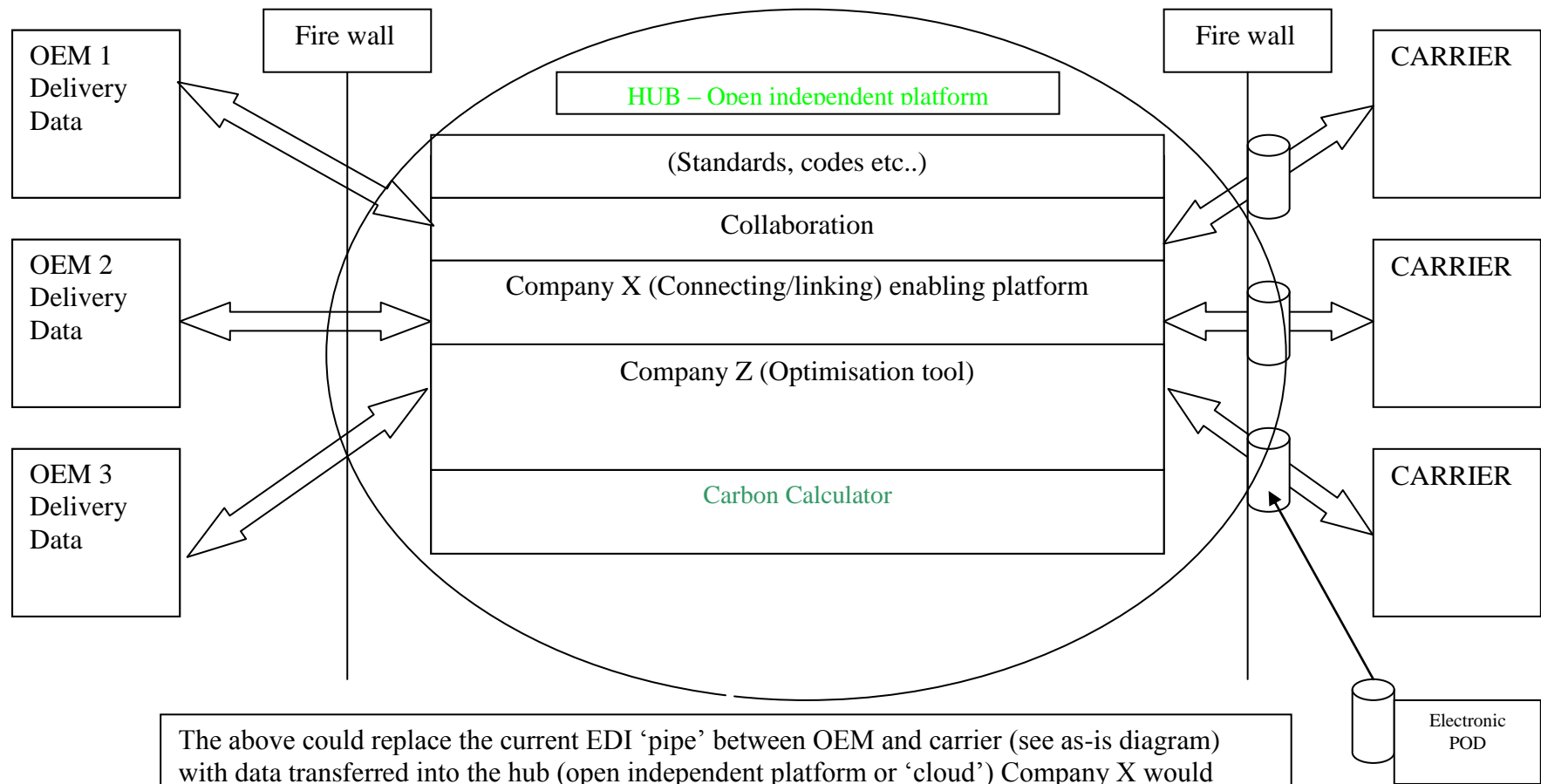


Route optimisation in a collaborative environment
What the process could look like



The above could replace the current EDI 'pipe' between OEM and carrier (see as-is diagram) with data transferred into the hub (open independent platform or 'cloud') Company X would capture the data in an agreed format which could be validated/ managed by an independent body with organisation Z optimising the information into suggested routes and with a number of OEMs participating (collaborating) the required movements for all participants would be further optimised to produce the optimum flows. This data is then sent to a number of carriers (those that meet the criteria stipulated by the OEM and policed by x) who will determine by communicating with the hub which loads they will take. Sitting over this will be a carbon calculator into which transport companies will submit the data relating to loads, distances, vehicle transporter emissions).

The hub /platform/cloud could be further enhanced through the use of RFID and tracking from factory through to final dealer delivery (and beyond) and include damage survey/claims.