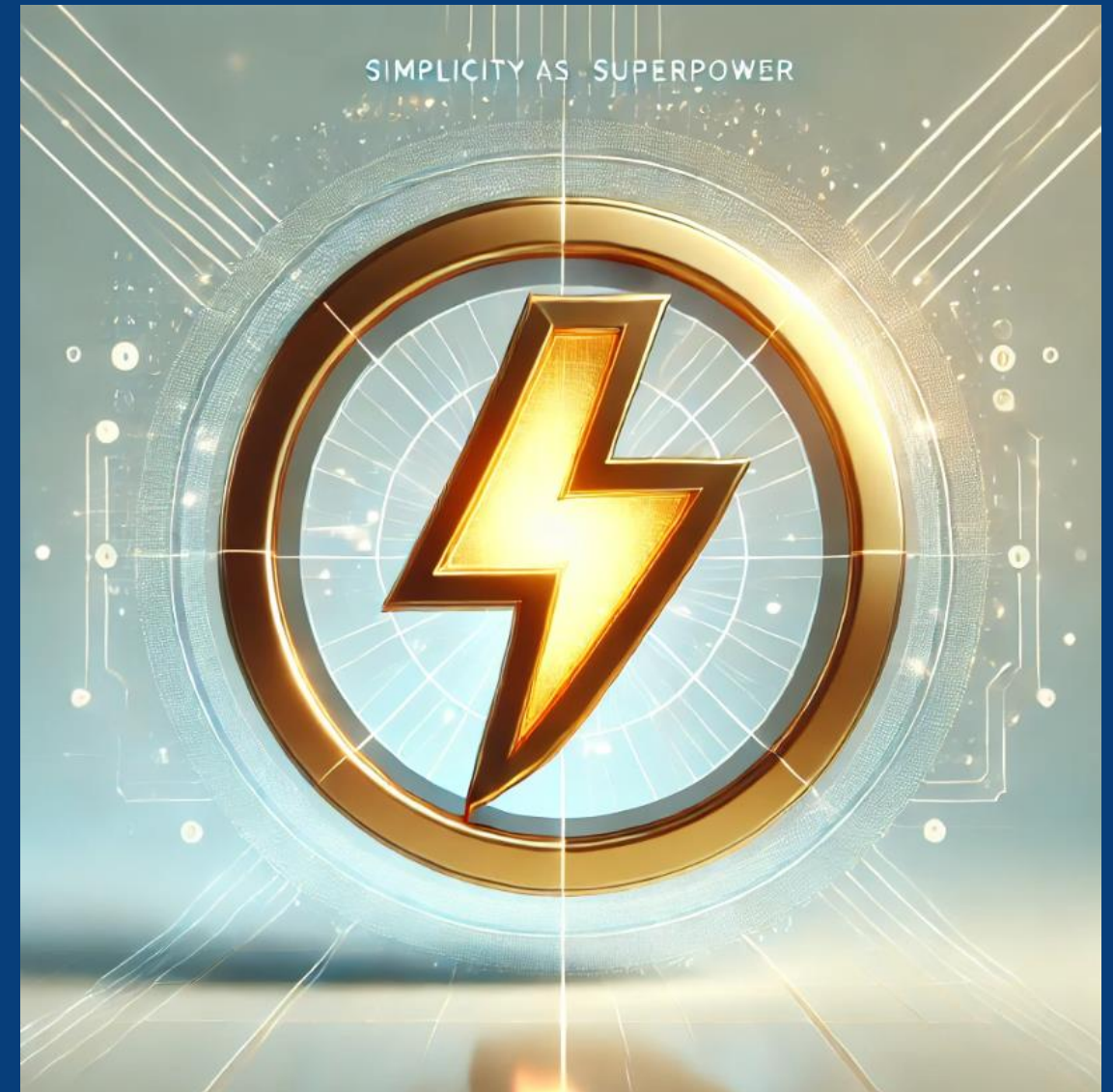


Eenvoud als Superkracht

Hoe rotraNext klanten ontzorgt met data in hun supply chain

Samir Rharouadi



Even voorstellen



Wie ben ik

Samir Rharouadi & CIO bij Rotra



Achtergrond

19 Jaar logistiek en technologie expertise



Passie

Complexe processen simpel maken



Visie

Klantgerichtheid begint bij structuur

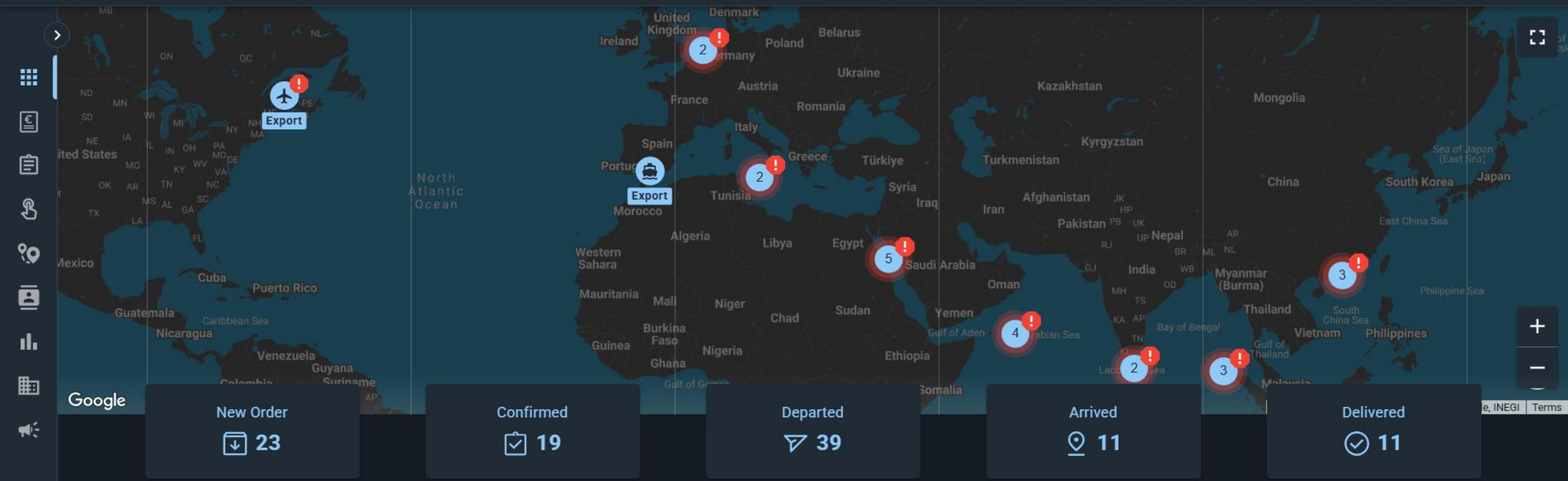


WHO WE ARE

- Established in 1909
- 4th generation family company
- The best personal digital forwarder
- Royal status awarded
- Climate neutral certified since 2022



Mayor of Doesburg, K. Luesink, presents the certificate in honor of the Royal designation.



De kern van rotraNext

B2B Logistiek Platform

Digitale oplossing voor lucht- en zeevracht

Realtime inzicht

Volledige transparantie voor de klant

Automatische meldingen

Direct op de hoogte bij wijzigingen

Centrale communicatie

Alle informatie op één plek

FREIGHT FORWARDING IS A CHALLENGE...



FREIGHT FORWARDING IS A CHALLENGE...



ROTRANEXT – TOTAL COST OF OWNERSHIP

PRICE IS JUST THE TIP OF THE LOGISTICS ICEBERG

- Many think price is the most important factor, but is it really?
- Experience the full value you receive, through insight in the total cost of ownership



SAVE COSTS



Cost savings: 30% internal time savings through automated processes and centralized data and communication



30% less work related to supply chain activities according to research by BCG



Companies save upto €500 per shipment based on total cost of ownership



THE DIGITAL IMPERATIVE IN FREIGHT FORWARDING

By Jens Riedl, Ted Chan, Simone Schöndorfer, Frederik Schröder, and Michael Sanderby

A WAVE OF DIGITAL DISRUPTION is about to hit sea and air freight forwarders. Startups, suppliers, and even customers are using digital technologies to develop a variety of innovative business models that will dramatically improve the customer experience and eliminate entrenched operational inefficiencies. These digital business models have the potential to overturn the dominant position traditional forwarders have long held in the industry.

Traditional forwarders that wish to survive have no choice but to digitize. By our estimate, automating manual processes now could reduce certain back-office and operations costs by up to 40%, while digitizing significant parts of the sales process could reduce related direct costs even more. And as the new business models gain traction over the long term, digital capabilities will open up tremendous opportunities to win in the marketplace.

What's Driving the Digital Rush
Two major issues have long challenged the

air and sea freight-forwarding industry, and provided impetus for new entrants.

Lackluster Customer Experience. The traditional offline quotation and booking process is lengthy and cumbersome, often necessitating several interactions to reach a final price. A shipper who asks a forwarder for a quote can wait as long as 100 hours, according to a recent study by Freightos. Filling out and checking shipping documents can be tedious and time consuming. And it is difficult to track shipping orders in real time, so when exceptions occur, customers don't have a chance to make the decisions needed to ensure their cargo will arrive according to plan.

Manual Processes. Compared with other industries, an unusually high number of manual processes is the norm in air and sea freight forwarding. Some companies still rely on email, personal handoffs, and even faxes to convey shipping documents—all time-consuming and error-prone methods that jack up costs and squelch profits. The Freightos study found that only 5 out of the



van behoefte naar bouwplan



Luisteren

Klantbehoefte
centraal stellen



Doorvragen

Wat wil je écht
bereiken?



Analyseren

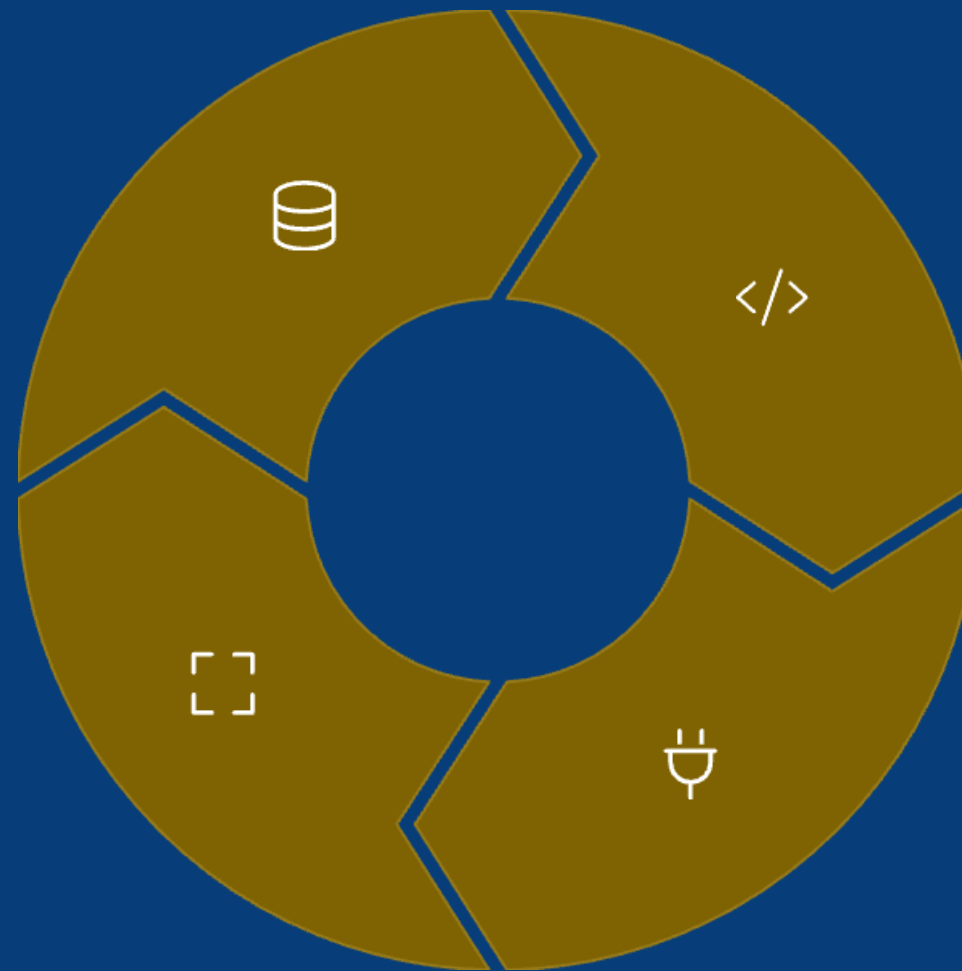
Structuur aanbrenge
in wensen

"If I had asked people what they wanted, they would have said faster horses." - Henry Ford

API-first architectuur

Eén databron
Centrale gegevensopslag

Schaalbaarheid
Vrijheid om te groeien



API's als basis
Niet als toevoeging

Koppelen
Klant bepaalt integratie

API's zijn de toekomst van supply chains



Geen vendor lock-in

Vrijheid van keuze



Flexibel proces

Klant bepaalt inrichting



Snelheid

Direct toegang tot data

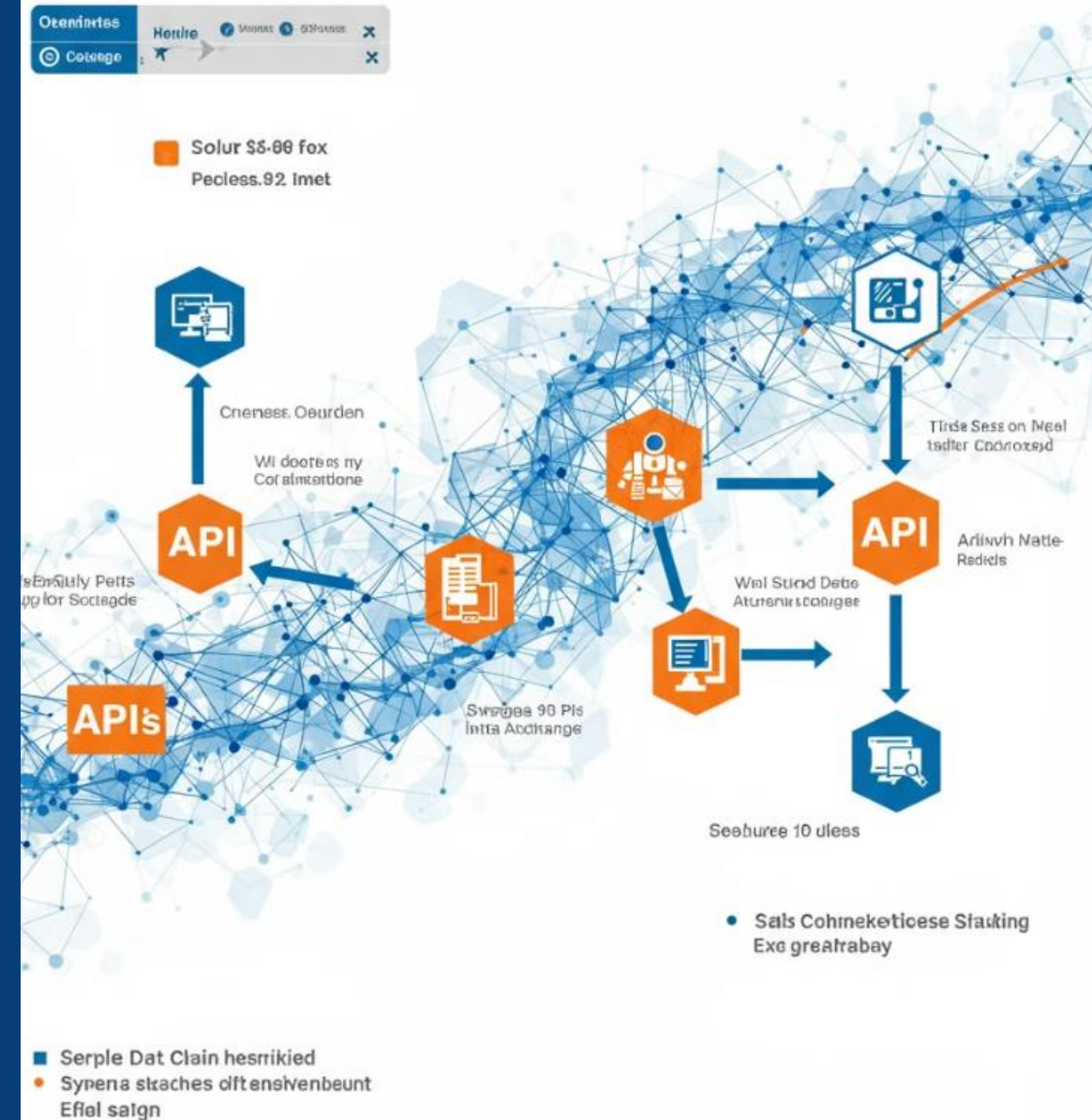


Schaalbaarheid

Groei zonder beperkingen

De supply chain van de toekomst is verbonden, niet vergrendeld.

Connety Chain Network



Standaard cloudproducten, geen maatwerkstress

Microsoft Azure

Krachtig cloudplatform als basis

Pay-per-use

Betaal alleen wat je gebruikt

Snelle ontwikkeling

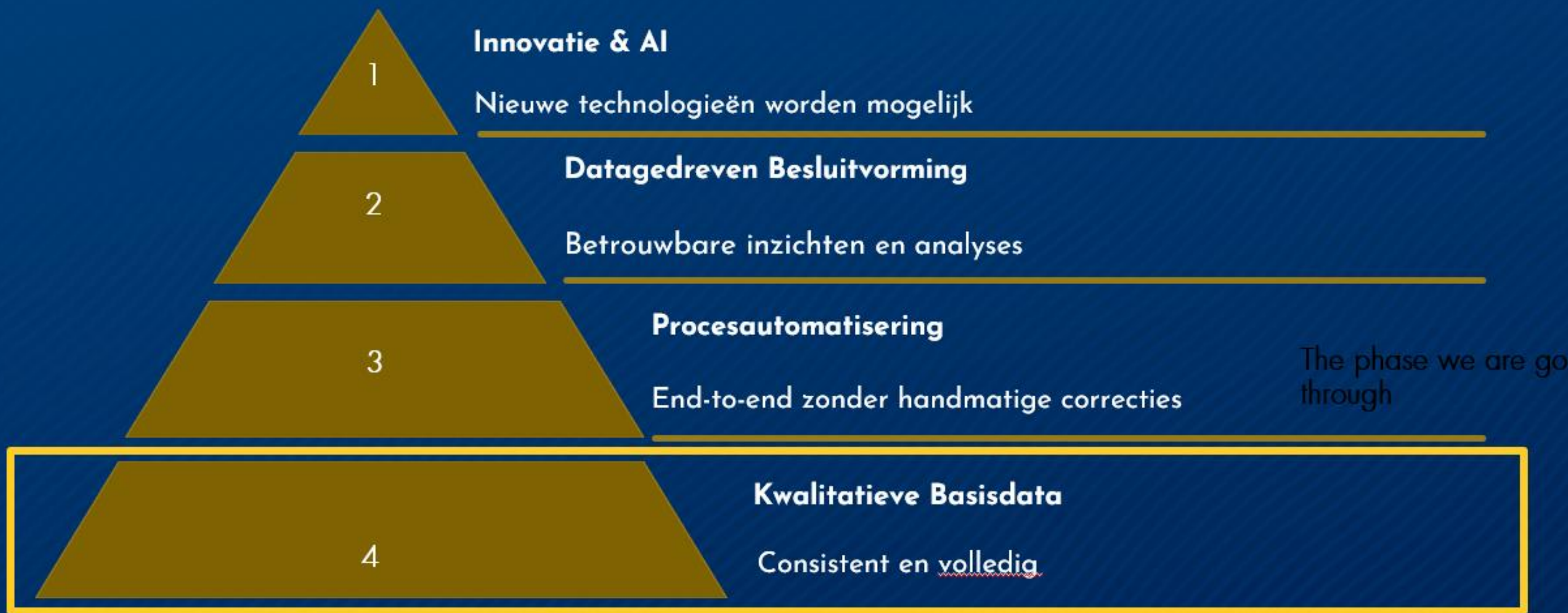
Geen lange IT-trajecten

Veilig & betrouwbaar

Enterprise-grade beveiliging



Goede data als Fundament voor Succes



Investeren in datakwaliteit is geen keuze maar noodzaak. Het vormt de basis voor alle verbetertrajecten.



Wat dit oplevert voor onze klanten



Minder vragen

Zelfstandig
antwoorden vinden



Realtime updates

Altijd actueel inzicht
in status



Snelle onboarding

Direct aan de slag
zonder gedoe



Meer rust

Ontzorging van begin
tot eind



Takeaways



Start bij klantbehoefte

Niet bij tooling of technologie



Structuur + eenvoud = kracht

Complexiteit verbergen, eenvoud tonen



API's maken supply chains schaalbaar

Flexibiliteit en klantgerichtheid



rotraNext = echte ontzorging

Technologie die écht waarde toevoegt

Eenvoud is de ultieme vorm van verfijning.” –
Leonardo da Vinci