



# Transportation Modeling

Evaluate execution-level network performance to drive reliability and savings

## Business context

Logistics operators, including third-party logistics (3PL) and internal logistics teams of manufacturing and retail companies, face enormous pressures to improve their operations in order to satisfy the next era of omni-channel requirements. These companies may lack advanced tools to model transportation changes and the implications on service levels and cost. As a result, they may not be able to come up with high precision results and plans for the future.

## The Blue Yonder solution

Blue Yonder Transportation Modeling is a market-leading strategic and tactical planning solution that helps balance service and cost tradeoffs, quantify savings and opportunities, and prioritize the rollout of implementations. Transportation Modeling enables organizations to procure, plan, execute and monitor freight across multiple modes, borders, and enterprises. The solution seeks the most efficient and lowest-cost network to satisfy all user-defined requirements and customer-focused objectives and helps determine the best way to set up and run the network. This multi-user solution analyzes the effects of new business, historical performance, peak flows and other variables. It drives revenue by helping organizations to plan for and react to changes in the transportation network. With this solution as part of an integrated approach to transportation planning, Logistics operators move from the planning stage to the execution stage with confidence.

## Real results

Increase annual transportation cost savings by

**20%**

Reduce overall travel distances by

**20%**

Decrease emissions by

**30%**

## Key features

- Modeling Engine: The robust modeling engine uses patented, proven algorithms with an unmatched functional breadth and depth for optimizing real-world transportation environments.
- Flexible data sourcing: Any results from modeling can be deployed within your existing Blue Yonder transportation management solution.

# Capabilities

## Business case analysis

Business cases are based on real-world execution-level data and analysis, in order to find the most efficient and lowest-cost network to satisfy all user-defined requirements and customer-focused objectives. Savings are based on considerations of inbound and outbound together. High precision financials results give confidence before implementing new plans.

## What-If simulations

Powerful simulations of complex problems and network disruptions like disasters and economic downturn/upturn. It also enables determination of complex decisions such dynamic hub selection, freight pooling, and asset volume. The patented and proven algorithms can perform shipment consolidation, analysis of modal trade-offs, dynamic selection of cross-docking opportunities, actual cost representation, and fully integrated containerization and pallet positioning alongside item-aware constraint definitions and load building.

## On-going transportation analysis

Multiple users can collaborate online to determine optimization strategies that work best for different business environments on an ongoing basis to continuously improve performance. Modeling can import information including transportation network information from ODBC databases like Microsoft Access or Excel.

## High performance and powerful solving engine

The solving engine is designed to solve very complex, tactical problems across the logistics network. It is complemented with flexible data sourcing, versatile solution output, and intuition user experience for simultaneous work by multiple users.

## Flexible and fast deployment of results

Flexible and fast deployment of results through a simple copy-and-paste of the business rules from Modeling into the Transportation Management environment. Optimized transportation plans are displayed on modeling's interactive map and modeling plans can be distributed for analytical collaboration.

- Multi-scenario analytics: Supports multi-scenario analytics embedded directly within the tool

## Key benefits

- Right-sized fleet assets through utilization strategies
- Determination of which lanes should be pre-paid or collect
- Quantified the savings with considerations of planning inbound and outbound together
- Analyzing dynamic hub selection opportunities
- Assessing International port-of-entry/export decisions

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is at your fingertips

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