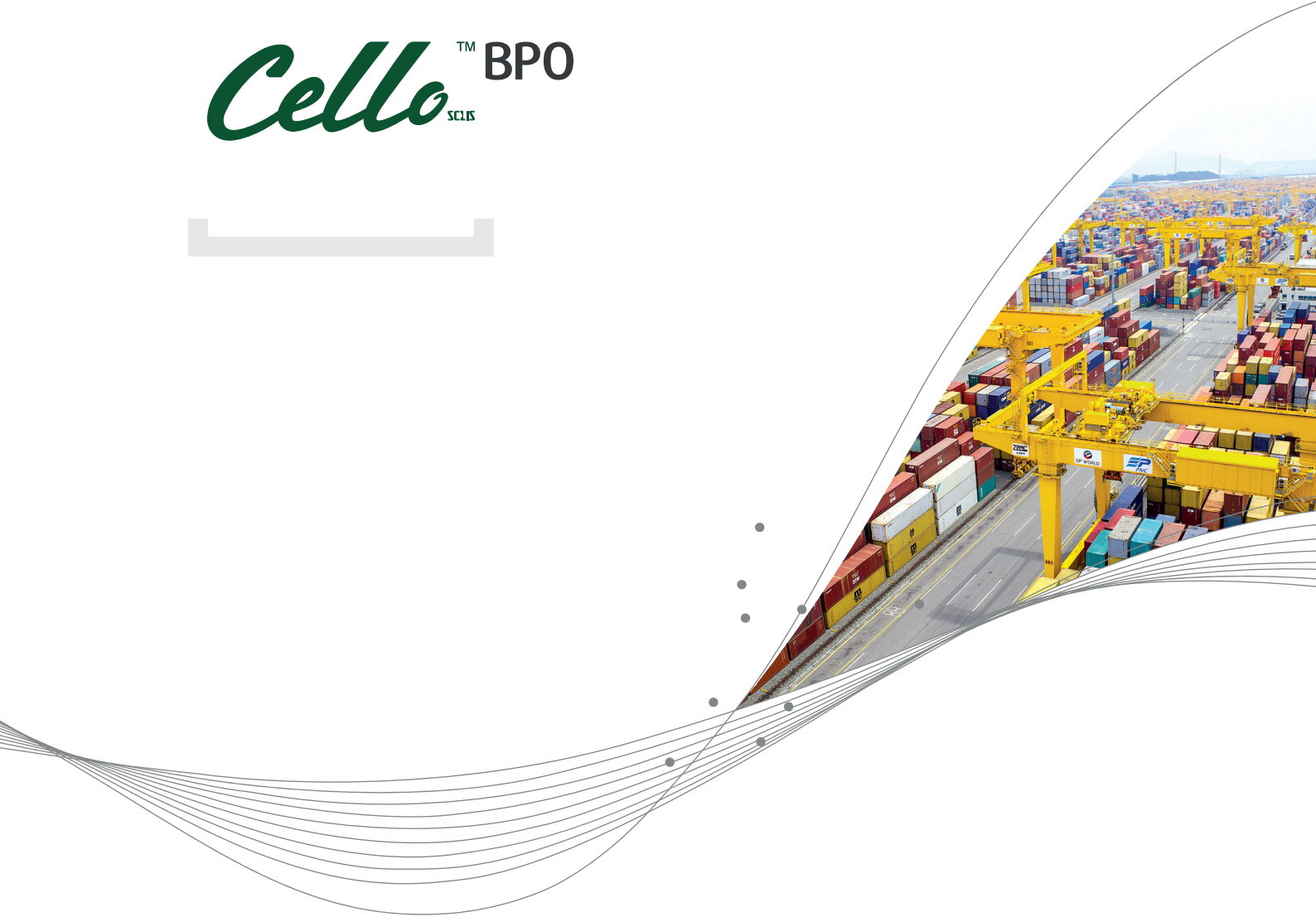
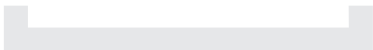


*Cello*TM **BPO**
SCLIS



ISSUES & TRENDS

Many companies have opted for a 3PL¹ approach for logistics management. This means using a separate transport company in each region in which they operate.

The problem is that a 3PL approach cannot systemically integrate a firm's Supply Chain Management (SCM).

3PL approaches have been found ineffective in terms of excessive high logistic costs, inflexible response to supply fluctuations and inefficient IT implementation.

4PL² services are the next generation of logistics management. They combine powerful IT-based logistics solutions integrated with expert consulting to ensure that your logistics systems feature low-costs, robust yet flexible systems fully utilizing the most up-to-date information technology. 4PL firms can be reassured that their SCM is always being fully optimized.

Samsung SDS is capable of optimizing your SCM³ because we are much more than a transport company; our thirty years experience is fully complemented by our deep commitment to excellence in IT solutions and to your success.

¹ 3PL: Third Party Logistics

² 4PL: Fourth Party Logistics

³ SCM: Supply Chain Management

Samsung SDS is capable of optimizing your SCM because we are much more than a transport company; our thirty years experience is fully complemented by our deep commitment to excellence in IT solutions and to your success.

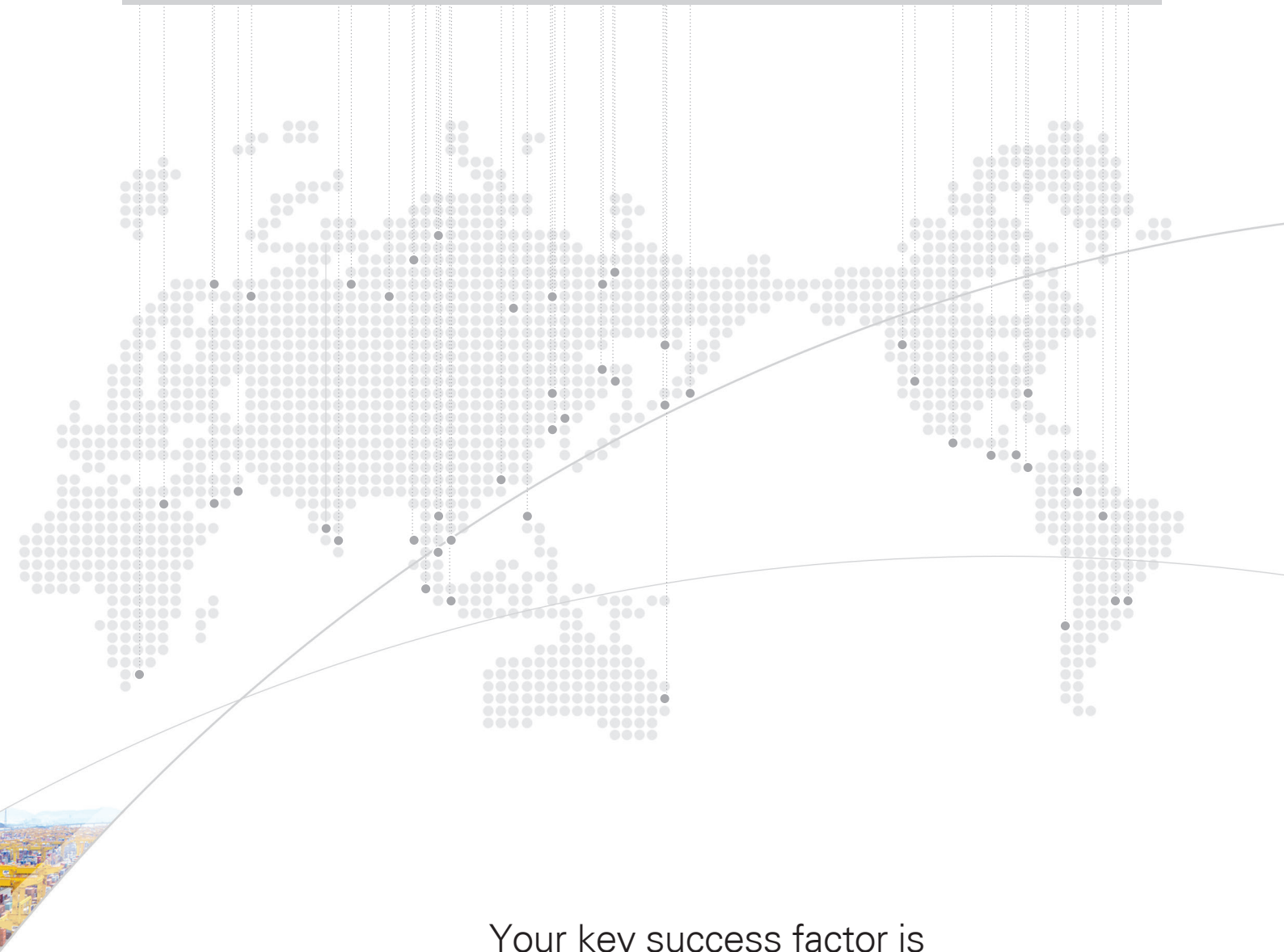


Integrated Supply Chain Management

Integrated logistics-specific IT solution



Logistics/SCM Consulting



Your key success factor is

**your IT-based
logistics solution**

SERVICES & BENEFITS

What is Samsung SDS Logistics BPO¹

Our 4PL service manages our client's supply chains through worldwide logistics infrastructure, logistics companies, and network.

With Cello, our independently developed platform, our clients have access to a powerful logistics IT tool. It is complemented seamlessly by logistics consultants who have rich experience across a diverse range of industries.

Samsung SDS Logistics BPO

IT Solution (Cello)

Strategy & Planning

Controlling & Fundamental

Execution

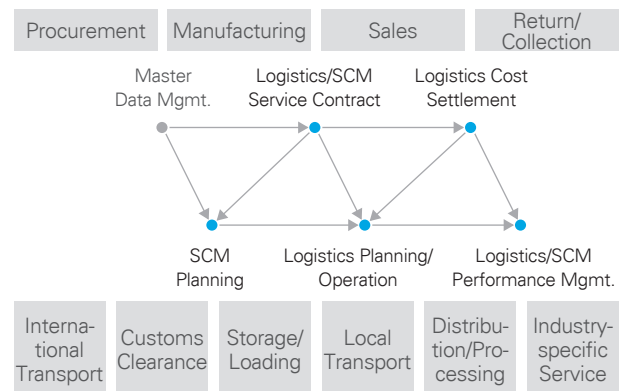
Consulting

Pre Consulting

PI Consulting

Post Consulting

Logistics Execution



Samsung SDS Logistics BPO is total 4PL service for supply chain management solution that features the best IT-based logistic solution and expert SCM consulting

¹ BPO: Business Process Outsourcing

Our Value to You

Large Scale

24/365

Simple



Competitive pricing

You benefit from competitive prices through our ability to consolidate cargo, generating great economies of scale.

You can take advantage of our optimal logistics supply chain; multiple worldwide routes, expert SCM consultants, and a state-of-the-art simulation system for minimizing logistics cost and lead times.

From planning to execution Our end-to-end service

Cello relays real-time data from airlines, terminals, AIS¹ satellites and GPS² locators, to locate your cargo whatever the transport mode. Cello helps you manage anomalies quickly through a 24/7 alert service.

Our Global Control Center (GCC) monitors your global logistics flow around the clock, rapidly responds to unexpected events and provides online technical support anytime, anywhere.

Convenient one-stop service

Rest assured with our one-stop service and our client-dedicated contact people.

Take advantage of our global network of 42 hubs in 27 countries with 450 consultants providing end-to-end logistics service from procurement, supply to sales.

¹ AIS: Auto Identification System

² GPS: Global Positioning System

KEY FEATURES

Cello, our proprietary IT logistics/SCM solution

Expert consultants benefitting from our 30 years experience

Optimized global logistics execution

Why Samsung SDS is the Best Logistics BPO Partner for You

Cello, our proprietary IT logistics/SCM solution

Our clients receive the best 4PL solutions with our integrated supply chain management system, Cello, which enables prompt responses to abnormal events or adjustment in your logistics needs

Expert consultants benefitting from our 30 years experience

We have more than 450 logistics consultants with experience in high tech, heavy industry, chemicals, industrial machine, distribution/CPG¹, fashion and many others.

We provide you with not only logistics but also SCM consulting to establish integrated action plans.

Optimized global logistics execution

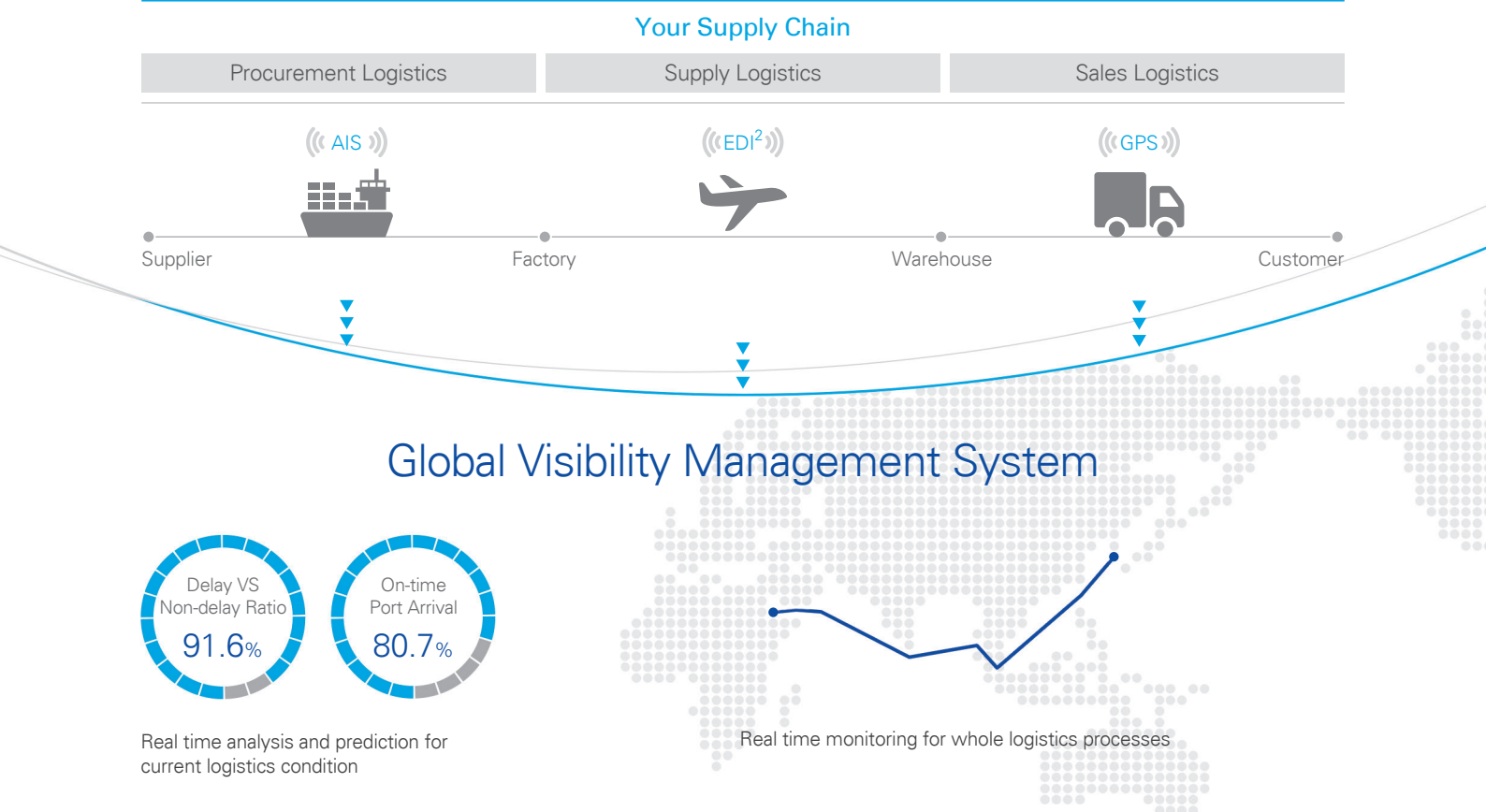
We promise sound logistics capabilities and strong cost competitiveness supported by our worldwide logistics sites, experts, partners, and network infrastructure.

Your logistics plans are maximized successfully through our execution skills.

¹ CPG: Consumer Packaged Goods

² EDI: Electronic Data Interchange

Offering end to end visibility through leading-edge IT system



Case Study

Improved visibility across transport routes of materials imported to Brazil

Brazil-based "A Manufacturing" had been tackling major logistic challenges with its long range importation of materials from China and Southeast Asia:

- Inconsistent and irregular goods tracking
- Poor execution at transshipment ports
- Theft and damage of valuable cargo
- Inaccurate in-transit stock checks

A Manufacturing chose Samsung SDS Logistics BPO as its logistics partner to address these challenges. Our consultants met with the key stakeholders, reviewed the entire 3PL process, researched alternatives and then generated a 4PL IT-based solution that:

- Increased on-time shipments
- Reduce transport costs by minimizing unplanned logistics spending
- Prevented stock outs by maintaining optimal stock levels
- Enabled real-time location tracking of ships in open waters with an alert system supporting inland transport arrangements and prioritization in times of delays

Key to this success was that our Logistics BPO notifies the client whenever they may need to rearrange manufacturing plans in real time. We can achieve this because we gather transshipment information in advance to prepare against unexpected events, such as a change of cargo planes and offloading of cargos. When this happens, our client receives delay notification through their mobile devices, which enables optimized material procurement. Theft and loss of valuable cargo is prevented through vehicle GPS tracking systems. Monitoring and response systems are established in partnership with security service providers to enable the quickest response and retrieval of lost cargo.

Unplanned spending
30%

insight to !nspiration



SAMSUNG SDS

www.sds.samsung.com

www.cellosquare.com

info.logistics@samsung.com

Copyright © 2016 Samsung SDS Co., Ltd. All rights reserved.