



Magenta HMS (Haulier Management System) Control Tower

Are you a transport logistics provider in a shipment brokering business with a large number of third party hauliers you need to manage?

Then ask yourself the following...



- Get 15 to 20% improvement in supplier network performance
- Increase margins by up to 5% via Automation of Shipment Management and rationalisation of suppliers
- Reduce operational sub-contract team by 30%
- Reduce supplier administration overhead by 50%
- Grow the business by up to 25% more customers using same resources
- Significantly improve network visibility via improved reporting, management control and communication

- Are you able to consistently select the best Haulier for your job?
- Do you always know when and where your suppliers' vehicles are available?
- Are all your costs accounted for and minimized?
- Are you always able to identify backhaul opportunities?
- Are your customers always happy with timing and quality of service?
- Do you receive penalties for occasionally slipping on customer service levels?
- Is your team's workload extensive and lots of time is lost on double data entry and human error?

Familiar challenges? Then Magenta HMS Control Tower solution is the answer to solving these important issues.

What is Magenta HMS Control Tower?

Improving the productivity and efficiency of all sides involved in shipment movement business – shipment brokers, customers and transportation suppliers - **HMS Control Tower** is a comprehensive Collaboration Platform which provides scheduling decision-making support for transportation logistics providers working in shipment brokerage and freight forwarding.

HMS Control Tower provides:

- Allocation of suppliers to shipments based on a variety of criteria and individual preferences
- Sophisticated ranking of suppliers
- Shipment track and trace
- Automatic locating of backhauls
- Flagging of empty trucks
- Self Billing
- Flexible pricing matrix
- Freight bidding and tendering
- Consignment consolidation based on vehicle capacity
- Fully collaborative network
- End to end visibility

HMS Control Tower: Powerful functionality with exceptional ease of use

Using Magenta **HMS Control Tower** customers can book shipments (online manually, import from XML or directly from their ERP systems), eliminating the errors produced by rekeying information and saving time on phone calls and faxes. These shipments will be visible to your planning and scheduling teams in real-time.

HMS Control Tower enables your company to automatically receive orders from customers, have full visibility of all jobs, and by utilising best carrier rates updated and held within our solution, trigger immediate electronic shipment allocation to your extended carrier network, considerably **improving customer & supplier service levels, increasing profitability** per shipment and **increasing the overall efficiency** of the existing operational planning and scheduling teams.

HMS Control Tower, through decision and selection, or criteria, will automatically choose the best placed carrier

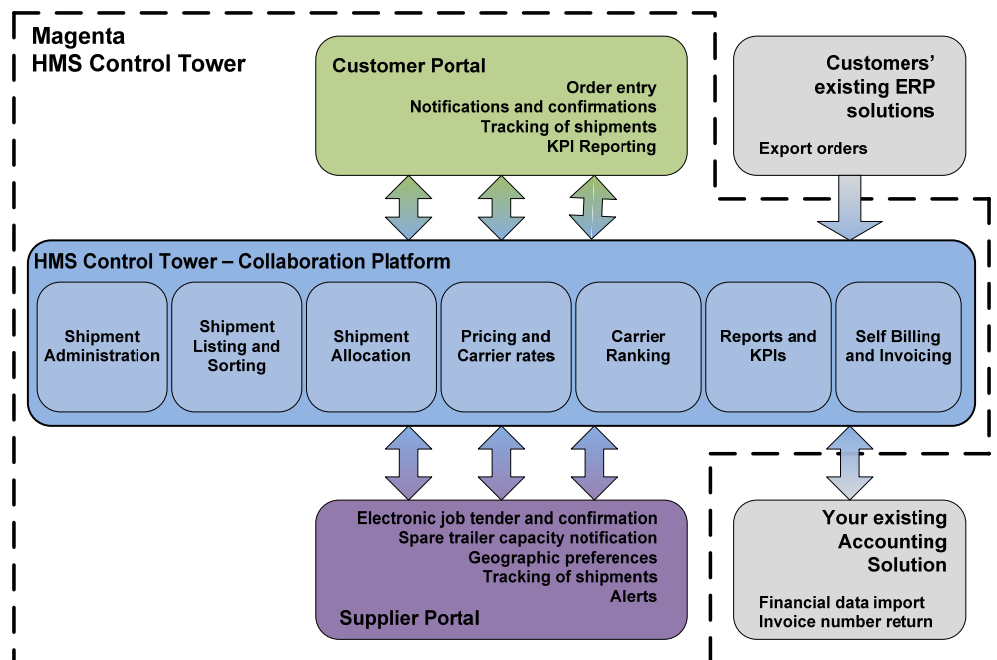
supplier, for each shipment, based on Supplier Cost, Past Performance, Ratings/Scoring, Location, Availability, Ability and Infrastructure/Fleet. The selection criteria is customisable to your company's exact requirements.

Within **HMS Control Tower** carriers can access the system to display their available fleet and locations, in real-time.

HMS Control Tower gives suppliers the facilities to accept or decline shipments and update information during the lifecycle of the shipment, such as when a shipment has been allocated, collected, delivered, or if there are severe delays. Your company can also display a list of available work through **HMS Control Tower**, allowing carriers to place an online offer, in real-time, to take the shipment/s. These are significant and **immediate cost and time savings** to you and your business.

This system is available via SaaS (Software as a Service) model— with nothing to install, accessible from anywhere and offers users a powerful functionality with exceptional ease of use including:

- **Freight Forwarding Control Tower**
- **Customer Portal**
- **Supplier Portal**



The core functionality of Magenta **HMS Control Tower** can easily be customised and adjusted to your specific business needs. It will be seamlessly integrated with existing software to enable a flawless business process across all operational areas.

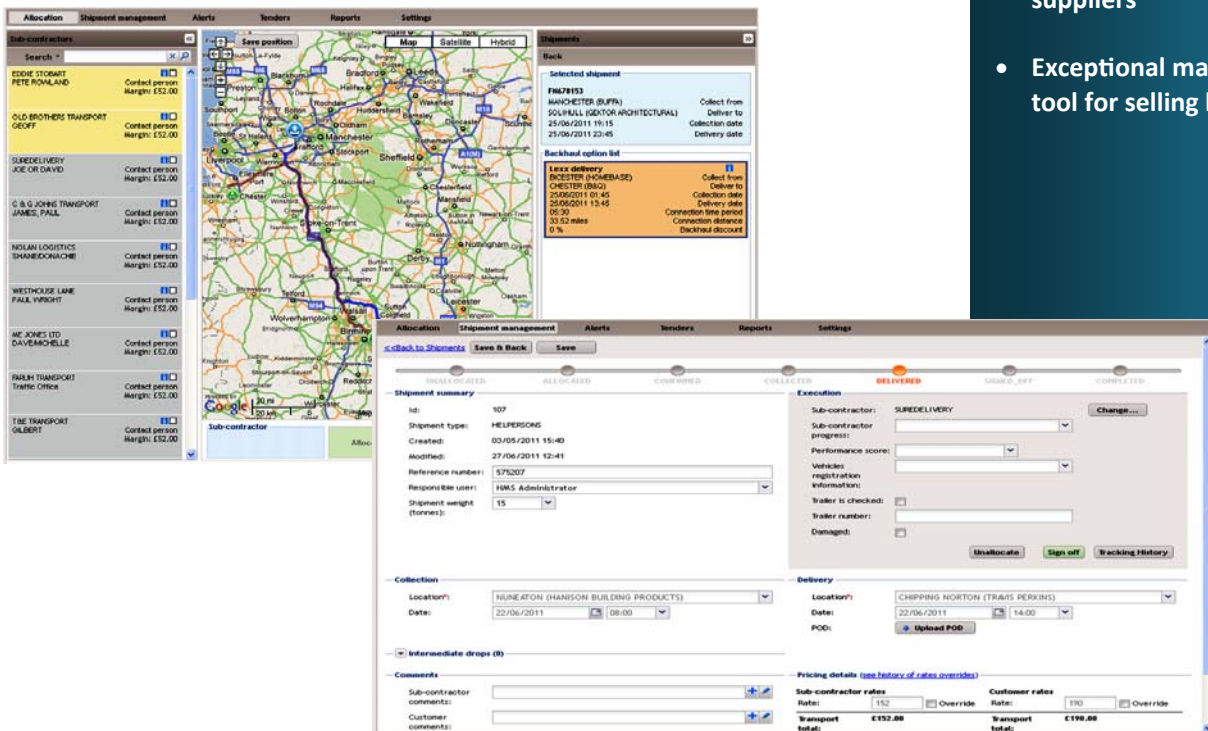
HMS Control Tower enables your Business to:

- **Add and manage available shipments**
- **Define flexible pricing matrix and strategies**
- **Use of a sophisticated carrier ranking tool** based on:
 - * geographic zone preferences
 - * dynamic capacity of suppliers
 - * availability of required licences
 - * pricing matrixes
 - * supplier quality score based on a variety of past performance criteria
- **Allocate shipments to suppliers:** Magenta's decision-making support module for schedulers enables them to:
 - * review the allocation options based on supplier ranking, price and operational constraints/rules
 - * act on alerts
 - * track shipment and vehicles on a map
 - * review automatically suggested backhaul opportunities
- **Track shipments in real-time** – from adding and allocation to unloading and POD
- **View and manage a variety of business efficiencies, carrier KPIs and customer reports**



Benefits

- Automated process instead of fully manual decision making and allocation
- Full visibility of suppliers' empty vehicles
- Automatically located backhauls
- Best suppliers selected for job
- Saved time and resources through auto selection
- Fewer penalties through better customer service
- Happier customers and suppliers
- Exceptional marketing tool for selling business



The screenshot displays the Magenta HMS Control Tower interface. It features a navigation menu at the top with options like Allocation, Shipment management, Alerts, Tenders, Reports, and Settings. The main area is split into several functional zones:

- Left Panel:** A list of sub-contractors with search filters and contact information (e.g., EDDIE STOBART, PETER ROMLAND).
- Map:** A central map showing a route between Manchester and Chipping Norton, with various vehicle icons and status indicators.
- Right Panel:** A 'Selected shipment' window showing details for 'MANCHESTER (BUFFA)' and 'SOUTHALL (DEXTOR ARCHITECTURAL)', including collection and delivery dates and a 'Backhaul option list' with details for a 'Lexia delivery'.
- Bottom Panel:** A detailed 'Shipment summary' for ID 107, including creation and modification dates, reference numbers, and user information. It also shows 'Collection' and 'Delivery' locations and dates, and a 'Pricing details' section with sub-contractor and customer rates.

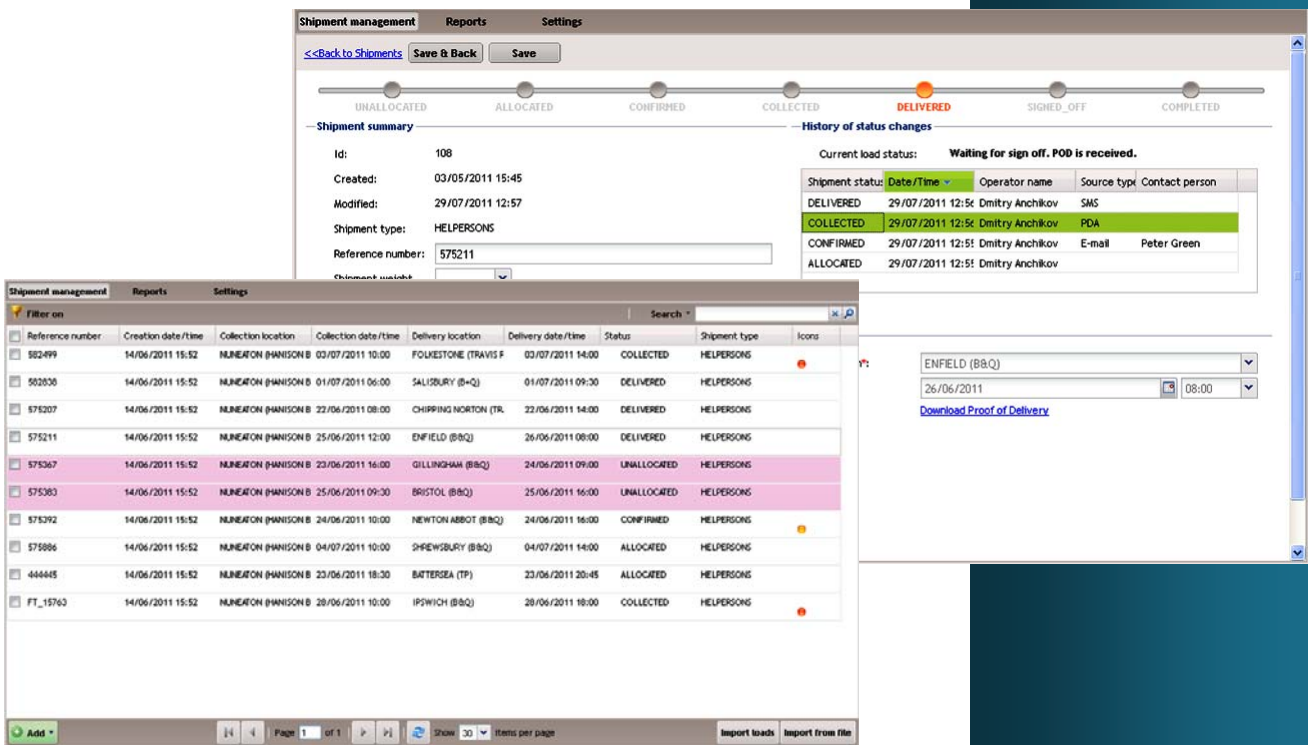
HMS Control Tower enables your Customers to:

- **Add and manage available shipments online** with option to enter the job details online manually, import from XML or directly from their ERP systems
- **Communicate with carriers and schedulers** via a messaging service
- **Track the freight status and lifecycle in real time**
- **Receive electronic notifications and confirmations**
- **View and manage reports** on shipments
- **Use self billing with automated exception auditing**



Benefits

- Allocation of shipments to best value suppliers
- Cost saving
- Immediate access to invoices through self billing
- Full visibility of shipments
- Improved communications with suppliers



The screenshot displays the 'Shipment management' interface. At the top, there are tabs for 'Shipment management', 'Reports', and 'Settings'. Below these are navigation buttons: '<< Back to Shipments', 'Save & Back', and 'Save'. A progress bar shows the shipment lifecycle stages: UNALLOCATED, ALLOCATED, CONFIRMED, COLLECTED, DELIVERED (highlighted in red), SIGNED_OFF, and COMPLETED.

Shipment summary

- Id:** 108
- Created:** 03/05/2011 15:45
- Modified:** 29/07/2011 12:57
- Shipment type:** HELPERSONS
- Reference number:** 575211

History of status changes

Current load status: **Waiting for sign off. POD is received.**

Shipment status	Date/Time	Operator name	Source type	Contact person
DELIVERED	29/07/2011 12:57	Dmitry Anchikov	SMS	
COLLECTED	29/07/2011 12:57	Dmitry Anchikov	PDA	
CONFIRMED	29/07/2011 12:57	Dmitry Anchikov	E-mail	Peter Green
ALLOCATED	29/07/2011 12:57	Dmitry Anchikov		

Shipment list

Reference number	Creation date/time	Collection location	Collection date/time	Delivery location	Delivery date/time	Status	Shipment type	Icons
582499	14/06/2011 15:52	MUNEATON (HANISON B)	03/07/2011 10:00	FOLKESTONE (TRAVIS F)	03/07/2011 14:00	COLLECTED	HELPERSONS	
582838	14/06/2011 15:52	MUNEATON (HANISON B)	01/07/2011 06:00	SALISBURY (B+Q)	01/07/2011 09:30	DELIVERED	HELPERSONS	
575207	14/06/2011 15:52	MUNEATON (HANISON B)	22/06/2011 08:00	CHIPPING NORTON (TR)	22/06/2011 14:00	DELIVERED	HELPERSONS	
575211	14/06/2011 15:52	MUNEATON (HANISON B)	25/06/2011 12:00	ENFIELD (B&Q)	26/06/2011 08:00	DELIVERED	HELPERSONS	
575367	14/06/2011 15:52	MUNEATON (HANISON B)	23/06/2011 16:00	GILLINGHAM (B&Q)	24/06/2011 09:00	UNALLOCATED	HELPERSONS	
575383	14/06/2011 15:52	MUNEATON (HANISON B)	25/06/2011 09:30	BRISTOL (B&Q)	25/06/2011 16:00	UNALLOCATED	HELPERSONS	
575392	14/06/2011 15:52	MUNEATON (HANISON B)	24/06/2011 10:00	NEWTON ABBOT (B&Q)	24/06/2011 16:00	CONFIRMED	HELPERSONS	
575986	14/06/2011 15:52	MUNEATON (HANISON B)	04/07/2011 10:00	SHEPESBURY (B&Q)	04/07/2011 14:00	ALLOCATED	HELPERSONS	
444445	14/06/2011 15:52	MUNEATON (HANISON B)	23/06/2011 18:30	BATTERSEA (TP)	23/06/2011 20:45	ALLOCATED	HELPERSONS	
FT_15763	14/06/2011 15:52	MUNEATON (HANISON B)	28/06/2011 10:00	IPSWICH (B&Q)	28/06/2011 18:00	COLLECTED	HELPERSONS	

At the bottom of the interface, there is a search bar, a 'Filter on' dropdown, and a 'Download Proof of Delivery' link. The status of the selected shipment (575211) is shown as 'ENFIELD (B&Q)' with a date of '26/06/2011' and a time of '08:00'.

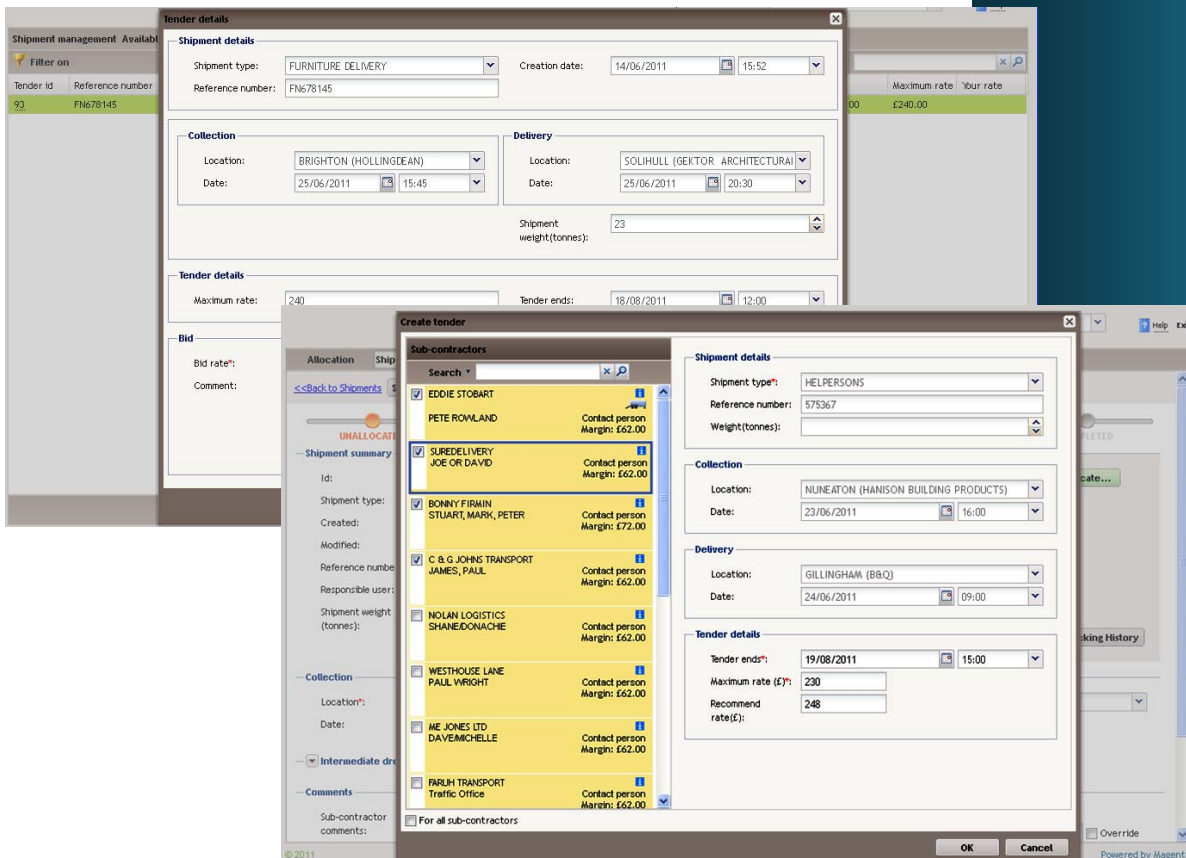
HMS Control Tower enables your Suppliers to:

- Receive automatic notifications on allocated shipments and use confirmation facility
- View the list of available unallocated shipments updated in real-time, enter bidding and tendering
- Communicate with customers and schedulers via messaging service
- Update details, availability of vehicles and their available capacity, display empty trucks
- Define preferred geographic zones
- Receive alerts on booking delivery/collection time at certain locations



Benefits

- More work allocated based on cost and performance
- Automatic notifications on new work allocated
- Better visibility of the network
- Improved communications with customers



About Magenta Technology

Founded in 1999, Magenta Technology is a leading provider of real-time dynamic software scheduling solutions for flagship players of the transportation industry. Magenta enables them to do more business with the same resources at a lower operational cost. The company provides its customers with competitive advantage and higher margins while enabling them to manage the complexities of an increasingly unpredictable world.

Magenta delivers a combination of complex highly customized real-time dynamic scheduling solutions built to specific business requirements of our customers, and easily implemented off-the-shelf products for 3PL and 4PL providers offered based on Software as a Service (SaaS) model.

Magenta is a UK-based privately-held company, exclusively focused on the creation of efficient dynamic scheduling solutions. With 70 staff based in the UK and Russia, hundreds man-years of development have been spent on establishing world leadership in this sector. Magenta forms part of the Eurovestech (EVT) portfolio of companies (www.eurovestech.co.uk).

For more information about Magenta Technology please go to www.magenta-technology.com.

Some of Magenta's Customers



"Implementing HMS Control Tower from Magenta Technology to support CSL's overall business processes - from order entry and quality metrics and management, to tracking of shipments to the final destination - proved to be an essential step in our business development strategy."

– Stuart Payne, Logistics Analyst for Corporate Solutions Logistics



"Using Magenta's scheduling solution we are bringing our customers even better levels of service and efficiency. The dynamics of our business environment result in very complex scheduling requirements and Magenta was the only company we found in the market place that could "solve the unsolvable."

– Mike Flynn, Business Solutions Director for Gist



"Magenta's solution is helping us to maintain our high service standards."

– Jon S. Birkholm, CEO for Tankers (UK) Agencies Ltd.



For more information

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