



# HOME DELIVERY

## Asia Pacific

16 NOVEMBER

# 2016

### Automotive Centre of Excellence, Melbourne

1 Batmans Hill Dr, Docklands VIC 3008



## Micro Urban Delivery

### FIRST TIME IN AUSTRALIA

## Program

### 9.00am Merchant Independence - Controlling Last Mile

*Ben Nowlan, Co-founder and CEO, Sherpa*

Merchant independence is the ability to compete in a world where technology giants are taking over the supply chain and controlling the customers' purse strings. As companies like Amazon, Alibaba and Deliveroo eat up market share, it's ever more critical that business take back control through a better last mile experience. Via improvements in driver and delivery technology, we can power a retailer's own delivery and provide a more customer centric delivery experience through delivery management, capacity management, supplier aggregation and inventory sharing.

### 9.45am Tackling Last Mile Delivery

*Brent Stafford, Director, APAC Enterprise Sales, HERE*

Fueled by technology and innovative business models, the on demand economy is creating new ways of matching supply with demand, while maximizing distribution and on the ground delivery efficiency. Central to this is harnessing the power of location information to ensure timely goods pickup and delivery, whether by truck, car, bicycle, or a combination thereof. As a leading global provider of location services and the partner of choice for many of the industry's leading on demand companies, HERE is uniquely placed to share its experience in best practice last mile delivery.

### 10.30am MORNING TEA

### 11.00am Home Delivery Scheduling – Beyond Optimisation

*Grant Nielsen, Regional General Manager, Smartrants*

The benefits of scheduling and route optimisation systems in 'last mile' delivery environments are widely recognised and increasingly pervasive. This talk will not elaborate on the traditional reasons for implementing such systems, but will instead focus on three key areas where such systems can be applied to particularly benefit the home delivery market. Using example cases ranging from startup to one of the largest home delivery names in the market, this talk will analyse how leveraging such systems can advance and grow the industry by:

- Growing loyalty and growth by enabling unprecedented customer convenience
- Helping new entrants into the home delivery market design a sustainable distribution model
- Enabling custom workflows to enable the specific GTM strategy.

### 11.45am Last Mile Capacity Visibility for Consumers

*Katie Kinraid, Head of Strategy, Blackbay*

As someone that prides themselves on keeping ahead of the market and looking for innovative new services, it's becoming increasingly difficult to just keep track of the competition in the last mile delivery space. eBay Now, Postmates, Deliv, Amazon Fresh, WunWun, We Deliver, UberCornerStore, UberCargo, Convoy, Walgreens, MyWays, InstaCart, ShipDroid. It seems that everyone is ticking the boxes to offer collection points and same day 'instadelivery' via the cloud. However what is universal is the ever present failed or carded delivery. This presentation utilizes research conducted by Blackbay across the globe along with key learnings from supporting some of the largest postal and courier organisations in the world ask the questions on what is stopping the industry from solving the basic delivery dilemma and failing to provide true transparency and capacity to consumers. Why is it that in other online markets like grocery shopping or flight bookings we see far more transparency on the capacity to deliver to consumer expectation?

### 12.30pm LUNCH

### 1.15pm What's the Connection between Software and Market Advantage?

*Joost Bekker, Business Development Director, PTV Group*

On-line shopping has changed the world of parcel delivery. Although UK trends suggest that B2B volumes have been falling over

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the past years, we see a sharp increase in the B2C volumes of parcel deliveries. The increase in B2C is largely driven by growth in online shopping and is expected to keep growing with increasing choice, convenience and competitive offerings.

With the increase of B2C the industry is facing a new set of challenges:

- High level of delivery failure due to not at home in combination with no permission to leave and/or signature required
- Congestion to/from residential areas
- Inefficient delivery volumes (B2C generally involves delivering one package per stop compared to larger volumes in B2B).
- Changes in delivery density, routes that previously concentrated on commercial areas have to be expanded to other places like residential neighbourhoods.

Using a range of customer examples, we'll explain how software solutions can deliver market advantage:

- save planning time
- save fuel / emissions
- Improve fleet utilisation
- Increase customer service
- Calculate reliable ETA
- Meet your promises
- Act faster and more precise
- React to last minute changes.

With scheduling & optimisation solutions you can solve your home delivery challenges.

### **2.00pm BC Sands' Last Mile Delivery Solution – What, Why, How (The Journey for the BC Sands' Team) and the Benefits for Customers**

*Mark Parsons, Founder and Managing Director, BC Sands Pty Ltd*

BC Sands Building & Landscape Supplies has been supplying landscaping and building supplies for over thirty years in Sydney. With yards in Mascot and Taren Point and over 30 trucks, BC Sands provides a large product range including sand, cement, bricks, hardware, landscaping products etc. BC Sands' aim is to be Sydney's premium quality building & landscape supplier and to always bring customers the best – on time and in full. To support BC Sands' current and future growth objectives, Mark recognised that technology was required, and implemented Descartes Route Planner to:

- Obtain higher levels of customer service through the ability to commit to delivery time windows and deliver as promised;
- Improve the efficiency of the fleet;
- Improve visibility of deliveries in progress and customer orders from point of order through to point of delivery, with proof of delivery; and
- Enable compliance with regulations, including chain of responsibility. With Route Planner now implemented at BC Sands, Mark will describe the journey so far.

### **2.45pm Meeting and Exceeding Customer Expectations for Home Delivery in the On-Demand World**

*Andrew Walker, Founder and CEO of Fleet Engineering*

According to Australian Food News the delivery market for food alone in Australia and New Zealand is worth \$3billion(AUS) and growing. The entire on-demand world is expanding rapidly and global giants like Dominos are setting the benchmark for customer experience and expectations with their live delivery tracking. In this presentation, Andrew explores the ways in which technology has changed the customer experience and the challenges facing retailers and delivery service providers of all sizes in meeting and exceeding their customers' expectations. As well as challenges though, new technologies have brought exciting opportunities for retailers and delivery service providers of all size, many of which will be presented, with specific reference to the following key elements of the customer experience: 1. Instant pricing online 2. On-demand ordering 3. Convenient delivery options 4. Live delivery-status updates and ETAs 5. Real-time tracking on a map for customers 6. Providing feedback 7. Customer loyalty.

### **3.15pm AFTERNOON TEA**

#### **3.45pm what3words - Addressing for the Last 50 Meters**

*Maurits van der Vlugt, Authorised what3words Solutions Consultant, Mercury Project Solutions, What3words*

Only 11% of Australia's landmass can be referenced through street addressing. However, classic addressing doesn't always help when receiving a delivery in a unit block, the loading dock in a business park, a festival campground, or when directing the drone to your back yard, but not into the pool. Until recently, if we wanted to reference more precise locations, we had to revert to using coordinates. But humans don't remember or communicate strings of up to 16 digits particularly well. And getting it wrong can be expensive, or even worse. This presentation looks at the pros and cons of innovative addressing solutions, and how they can and will save money and lives, and how they deliver significant economic and social benefits, contributing to our prosperity.

#### **4.15pm Deliveroo**

Closing address.



#### **LEVI ARON, Deliveroo**

Levi Aron has 17 years' experience in senior leadership roles including operations, sales, marketing, and customer engagement. Levi has successfully demonstrated a track record of building and scaling businesses to desired goals and objectives. Currently Levi is the Australian country manager for Deliveroo, a London-based tech start-up that provides premium food delivery from restaurants to homes or offices. Deliveroo is now available in 12 countries, 100 cities and has raised A\$623 million to date.



#### **BEN NOWLAN, Sherpa**

Ben is an energetic, driven and experienced entrepreneur establishing a series of successful businesses over the last 10 years. Ben is now the co-founder and CEO of Sherpa, a technology driven delivery solution for businesses. Ben spends time and is passionate about advising startups on strategy, growth and investment as well as working with the private sector on innovation and growth culture initiatives.



#### **BRENT STAFFORD, HERE**

As Director of Sales for Asia Pacific, Brent leads the business development of location content and solutions across automotive, consumer and enterprise segments in the region. A former Victorian Policemen of 10 years' service, Brent then worked at Robert Bosch and Pacific Access prior to becoming Executive Director of Intelligent Transport Systems Australia where he managed the implementation of the national strategy for ITS in Australia for the Australian Transport Council of Ministers via Austroads.



#### **MAURITS VAN DER VLUGT, Mercury Project Solutions**

Maurits is recognised as one of Australia's leading authorities in the design and implementation of (interoperable) spatial data infrastructures, and web delivery of spatial data. Maurits has a long career in consulting government and the private sector on developing location-intelligence strategies, along with the enabling technology frameworks, business cases and implementation planning. Having worked for over 20 years in the spatial information industry in Europe, the USA and Australia, he has developed an extensive international network.



#### **GRANT NIELSEN, Smartrans**

Grant Nielsen is a specialist in the creation and application of technology to bring about business transformation. His origins are as an Electrical Engineer who has been building IT solutions for almost 20 years. He began his working career building and maintaining IT solutions for investment banking institutions in London before joining an innovative start-up organisation that led the innovation curve in the early 2000's in the web collaboration space.



#### **JOOST BEKKER, PTV Group**

The native Dutchman gained international experience both working in operations as well as in consulting. For twelve years he operated as A to B Consultancy, a logistics consultancy based in the Netherlands, and gained an in-depth understanding of how operations can benefit from software solutions and how to make that work. Now based in Sydney, he is in charge of business development for PTV Group's logistic solutions in the Asia Pacific Region.



#### **KATIE KINRAID, Blackbay**

Katie is Head of Strategy for global last mile solutions provider, Blackbay; with responsibilities for market awareness, propositions definition, realisation and industry evangelism. Katie has over 11 years experience in last mile delivery across EMEA, North American and APAC with a passion for ensuring the end consumer is receiving the most transparent, reliable and convenient service possible.



#### **ANDREW WALKER, Fleet Engineering**

Andrew Walker's career as an international business consultant has saved multinationals millions through improved information systems, management practices and innovative business processes.



#### **MARK PARSONS, BC Sands**

Mark is committed to growing and nurturing BC Sands into Sydney's leading Building & Landscape Supply Company.