

*LOGI*NEXT

2022
CUSTOMER
VALUE
LEADER

NORTH AMERICAN
AUTOMATED DELIVERY MANAGEMENT
PLATFORM INDUSTRY

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. LogiNext excels in many of the criteria in the automated delivery management platform space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

Meeting Industry Needs through Innovative and Reliable Solutions

Over the past two years, the pandemic has drastically changed consumer buying habits, causing on-demand delivery services to skyrocket. Consumers today expect same-day deliveries and real-time delivery communication, with deliveries within their preferred time windows, as the new norm. With the growth of electronic commerce (e-commerce) comes a rise in last-mile delivery, which has led to many companies establishing themselves in the logistics industry and its subsectors. Moreover, with an increasing number of consumers willing to pay an additional fee for faster delivery, the market for last-mile delivery continues to grow substantially.

“LogiNext SaaS based cloud platform enables shippers, carriers, and dispatchers to collaborate to complete transportation automation. LogiNext’s innovative technology helps companies make better automation decisions and configure logistics management tools according to their needs.”

**- Norazah Bachok,
Best Practices Research Analyst**

Customers also expect complete transparency within their e-commerce transactions. Issues, such as failed delivery schedule, poor route optimization, incorrect deliveries, no proof of delivery, and no contactless payment option, can grow into significant challenges that can potentially damage customer experiences as well as business sustainability. Fortunately, a last-mile delivery solution eliminates these wrinkles by giving customers and providers complete control over their last mile and streamlining it for maximum efficiency. Furthermore, an efficient last-mile delivery system can save significant storage and

delivery costs through streamlined process management, route optimization, flexible deliveries, and improved order management.

E-commerce providers and customers can benefit from a last-mile delivery solution that warns them of any possible delays, ultimately leading to better expectation management and increased trust. Keeping the customer informed of exact delivery times also increases customer satisfaction because it lets them accept orders on time. To help companies deliver on these promises, LogiNext has launched the 'LogiNext Mile' platform to assist companies in various industries in improving their delivery experience. The company specializes in transportation, home deliveries, omnichannel fulfillment, and business-to-business (B2B) distribution. LogiNext works with customers to reduce logistics costs and achieve operational excellence by optimizing and automating order scheduling, customer communications, routing, dispatching, and real-time delivery tracking. The America-based company has raised around \$50 million in three private equity rounds from huge global investors, including the Alibaba Group, Tiger Global Management, and Steadview Capital. Due to its international services' reach, the company also has regional offices in Dubai, Mumbai, Delhi, Kuala Lumpur, and Jakarta.

As America's first integrated last-mile delivery platform, delivery management optimization and automation are among LogiNext's top responsibilities. Its software-as-a-service (SaaS) based cloud platform enables shippers, carriers, and dispatchers to collaborate to complete transportation automation. LogiNext's innovative technology helps companies make better automation decisions and configure logistics management tools according to their needs. Furthermore, operation managers, delivery partners, and end customers can utilize the integrated platform to streamline the last-mile delivery experience by integrating web and mobile applications (app).

The platform incorporates innovative features such as the 'InScan' and 'OutScan' options that improve tracking accuracy. Additionally, with the aid of three-dimensional packaging and loading solutions, customers will experience greater packaging efficiency. To improve transportation management, companies can use LogiNext's live intercity tracking, dynamic detention, delay alerts, and route optimization capabilities. These features simplify the first-mile delivery process. Some of its other features include:

Delivery Associate Management Tools: Manages the workforce to ensure that company logistics operations and drivers are always prepared to receive and fulfill orders.

Real-time Analytics: Helps company planners optimize delivery routes. An integrated map allows the business to track and monitor every representative in the field in real-time. It also enables users to make accurate predictions with intelligent analysis.

Dedicated Tracking: This activity starts from the moment a delivery associate picks up the package to when it reaches the delivery company. With LogiNext, customers can manage delivery logistics, operations, and field service analytics more efficiently and reliably.

Easy Integration and Simple Interface: Helps automate workforce management and transportation management. Utilizes intelligent software to manage every step of the delivery process, from initiation to execution, so customers can stay ahead of the curve and remain competitive.

Aside from optimizing delivery routes, last-mile delivery, route planning, workforce management, and transportation management all in one place, the platform offers a variety of add-on features, including

electronic proof of delivery, dynamic rerouting, a hardware-agnostic platform, and an interactive planning dashboard. These outstanding benefits significantly increase customer satisfaction.

Frost & Sullivan acknowledges LogiNext for its innovative and automated delivery management platform solution, which offers many value-added services to customers, enhancing current delivery services to the next level. With the company's solution, customers can resolve challenges, allowing them to experience higher revenue growth.

Customer-centric Solutions Consistently Deliver High Value

With the LogiNext solution, customers can collect all orders simultaneously via their own apps, third-party aggregators, or another medium. The company's artificial intelligence (AI)-powered route planner generates trips for drivers through an app. The entire delivery experience is digitally recorded and analyzed to provide detailed insights to ensure delivery compliance.

Efficient tracking and rapid delivery will significantly increase customer satisfaction. With efficient real-time monitoring and cloud-based planning and optimization, LogiNext Mile gives the users the power to manage and dispatch final mile delivery efficiently and keep their customers in the loop with highly accurate real-time tracking and route deviation notifications.

“With its AI and machine learning capabilities, its comprehensive transportation management system enables enterprises to plug and play the software as soon as they need it, without paying for any technical support costs. Customers from diverse industries, including courier and delivery companies, quick-service restaurant chains, e-commerce and retail, and transportation, choose LogiNext Mile because of its cost savings, superior operational efficiency, and brilliant customer experience.”

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With the Internet of Things adoption, the delivery management solution provides the best dispatch and delivery management software that automates delivery routes optimization and resource allocation, decreasing costs by 20% by reducing miles driven and resources spent. Additionally, real-time route optimization and logistics analytics can identify bottlenecks in the last-mile delivery network, ensuring outstanding service and delivery excellence.

Over the last seven years, the company built the platform, working with numerous organizations. With its AI and machine learning capabilities, its comprehensive transportation management system enables enterprises to plug and play the software as soon as they need it, without paying for any

technical support costs. Customers from diverse industries, including courier and delivery companies, quick-service restaurant chains, e-commerce and retail, and transportation, choose LogiNext Mile because of its cost savings, superior operational efficiency, and brilliant customer experience.

Feedback and customizations based on “on-the-ground” realities have led to a robust product that is configurable for several use cases. Each LogiNext enterprise client gets an account manager who acts as a point of contact for feedback and guidance. A well-built knowledge portal covers 95% of the incoming inquiries via a chatbot, and a team is available to assist should any questions arise. Additionally, the portal supports over ten languages, which is appropriate for its global audience.

Service Excellence Results in a Large Clientele and Strong Financial Performance

As a result of its vast client base, the company consistently reported revenues of more than US \$10 million with 120% year-over-year growth. As of the last quarter of 2021, LogiNext had positive earnings before interest and tax, growing 200% each year. The company rapidly expanded its global presence and established several regional offices during the previous 18 months. LogiNext plans to double its customer success and research and development teams as part of its expansion plans; its overall client success team has already grown multi-fold globally. Moreover, McDonald's, Decathlon, and Singapore Post are among LogiNext's established enterprise clients.

Today, LogiNext processes over one billion shipments and serves over 200 clients in more than 50 countries. Its real promise is to bring technology, digitization, and automation to the logistics industry. This thought process percolates throughout the company and reflects in its conversations with clients. As proven by customers from various industries, including delivery, couriers and restaurants, retail and e-commerce, logistics, and transportation, LogiNext Mile has significantly reduced costs, improved operational efficiency, and customer experiences. As a result of its distinctive value proposition offered to its large and global customers, Frost & Sullivan commends LogiNext for its efficient delivery services that consistently lead to customer satisfaction excellence.

Conclusion

A robust last-mile delivery management solution can significantly improve a company's productivity and their customers' delivery experience. Thousands of companies worldwide have achieved high levels of delivery efficiency by using LogiNext solutions. By using a delivery tracking system that regularly monitors, administers, and analyzes workforce operations, customers can scale up and meet the demands of modern electronic commerce. As supply chain logistics evolve with new technologies, LogiNext gives customers access to the latest tools to automate business processes. The company has proven its success in being ahead of the curve through exceptional first-to-last-mile delivery that ensures maximum functionality and outstanding customer experiences. For its strong overall performance, LogiNext is recognized with Frost & Sullivan's 2022 North American Customer Value Leadership Award in the automated delivery management platform industry.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

