



News Release

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Damco launches Supply Chain Orchestrator™ programme

The Hague, 28 June 2016 - Damco, one of the world's leading third party logistics providers, announces its new Supply Chain Orchestrator programme. This control tower solution enables companies to improve overall supply chain visibility, performance and optimisation.

Damco's Supply Chain Orchestrator provides a single coordination point, integrating, validating and distributing data across supply chain partners. The Damco system fully integrates fourth party logistics provision (4PL) with predictive and analytical techniques allowing teams to detect and respond to events before they affect performance.

The programme is based on a three-step approach so companies can evolve from gaining end-to-end visibility, through enhancing day-to-day supplier performance, to finally optimising the complete supply chain across all providers.

"We call it *Supply Chain Orchestrator* because organisations can orchestrate all the separate supply chain actions in real time from one platform, much like a conductor controls the flow and tempo of an orchestra to create perfect harmony," explains Neil Wheeldon, responsible for Damco's Global Product Development.

"Companies can realise significant savings in supply chain and inventory costs, improve service levels and engage suppliers in a more collaborative way. In a recent implementation Damco was able to reduce supply chain costs for a large multinational by approximately 15% whilst improving overall supply chain reliability."

The Damco Supply Chain Orchestrator dashboard provides the one-stop transparency needed to manage the whole end-to-end supply chain regardless of provider. Shipment related KPIs and other performance metrics are instantly available, with automated exception alerts highlighting issues that could impact the business.

Supplier control includes rule-based partner selection, shipment and order planning, performance monitoring and alerting, as well as root-cause analysis with corrective actions. Optimisation can be applied to individual daily deliveries, and include periodic supply chain network performance reviews and (re)designs.

A global webinar on Supply Chain Orchestrator will be organised on 30 June and 14 July. More information can be found on www.damco.com/orchestrator.

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About Damco

Damco, one of the world's leading third party logistics providers, specialises in delivering customised freight forwarding and supply chain solutions. The company provides services in 300+ locations across 100+ countries and employs 11,000+ people. In 2015, Damco had a net turnover of USD 2.74 billion, managed 2.9 million TEU of ocean freight and supply chain management volumes, and air-freighted 180 thousand tonnes. Damco is part of the Maersk Group.