

DESCARTES™

Uniting the People & Technology
That Move the World.

Die wichtigsten Logistik-Strategien im Ecommerce

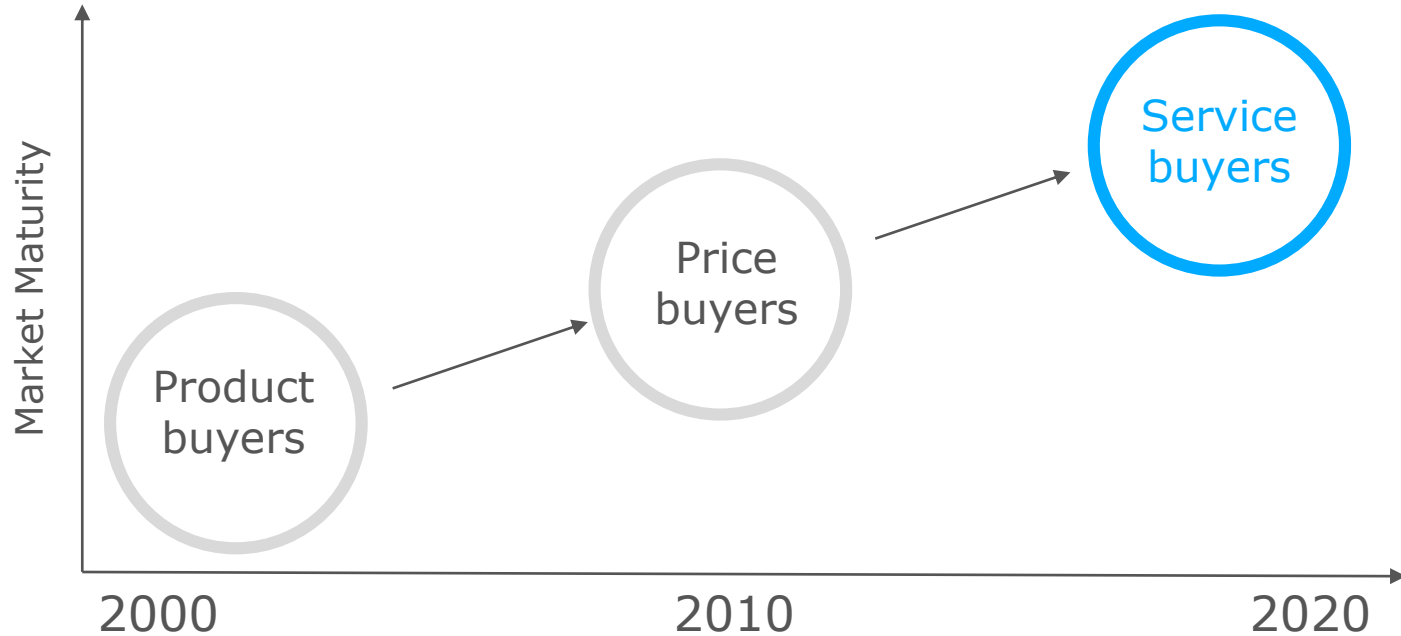


Johannes Panzer, Head of Industry Solutions for Ecommerce



Network. Applications. Content. Community

Erfolgreich sein war schon mal einfacher





Was sind die bedeutendsten Trends und Strategien in der E-commerce Logistik?



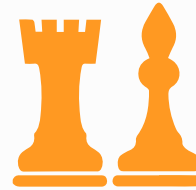
2ND ANNUAL **ECOMMERCE** SUPPLY CHAIN
& LOGISTICS BENCHMARK SURVEY

Teilnehmerstruktur & Studien design

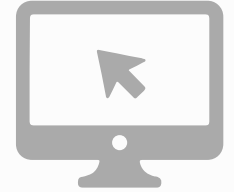
- **181** Teilnehmer
- **65%** E-Commerce Händler
- **58%** B2C & B2B Mix
- **10-20%** International
- **79%** Paket & **52%** Spedition
- **45%** Amerika vs. **55%** Europa
- **Top / Bottom** Performer
- **64%** >500 Sendungen p. Tag



**Key
Trends &
Practices**



**Strategies
and Tactics**

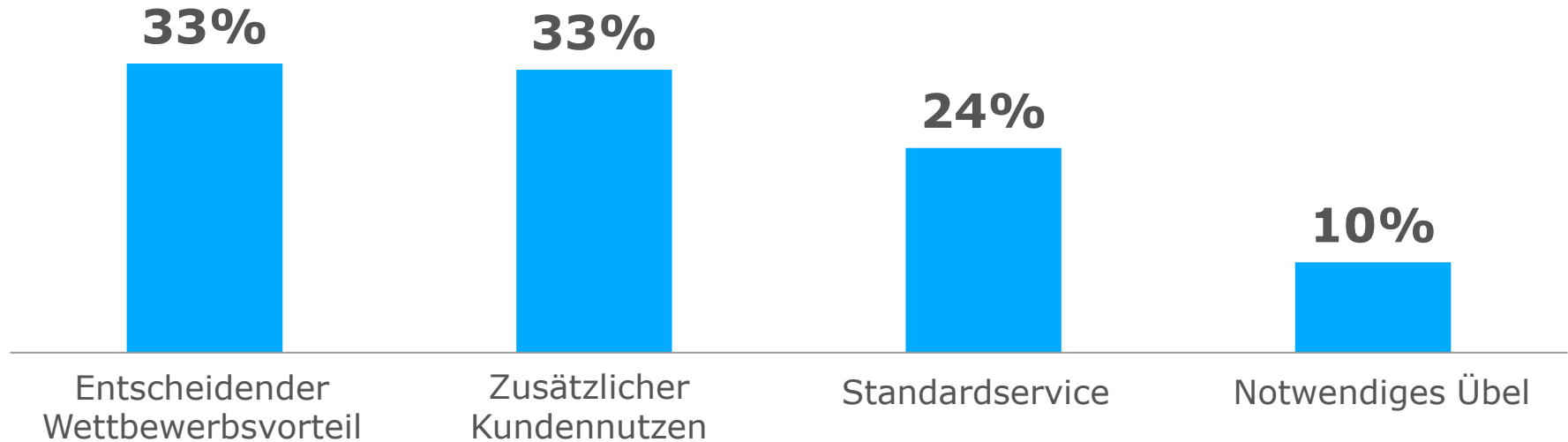


**Technology
Implications**

Differenzierung durch E-Commerce Logistik

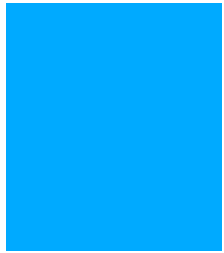
- 66% sehen E-Commerce Logistik Prozesse als entscheidenden Wettbewerbsvorteil sowie zusätzlichen Kundennutzen

How strategically are Ecommerce Supply Chain & Logistics processes viewed by management? (Pick one)



Marktentwicklungen mit den stärksten Auswirkungen auf die Branche

27%



**Sinkende
Margen**

35%



**Technologische
Fortschritte**

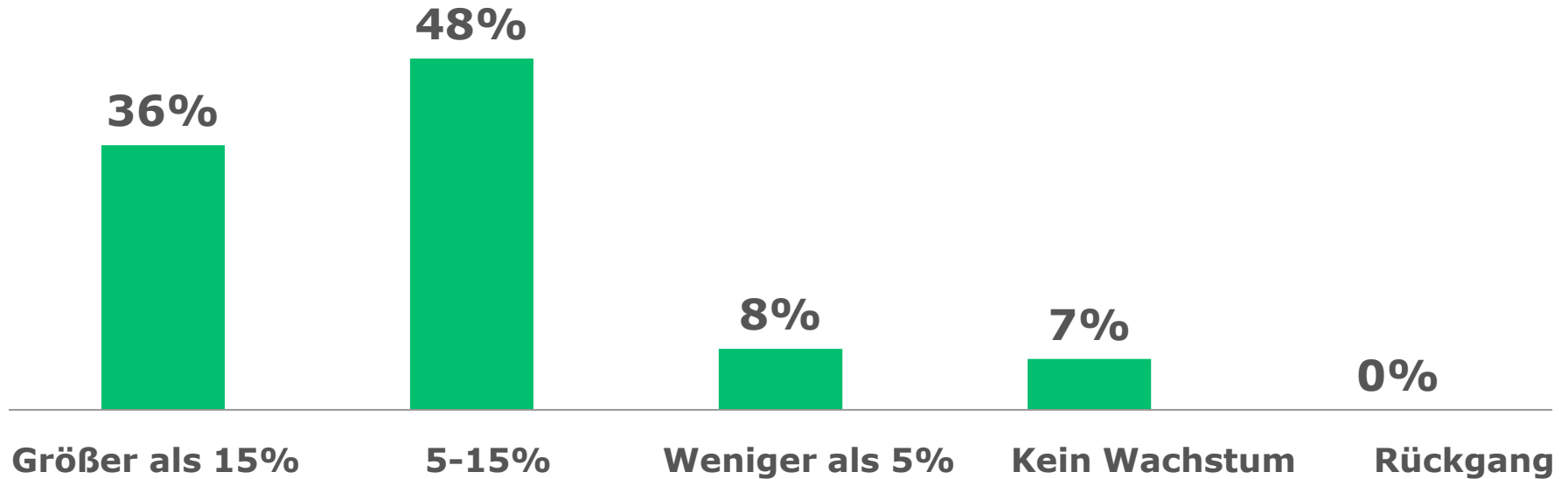
40%



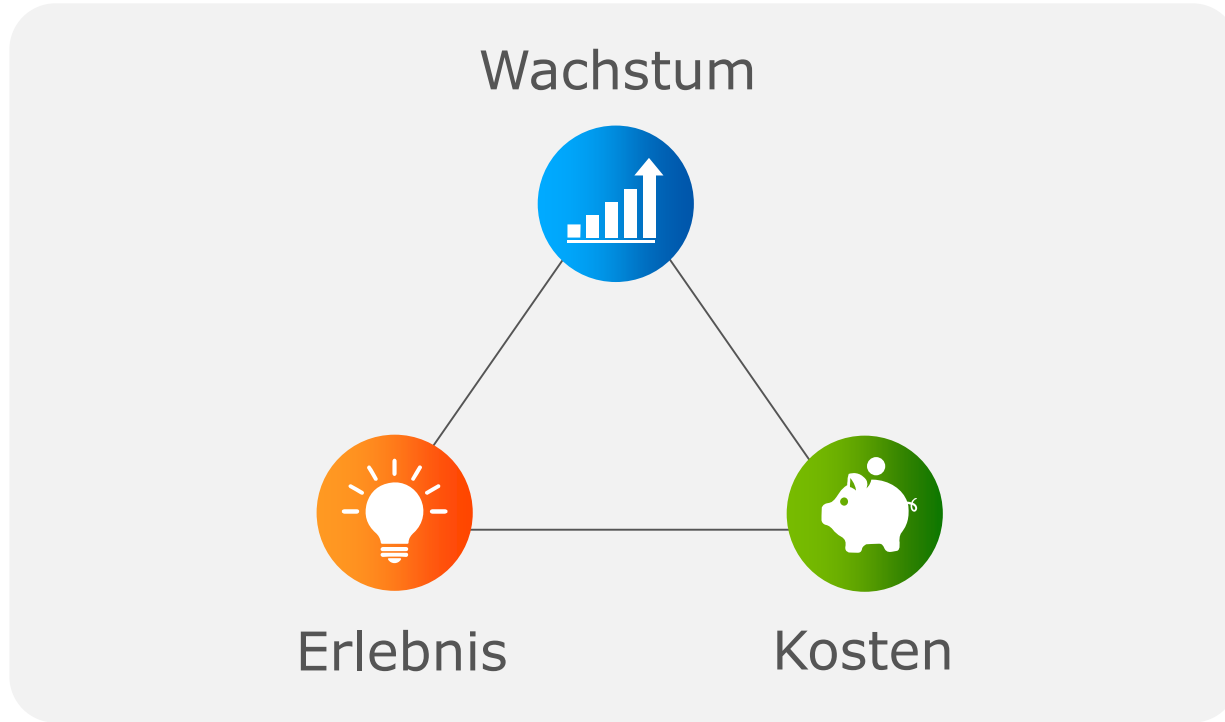
**Vertrieb über
Marktplätze**

Ungebremstes Wachstum E-Commerce?

Based on the current economic climate what do you expect your annual growth to be over the next 2-3 years? (Pick one)

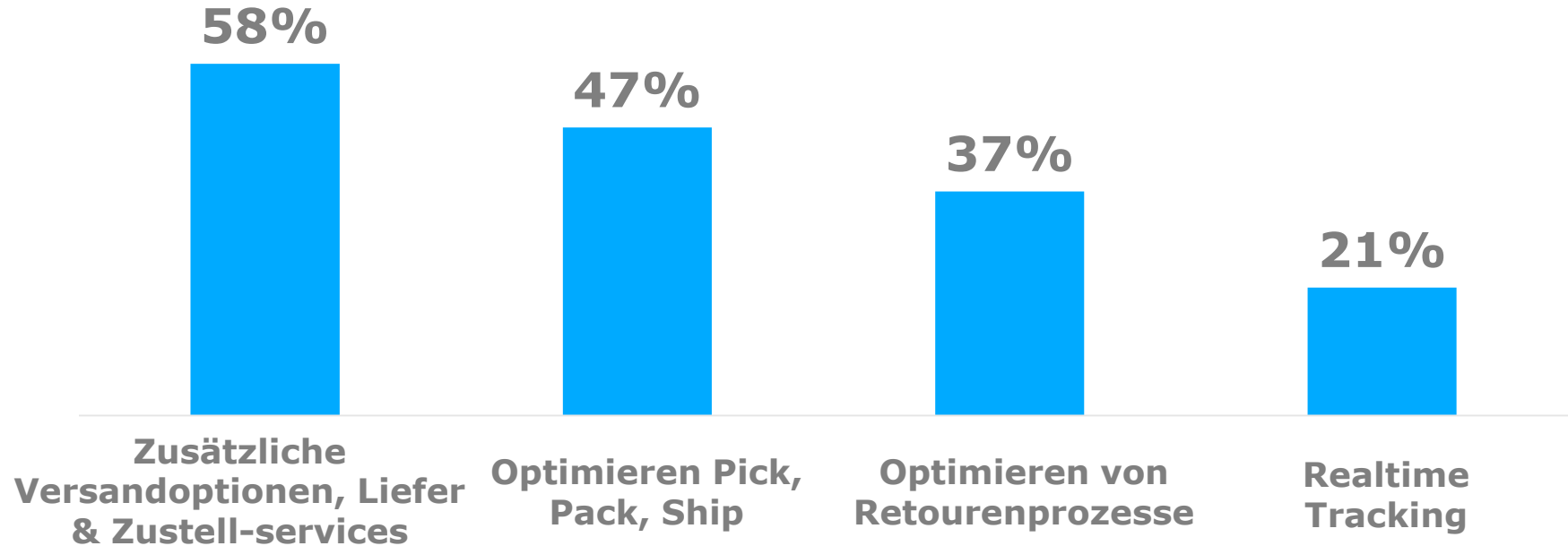


Nachhaltiges Wachstum im Ecommerce

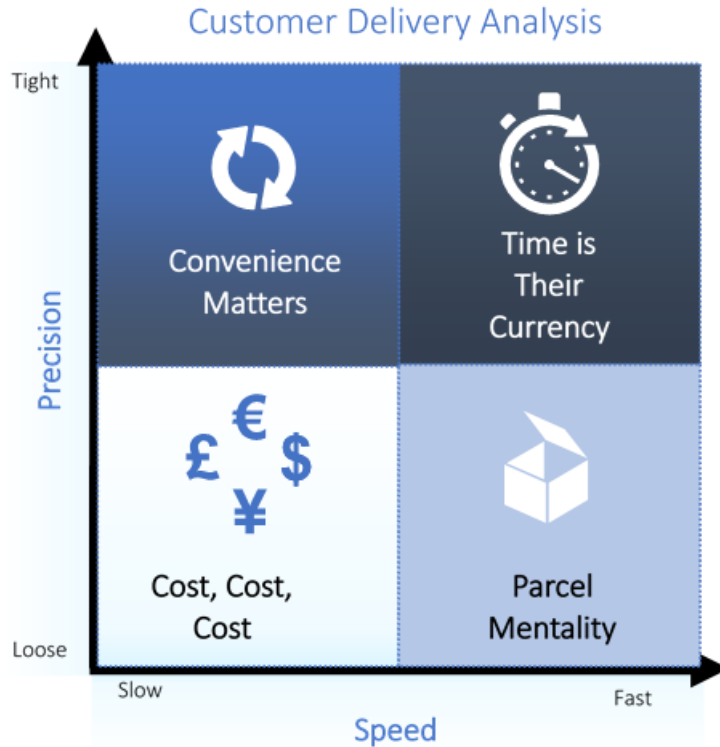


E-Commerce Logistik-Strategien der Top Performer

What are the most important strategies or tactics you are using to improve the value of Ecommerce Supply Chain & Logistics processes? (Pick two)



Zusätzliche Versand-Optionen = zufriedene Kunden?

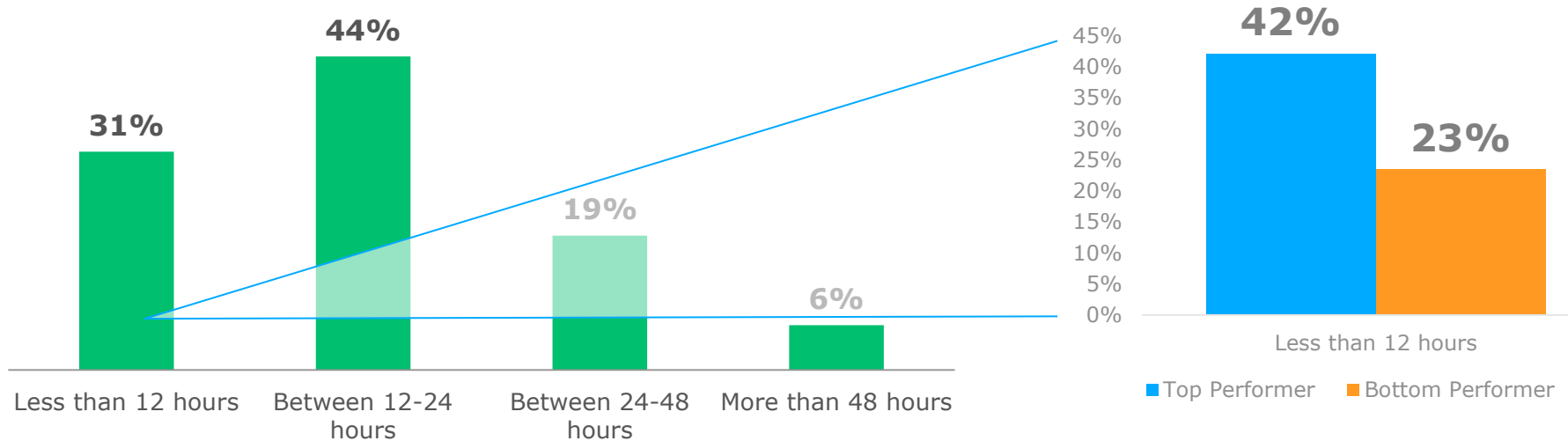


- **53%** geben an, dass Zeitfensterzustellung immer wichtiger wird.
- **56%** in NA sehen versandkostenfreie Lieferung vom Wettbewerb als Herausforderung (37% in DACH)

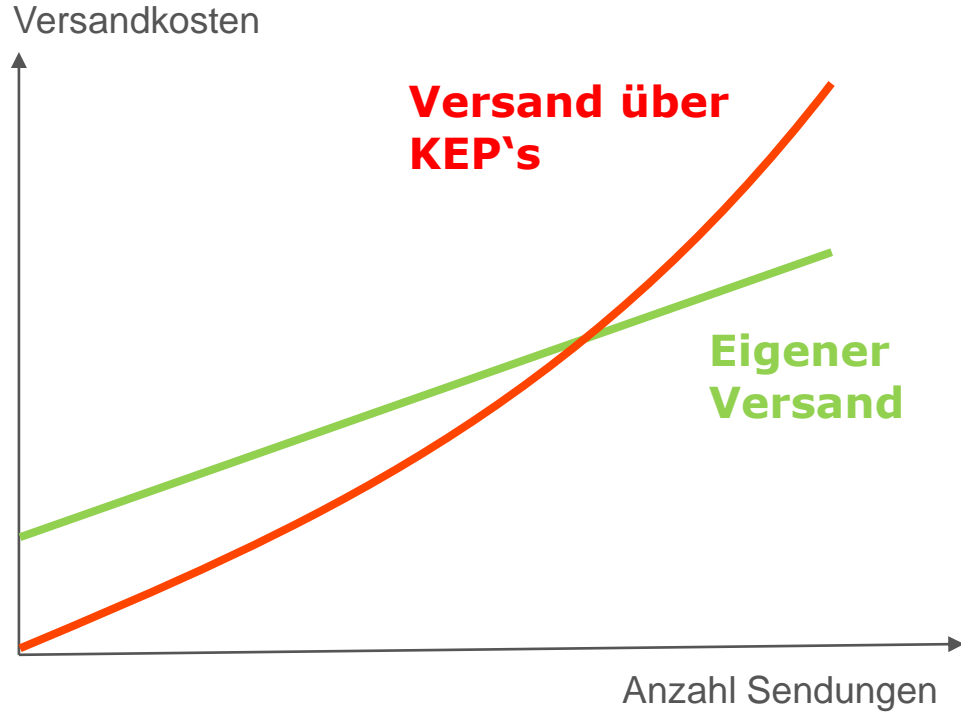
Wie schnell versenden die Top Player?

- 42% der Top Player versenden innerhalb von 12h
- Kein Unterschied zwischen NA du DACH bzw. kleine oder große Unternehmen

What is your average throughput time from order receiving to ship out / handover to carrier? (Pick one)



Die „neue“ letzte Meile kann sich lohnen

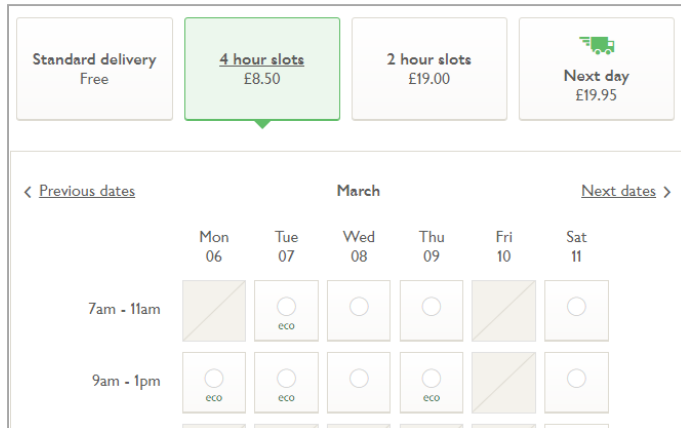


17% der Top Player
konzentrieren sich auf
Home Delivery

Differenzierung auf der "neuen" letzten Meile

John Lewis

Zeitfenster & Zusatzservices

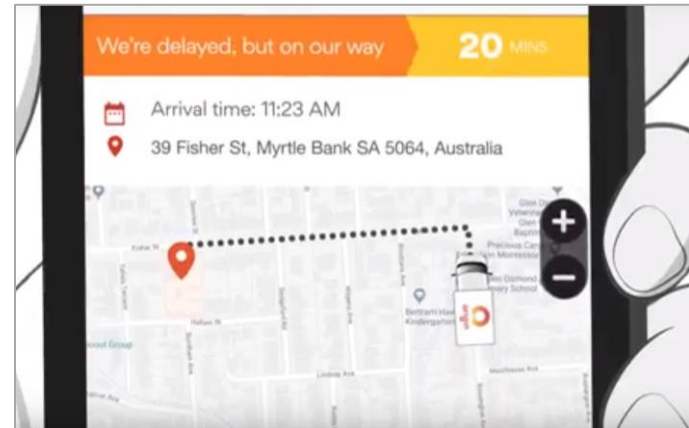


The screenshot shows a delivery options interface. At the top, there are four buttons: "Standard delivery Free", "4 hour slots £8.50" (highlighted in green), "2 hour slots £19.00", and "Next day £19.95" with a truck icon. Below this is a calendar for the month of March, with columns for days from Mon 06 to Sat 11. Two time slots are shown: "7am - 11am" and "9am - 1pm". The "4 hour slots" option is selected, and the "eco" label is visible under the 7am-11am slot for Tue 07 and the 9am-1pm slot for Tue 07 and Wed 08.

	Mon 06	Tue 07	Wed 08	Thu 09	Fri 10	Sat 11
7am - 11am	/	eco			/	
9am - 1pm	eco	eco		eco	/	

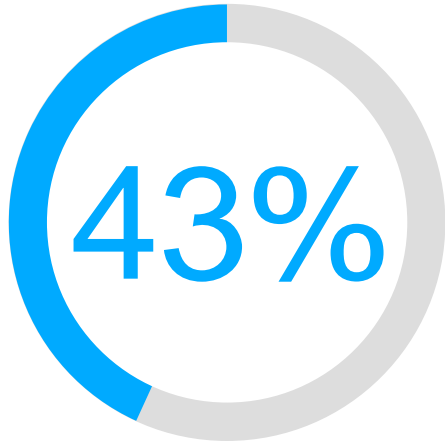


Real Time Tracking

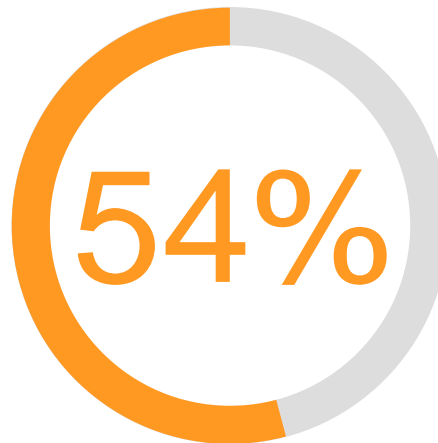


The screenshot shows a real-time tracking interface. At the top, a yellow banner says "We're delayed, but on our way" with a "20 mins" delay indicator. Below this, the arrival time is "11:23 AM" and the address is "39 Fisher St, Myrtle Bank SA 5064, Australia". A map shows the delivery route with a red location pin and a truck icon. The interface includes zoom in (+) and zoom out (-) buttons on the right side.

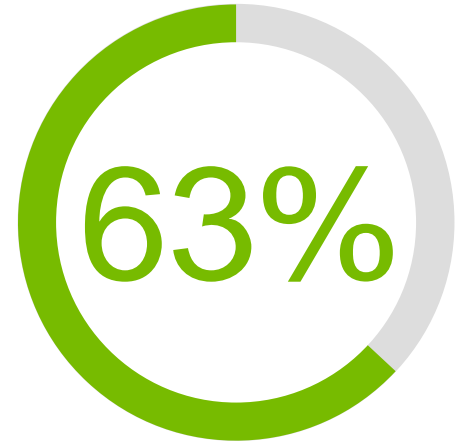
Technologie treibt Wachstum



der Top Performer rechnen mit steigenden IT Ausgaben > 5%



IT Ausgaben im Bereich Anbindungen, Lager & Carrier-Integration



in Europa Early Adopter & Fast Follower. (vgl. NA: 46%)

Neue Studie im Herbst 2019 – Bitte teilnehmen!



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& LOGISTICS BENCHMARK SURVEY

DESCARTES™



Network



Applications



Content



Community