Democratizing Fulfillment with Data

Darwynn
### e-commerce evolutionism

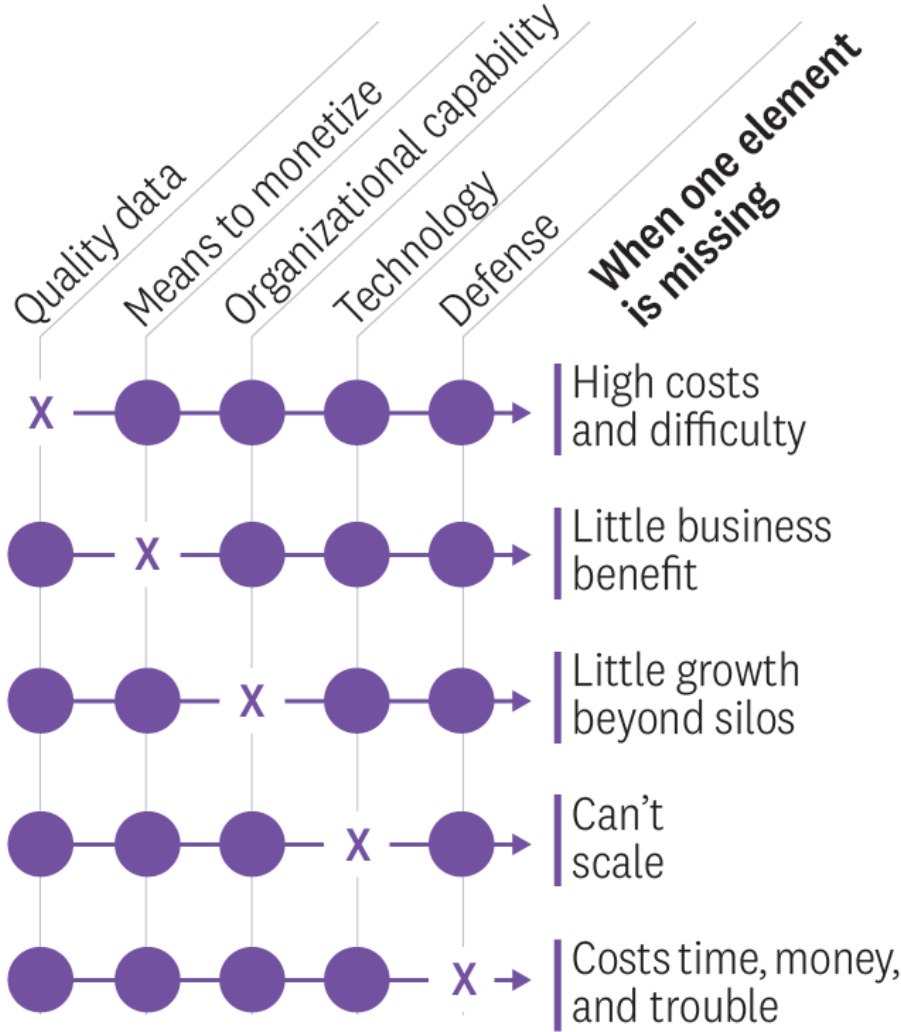# Democratizing Ecommerce

Big Data

Executive Survey

96% of executives say high quality data is "very" or "moderately" important, and 73% say their organization rely on more than 6 data types, many of which are considered essential to business operations.

Despite that, 60% believe they are under-investing in data strategy and 70% say their data strategies are falling behind their competitors.

96%
say high quality data is important

73%
rely on more than 6 data types

60%
believe they are under-investing in data strategy

70%
say their data strategies are falling behind
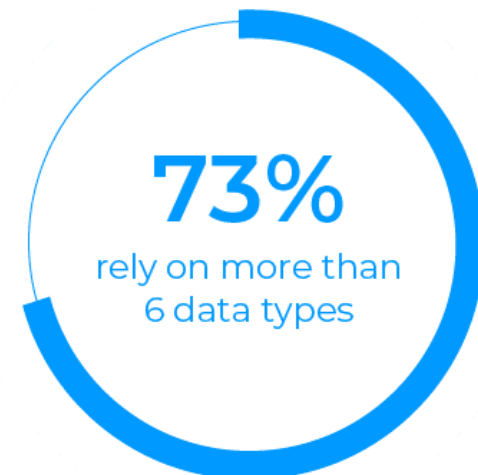
5 Essential Elements for Succeeding with Data

And what happens when one element is missing.

Quality data	Means to monetize	Organizational capability	Technology	Defense	When one element is missing
X	●	●	●	●	High costs and difficulty
●	X	●	●	●	Little business benefit
●	●	X	●	●	Little growth beyond silos
●	●	●	X	●	Can't scale
●	●	●	●	X	Costs time, money, and trouble

Source: Thomas C. Redman

HBR

Succeeding with Data

Data quality: Accuracy, Completeness, Format, Consistency, Duplication, Integrity

Measuring Knowing Improving
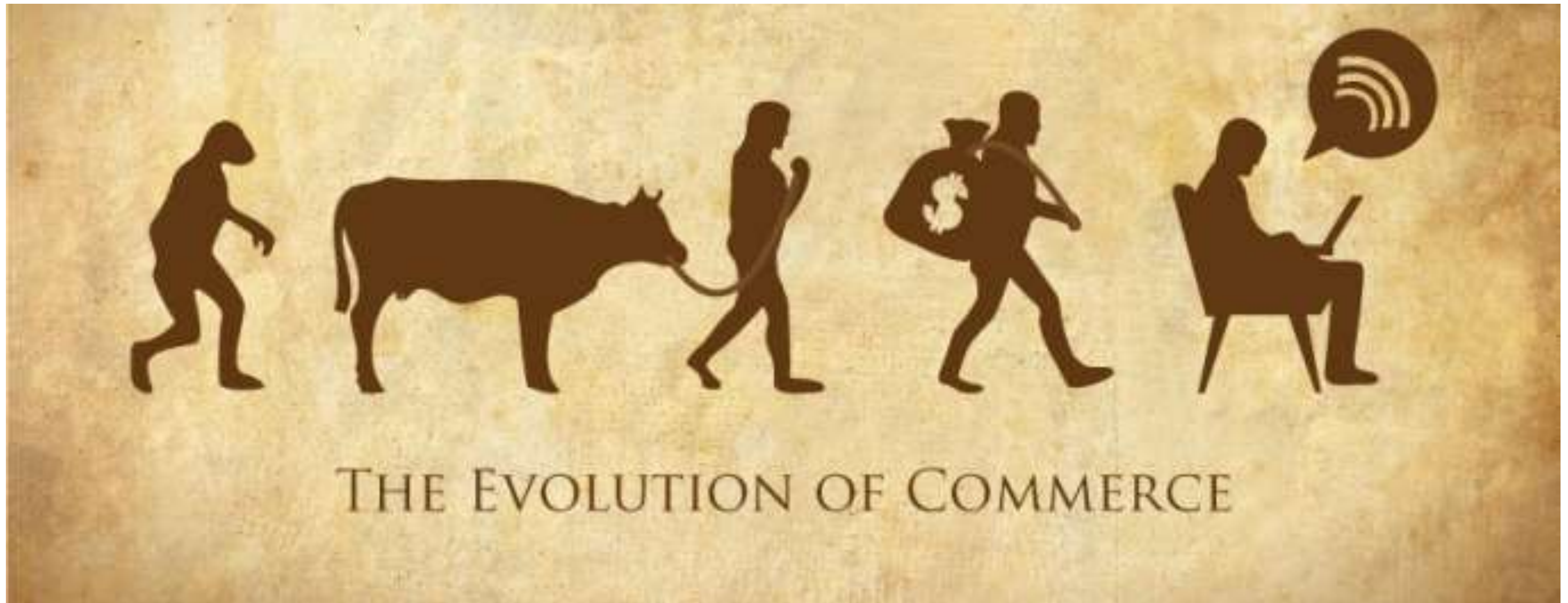
History of Data

Here's what happened

The History of ERP

1960s
Manufacturers develop basic material requirements planning (MRP) systems

1970s
More manufacturers use MRP systems. First system providers founded.

1980s
Manufacturing resource planning (MRP II) systems debut with more capabilities

1990s
Enterprise resource planning (ERP) systems debut, integrating all business functions

2000s
ERP II (internet-enabled) systems developed. Cloud ERP gains traction

2010s
ERP processes data in real time, starts to leverage machine learning, IoT

Commerce Matrix Challenge

Commerce Matrix

	Business	Consumer	Government
Business	B2B • Wholesaler • Alibaba	B2C • Retailors – Online & Offline • Platforms • Direct Selling	B2G • Private Sector Suppliers • Contractor work
Consumer	C2B • Uptime • Freelance • Bloggers	C2C • Auction Websites • Etsy • eBay	C2G • Public Government auctions
Government	G2B • Corporate Taxes • Business Admin	G2C • Personal Tax Collection • Health Programs	G2G • Documentation and information sharing between governments or segments

Channels & Methods on the Rise

Dealing with Operational Complexities

DISTRIBUTED ORDER MANAGEMENT
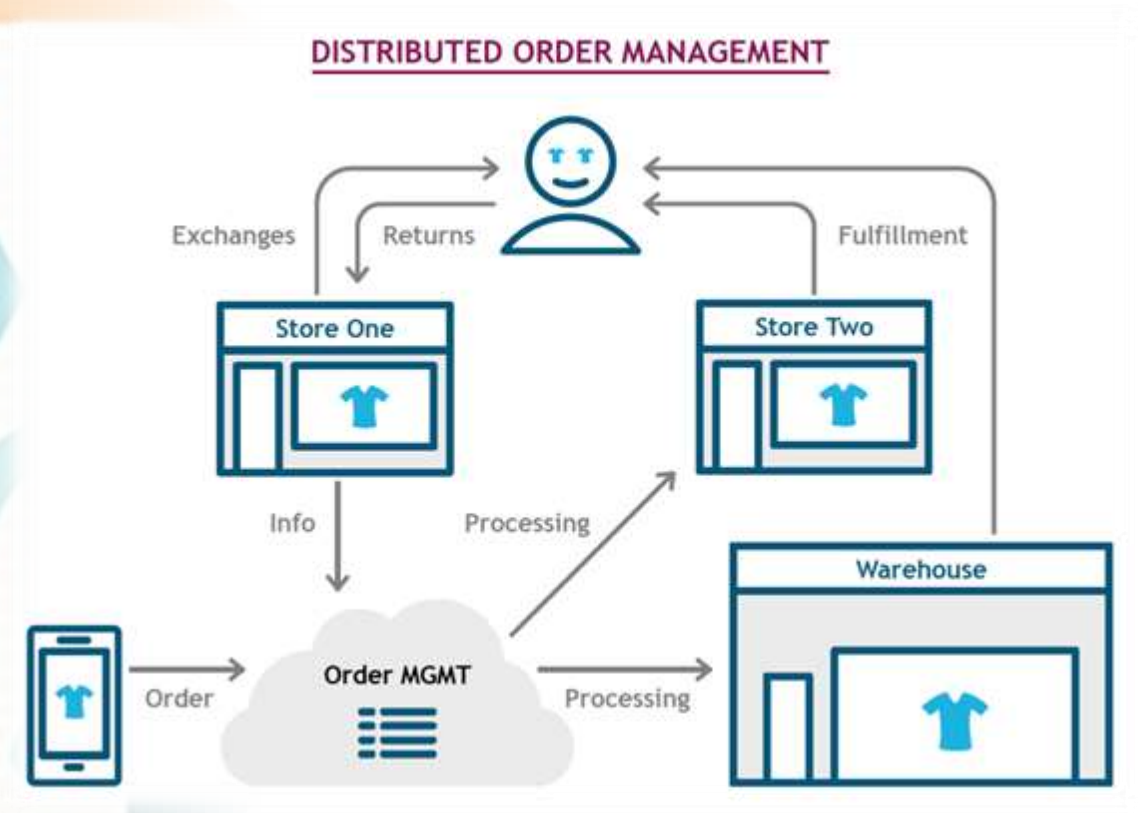
Consolidation and Moving Forward
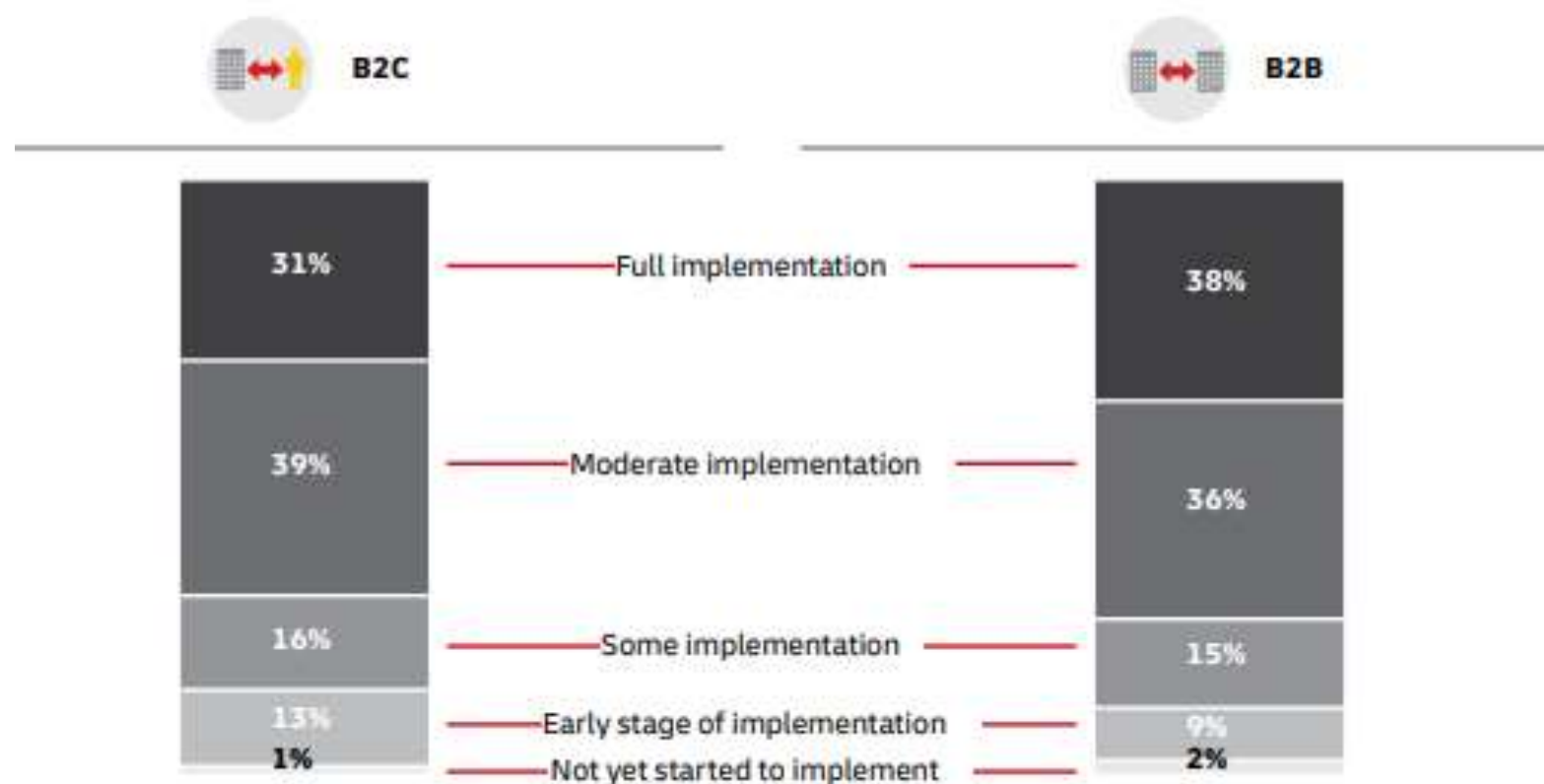
MDM – Master Data Management

- "With savvy use of data being the linchpin of achieving widespread corporate objectives, companies can no longer afford to merely give lip service to raising the quality of their data so that It becomes a strategic asset–HBR"

87%
say having strong MDM ensures future success

28%
have master data management (MDM) in place today

Darwynn Ltd

# E-Commerce Supply Chain Evolution – DHL Survey

According to a recent study , almost 40% of those responsible for B2B e-commerce feel they have fully implemented their e-commerce strategy. This is in comparison to just over 30% for those operating In the B2C market.

3 Main Reasons

1. Constantly-changing customer expectations
2. 2. Other urgent business priorities
3. 3. Limitations In existing infrastructure

E2E SOLUTION

Consolidated E2E multi platform, multichannel coast to coast Ecosystem for Canadian Market
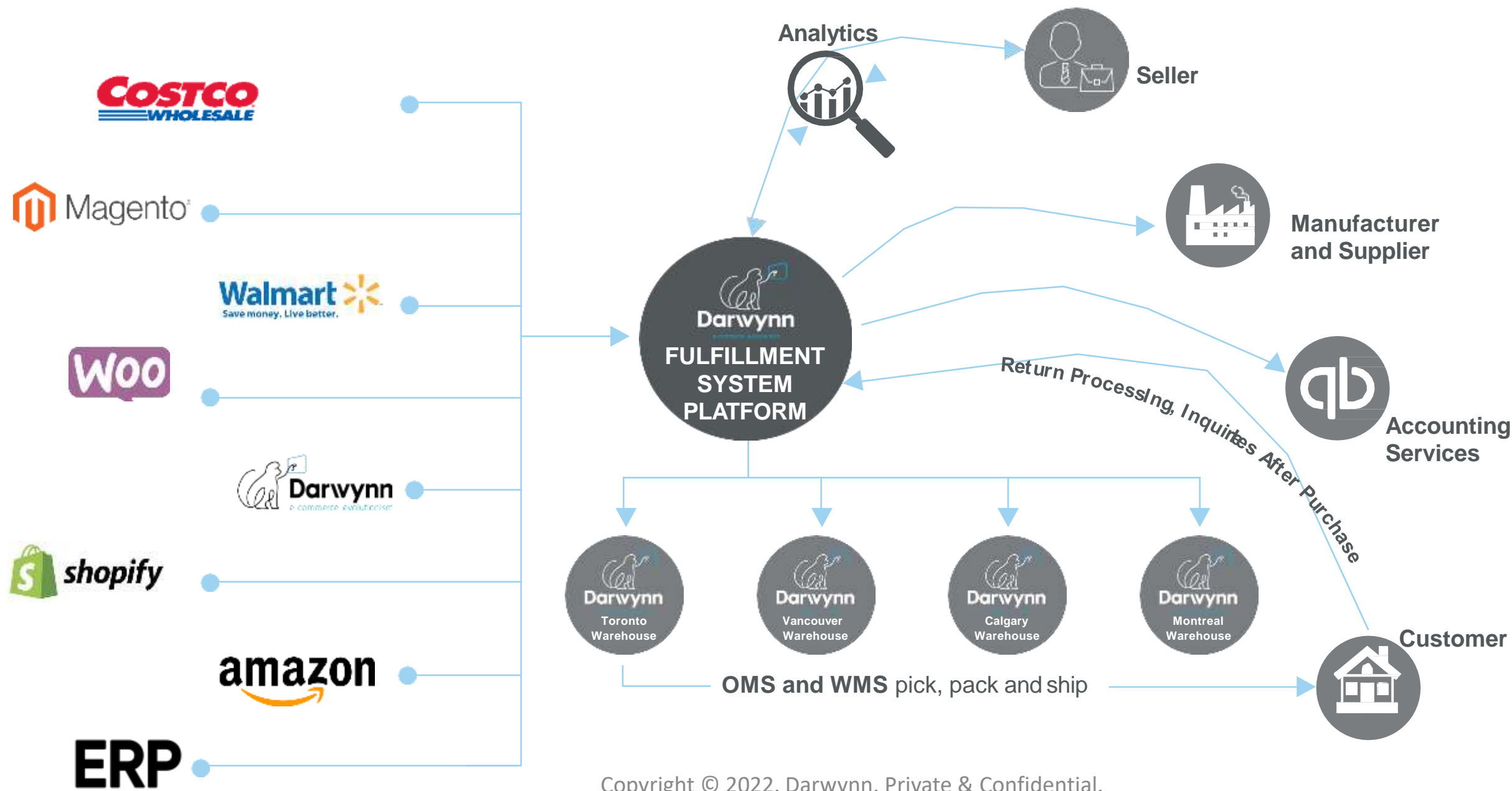
CANADIAN NETWORK **85%** OF POPULATION COVERED IN LESS 2 DAYS with standard service

Darwynn Owned & Operated

Vancouver
112,000 Sqft Facility
50,000 Orders Daily Capacity
Live

Calgary
88,000 Sqft Facility
30,000 Orders Daily Capacity
Live

Toronto
44,000 Sqft Facility
10,000 Orders Daily Capacity
Live

Montreal
110,000 Sqft Facility
30,000 Orders Daily Capacity
Dec 2022

➢ **Coastline Layout Strategy**
- **Population covered by coastline is over 16 million which Is nearly 85% of the total population**
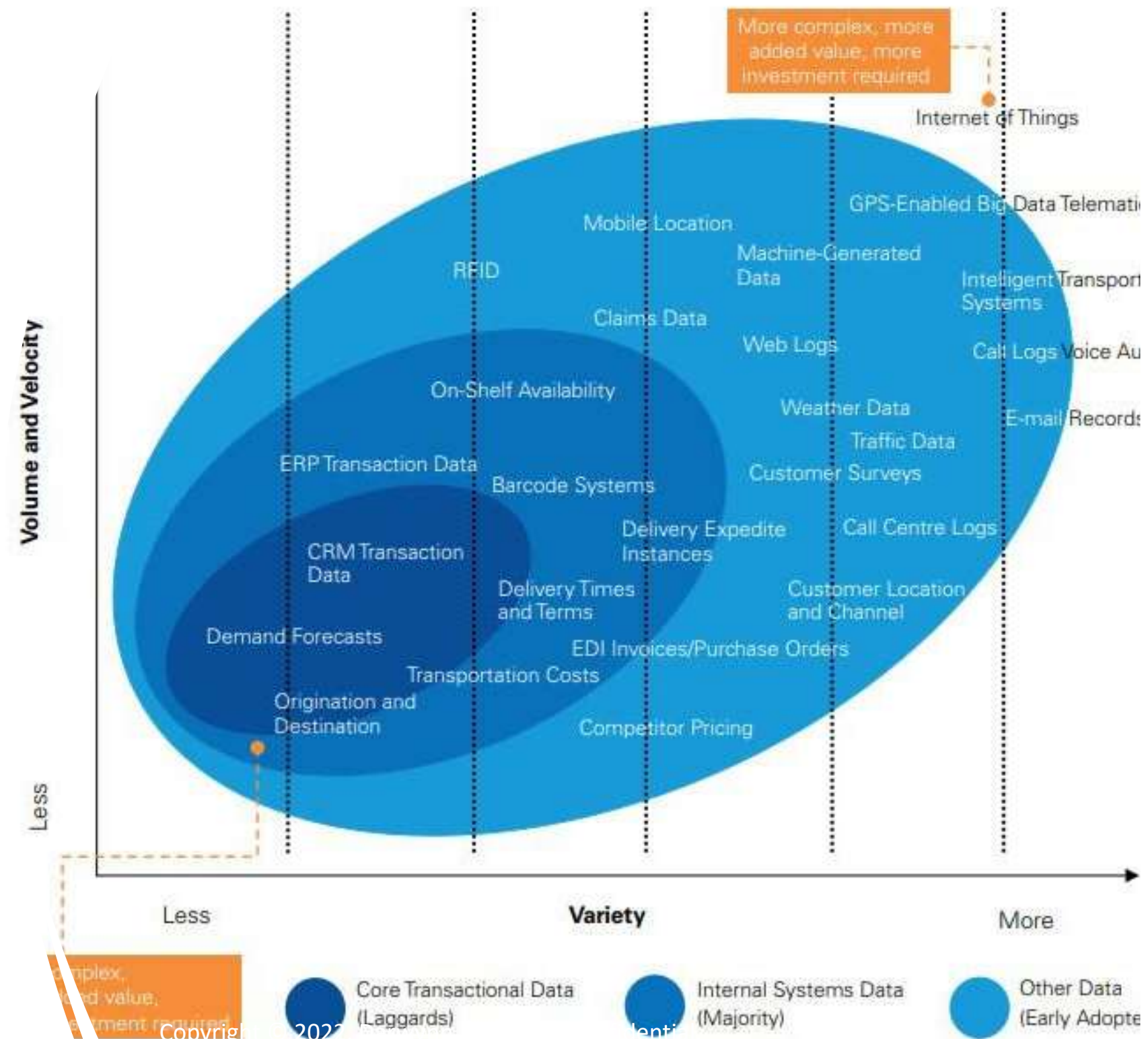- **4 Facilities In 2022**

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➢ **Shared Warehouse Model**
- **Establish the system with light assets and quickly cover the target area**

➢ **QUICK JIT TURNAROUND ON FULFILMENT STRATEGICALLY POSITIONED FOR OPTIMAL DELIVERY COST**
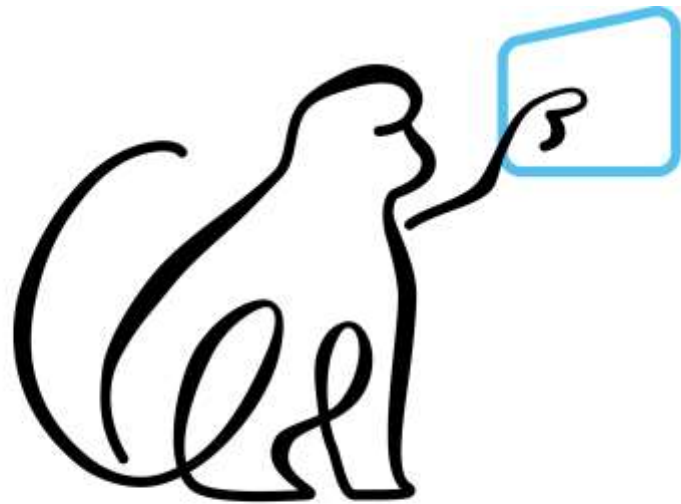➢ **D&I PROVIDED BASED GEOLOCATION AND TREND ANALYSIS TO MOST OPTIMALLY POSITION STOCK**

Data Analytics & Predictive Information

Data sources: Volume and Velocity vs. Variety

8th R

RIGHT PARTNERS

Thank you