



# WiseTech Global - Productivity

Benn Bekic

April 2017

The year was 1995



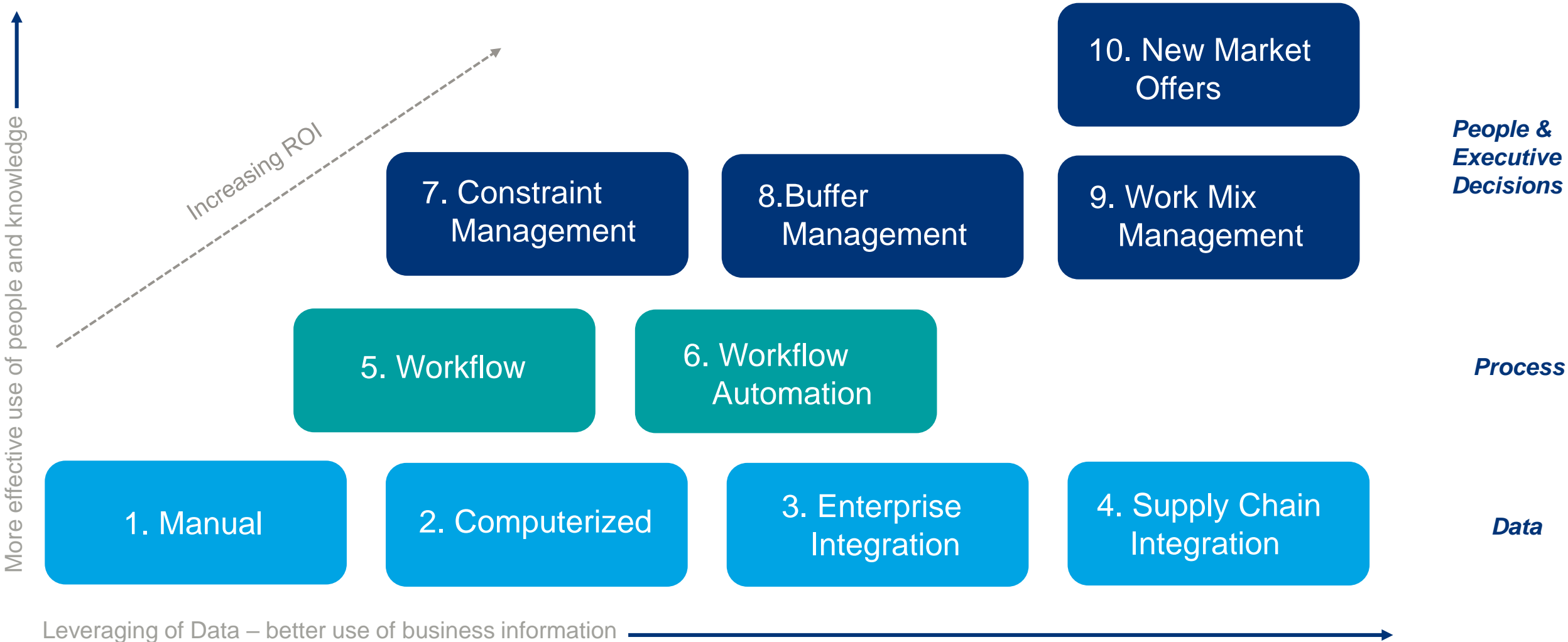
Theory of  
Disruption

- Clayton M. Christensen

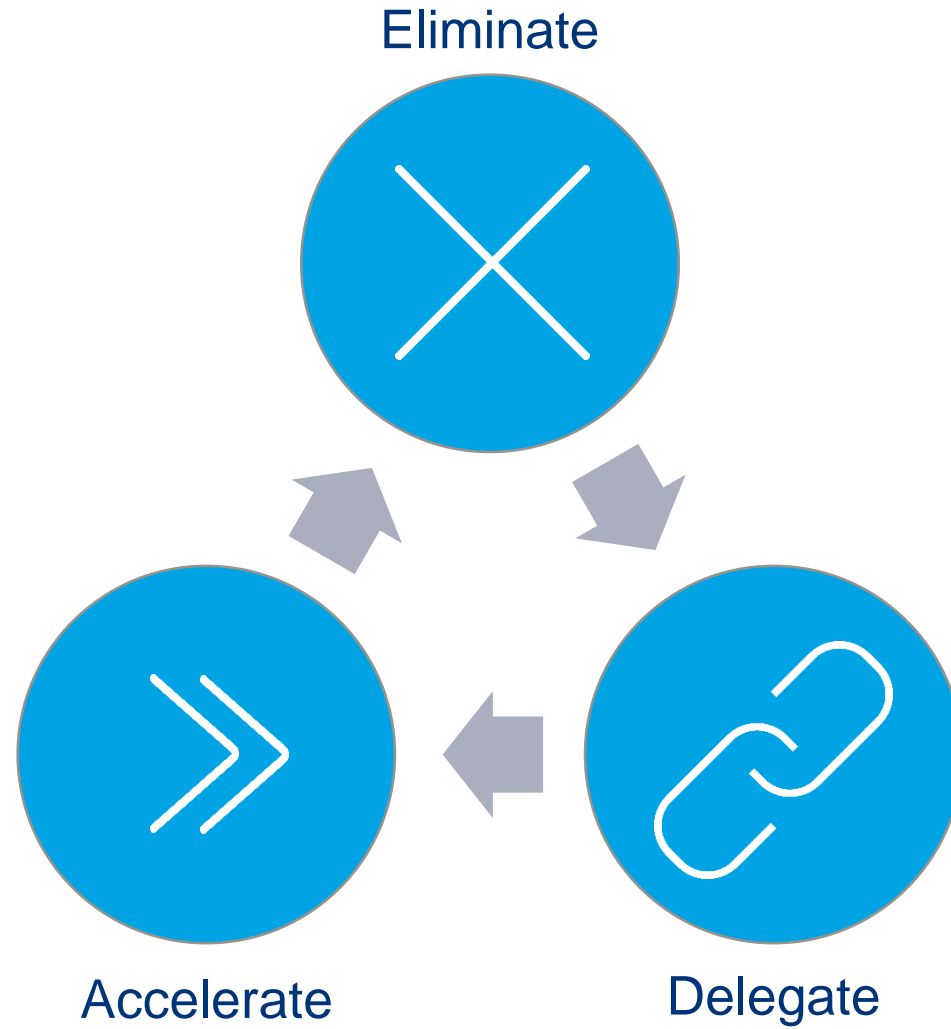


...and back in Canada I got my first job

# Productivity Framework



# What “done” looks like

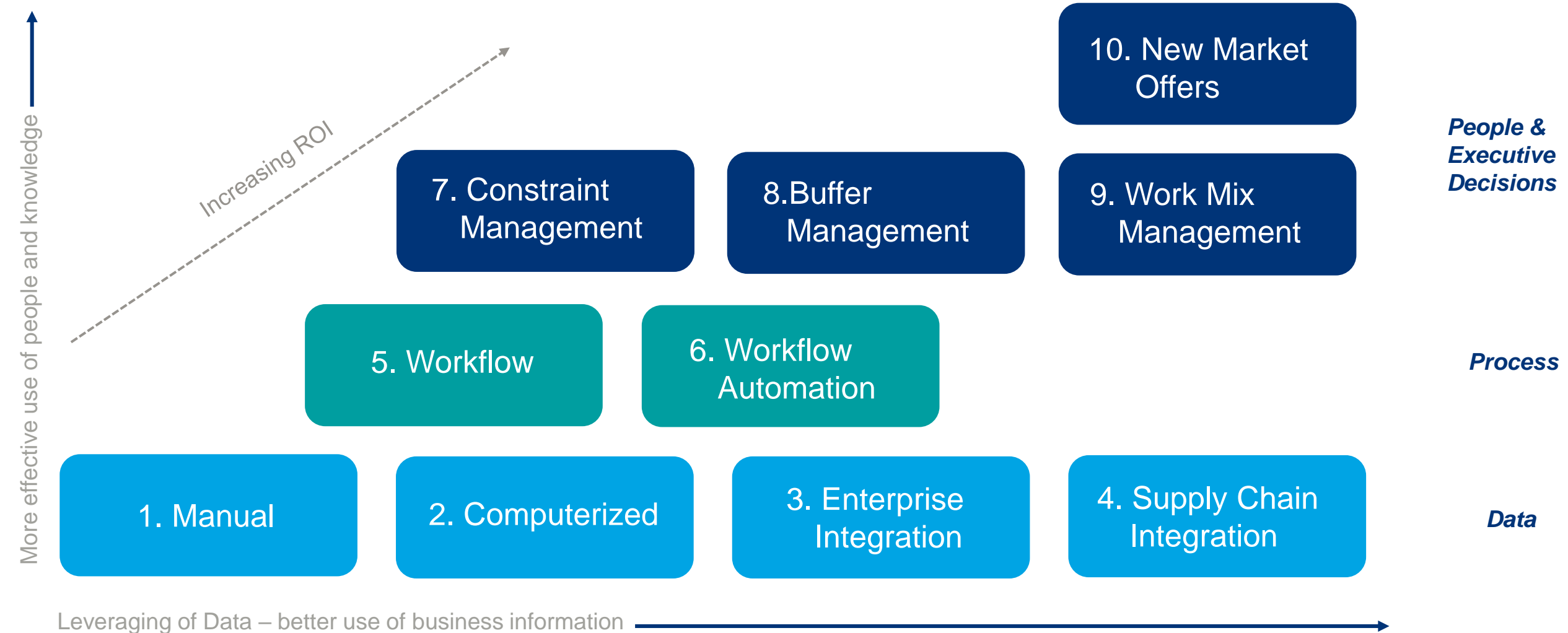


---

“If it’s worth doing three times, it’s worth not doing it at all.”

---

# Productivity Framework

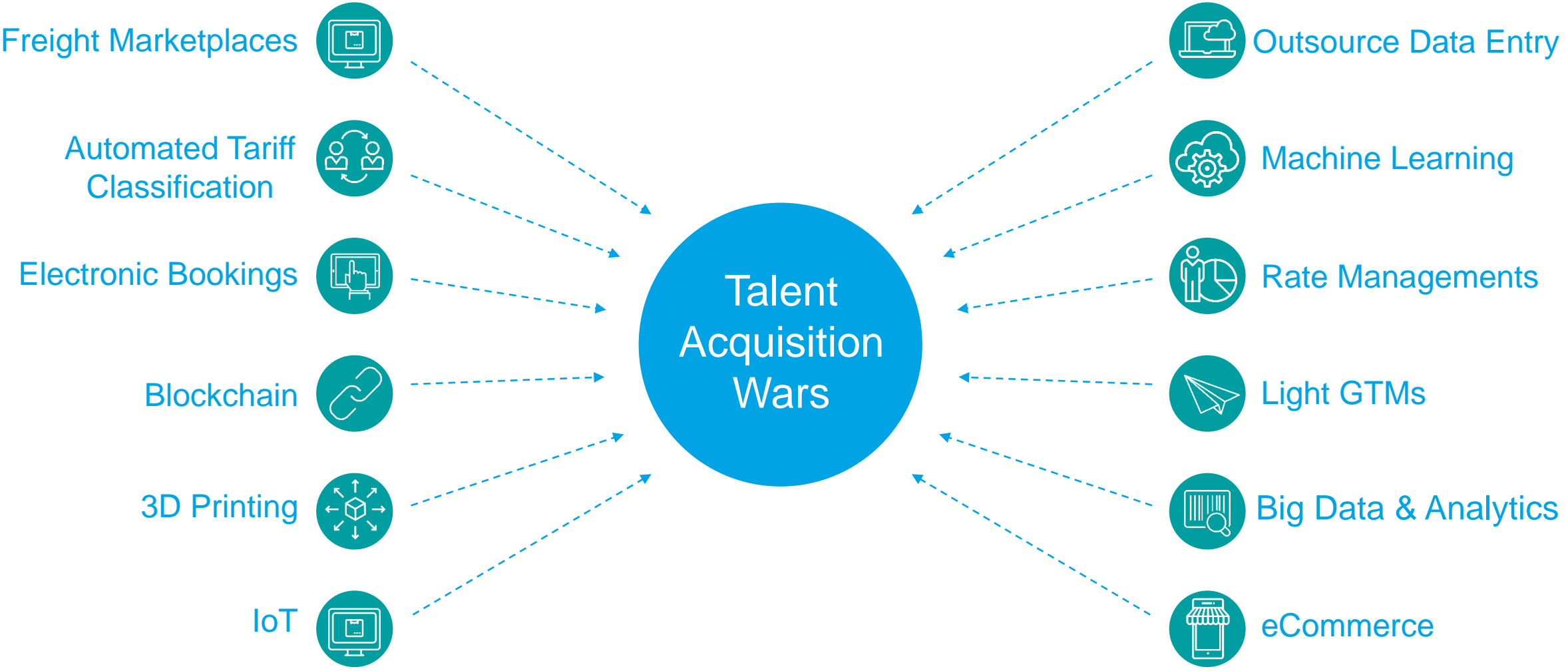


Where should you focus next?  
(give it enough time)

---

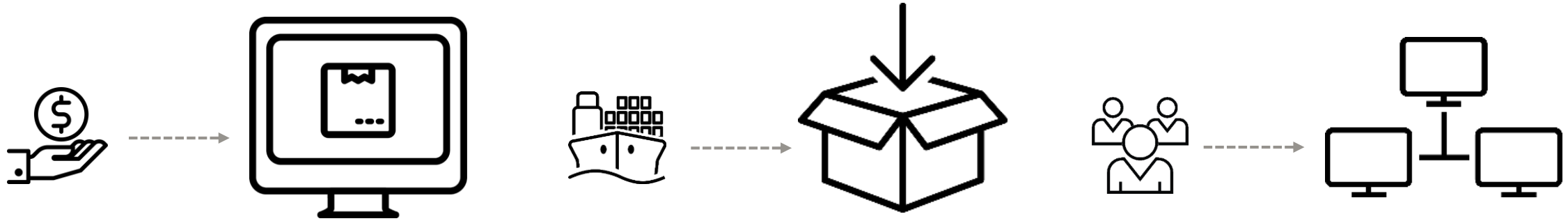
Summary point 1

# Digitization Frontiers





# eCommerce: fundamentally different



All data is electronically available at the time of purchase

The unit of measure for a shipment shifts from the container to the consignee

Short shipment processing times mean you can't solve problems by adding people

# Effects On Warehouse Operators



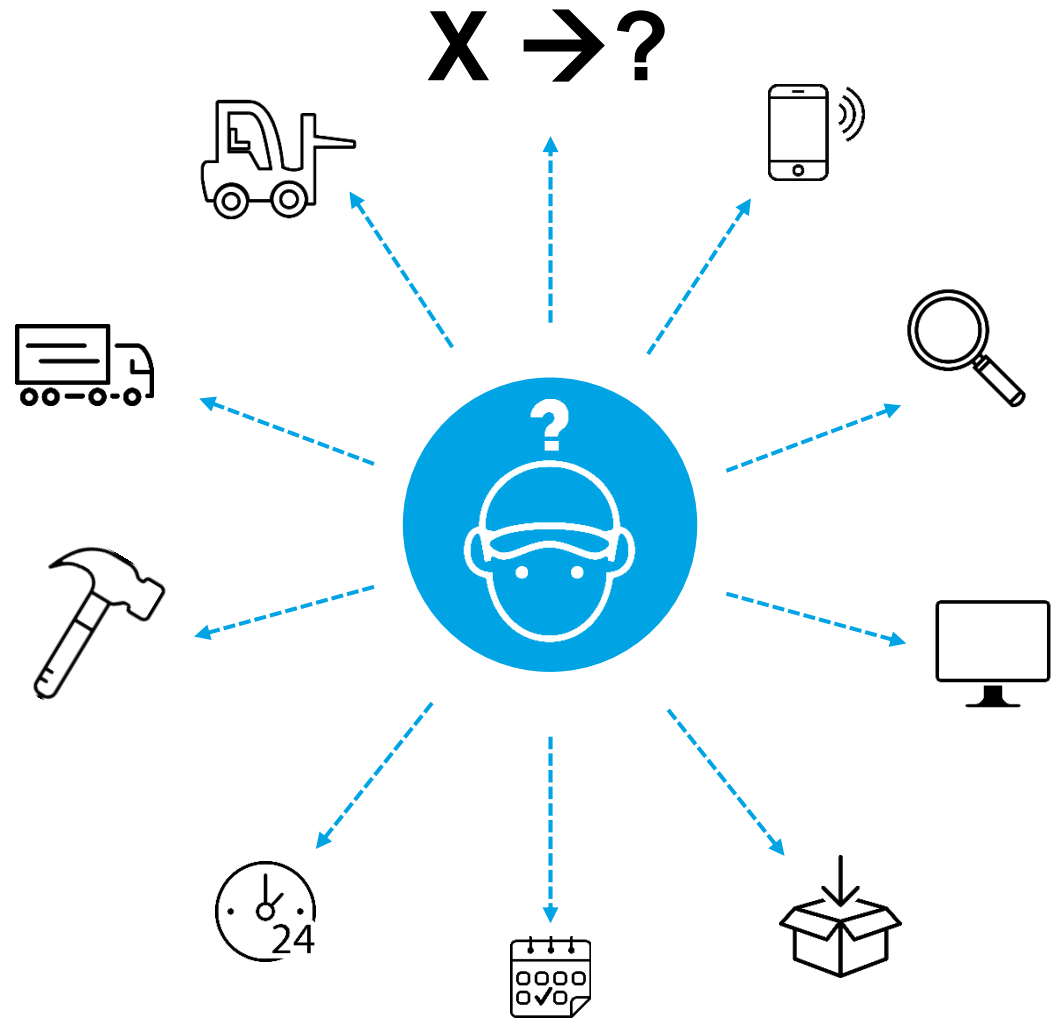
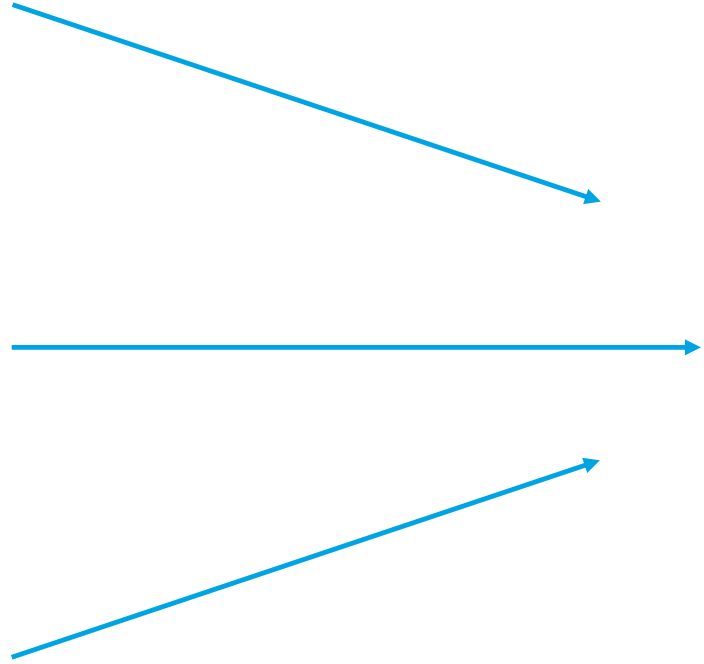
Custom broker



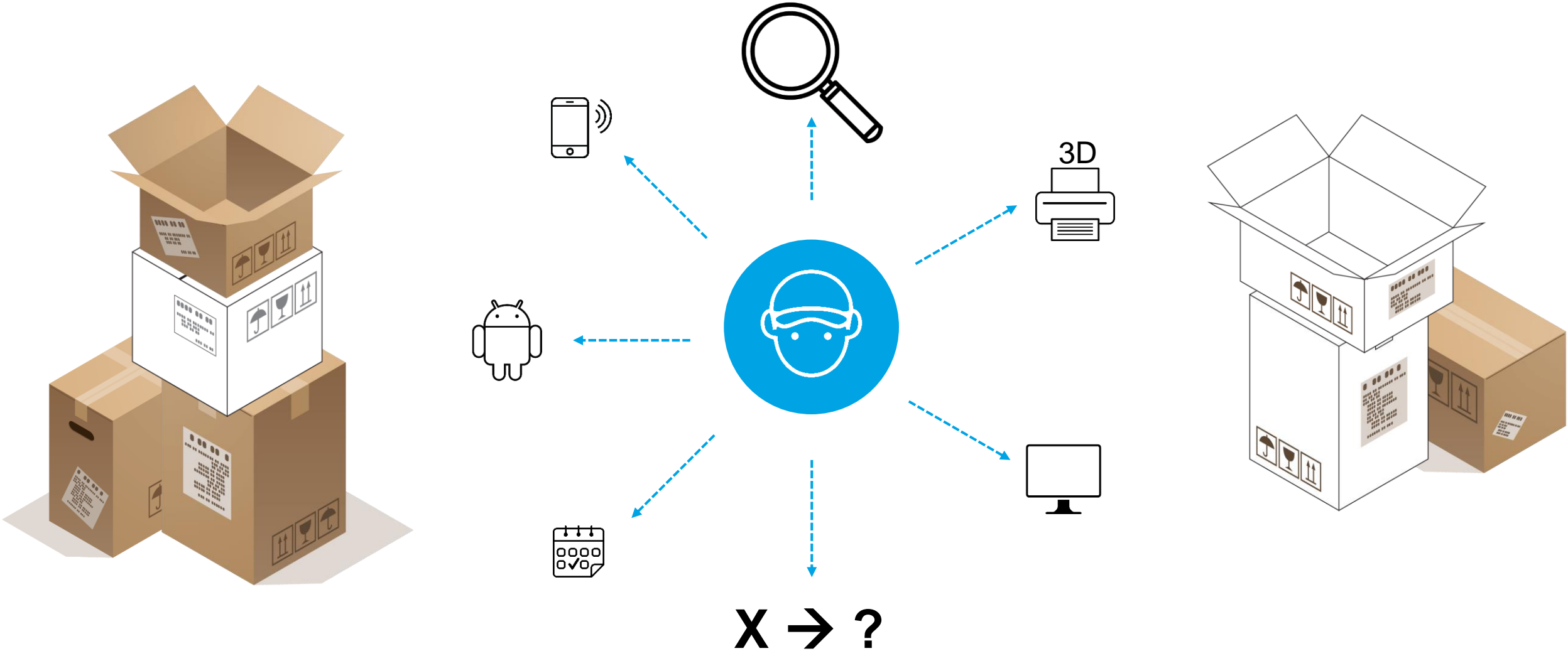
Warehouse operator



Freight forwarder



# High Velocity Warehouse Operator



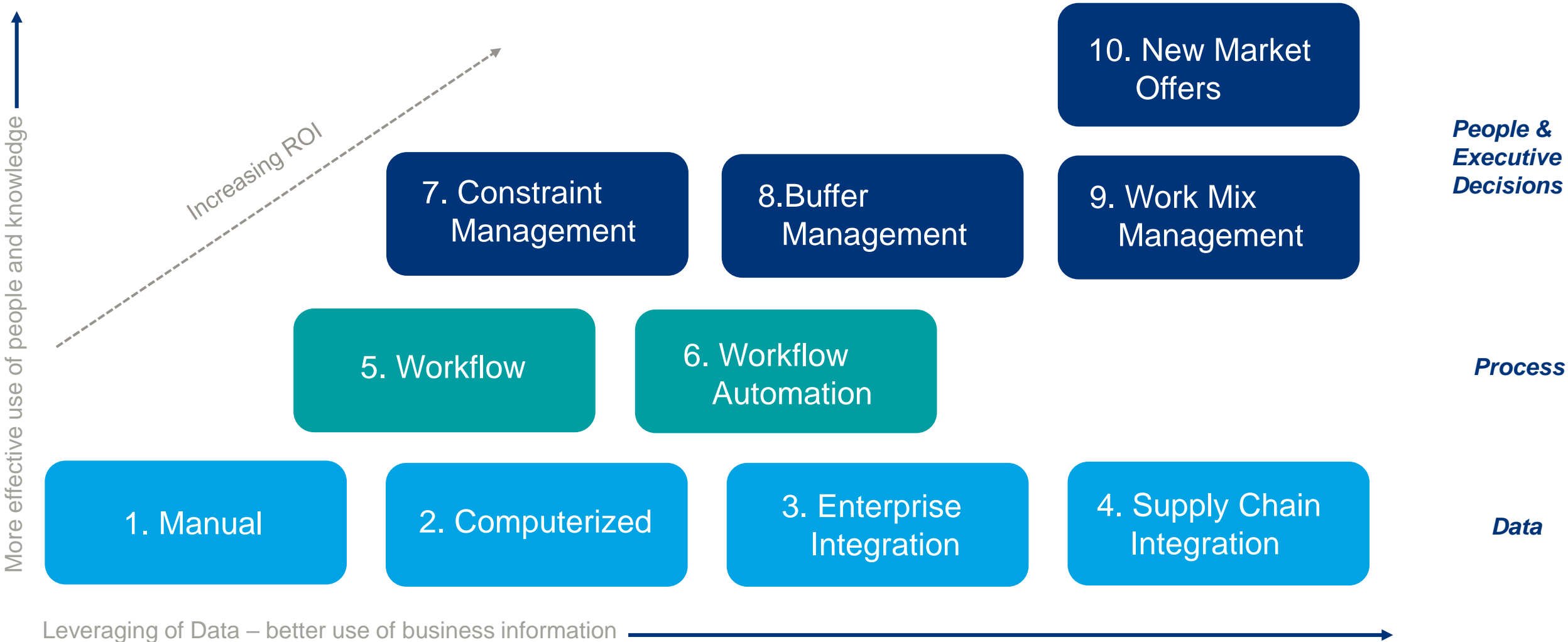
**X → ?**

The biggest **constraints** for digitization are usually **talent** and **bandwidth**.

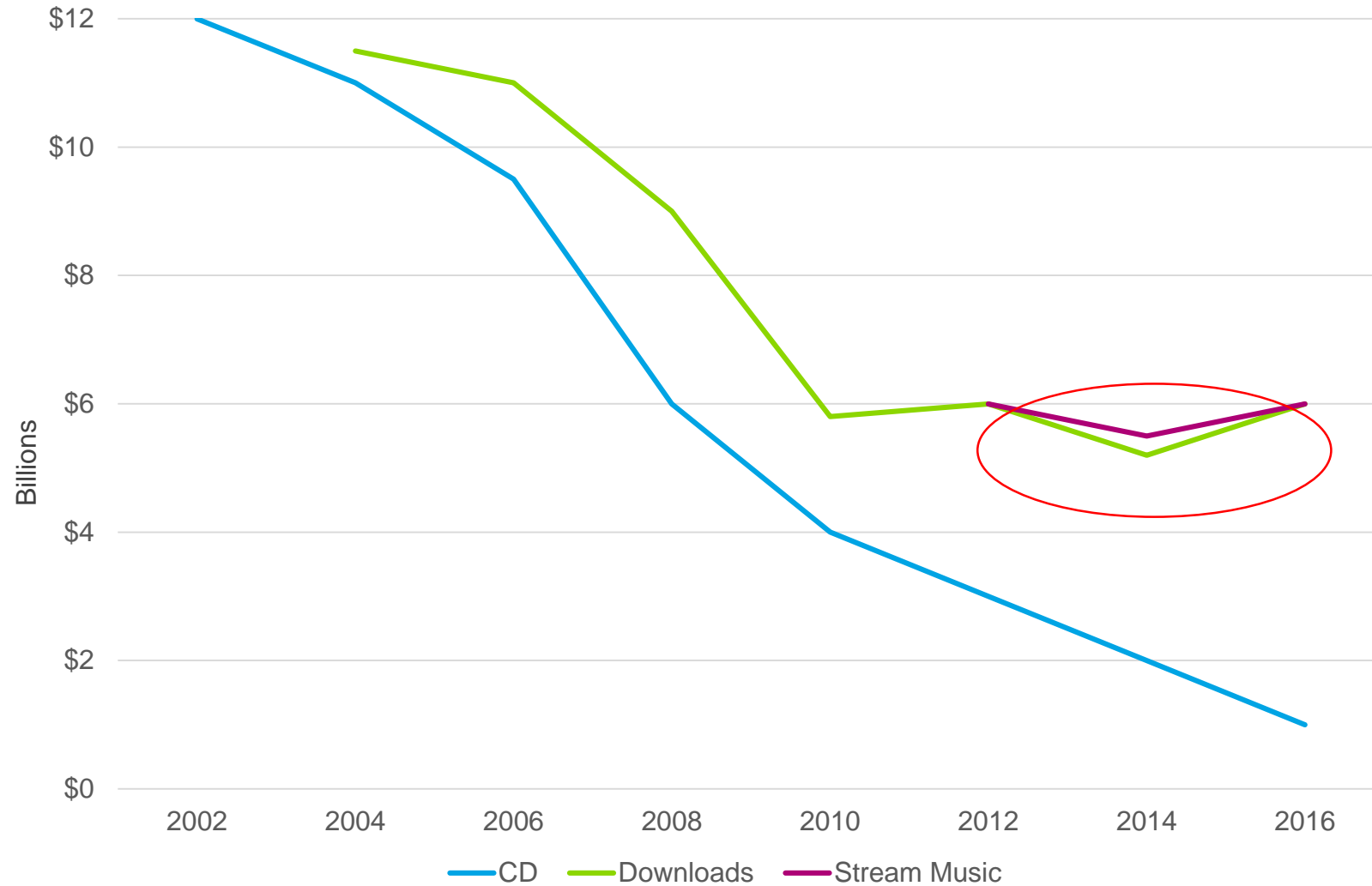
---

Summary point 2

# Productivity Framework



# Music industry disruption



Source: RIAA

Create a new **user experience** and **business model** for a fundamentally **new market offering**.

---

Summary point 3

# Who are we?

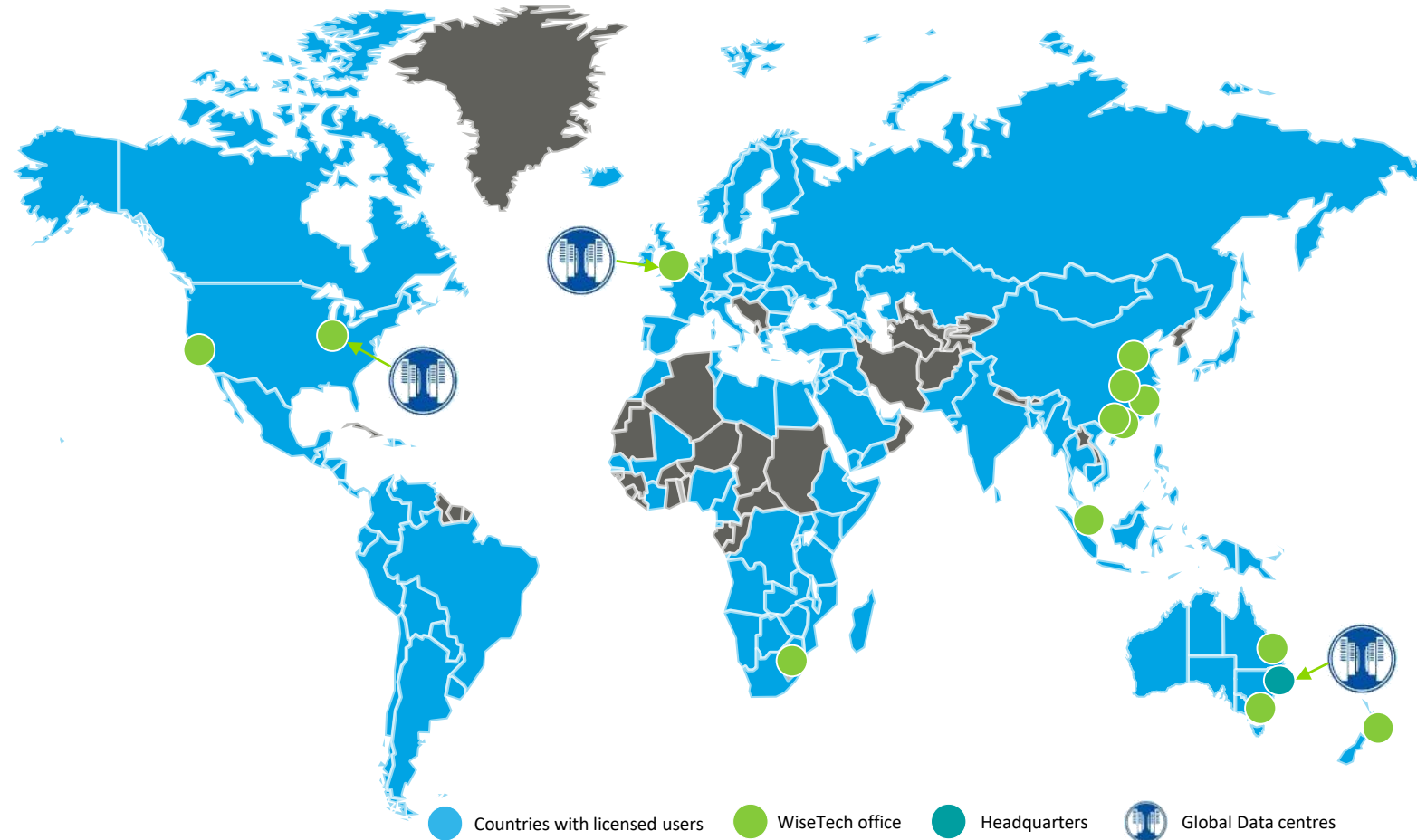
**125+**  
countries <sup>(1)</sup>

**6,000+**  
customers <sup>(2)</sup>

**34 billion+**  
data transactions in FY16

**1**  
integrated CargoWise One  
global system

**525+**  
employees



(1) Countries in which WiseTech Global software is licensed for use

(2) Customers refer to purchasers of our software; includes customers on the CargoWise One application suite and legacy platforms of acquired companies; legacy customers may be counted with reference to installed sites





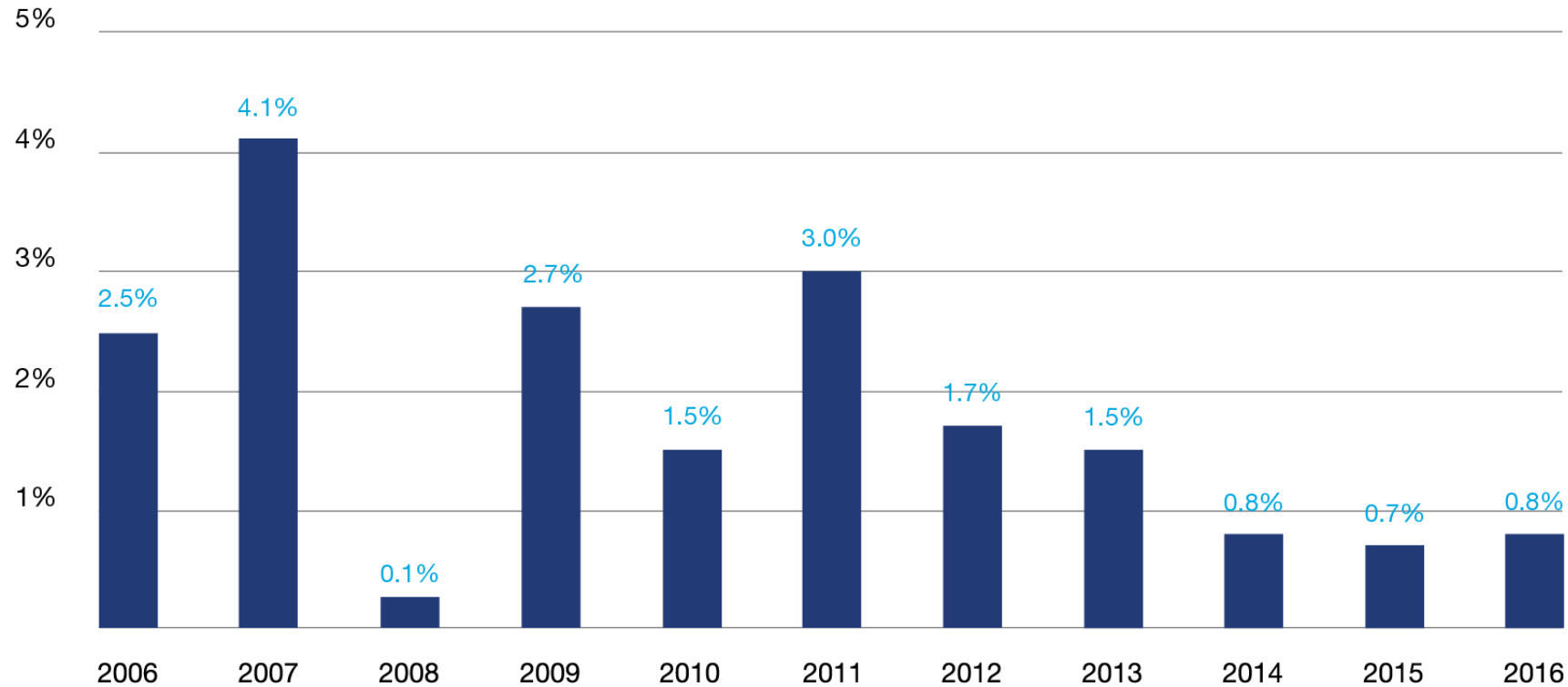
Benn Bekic

[Benn.Bekic@wisetechglobal.com](mailto:Benn.Bekic@wisetechglobal.com)

[www.wisetechglobal.com](http://www.wisetechglobal.com)

# Why the disruption?

## INFLATION RATES GRAPH (2006 - 2016)



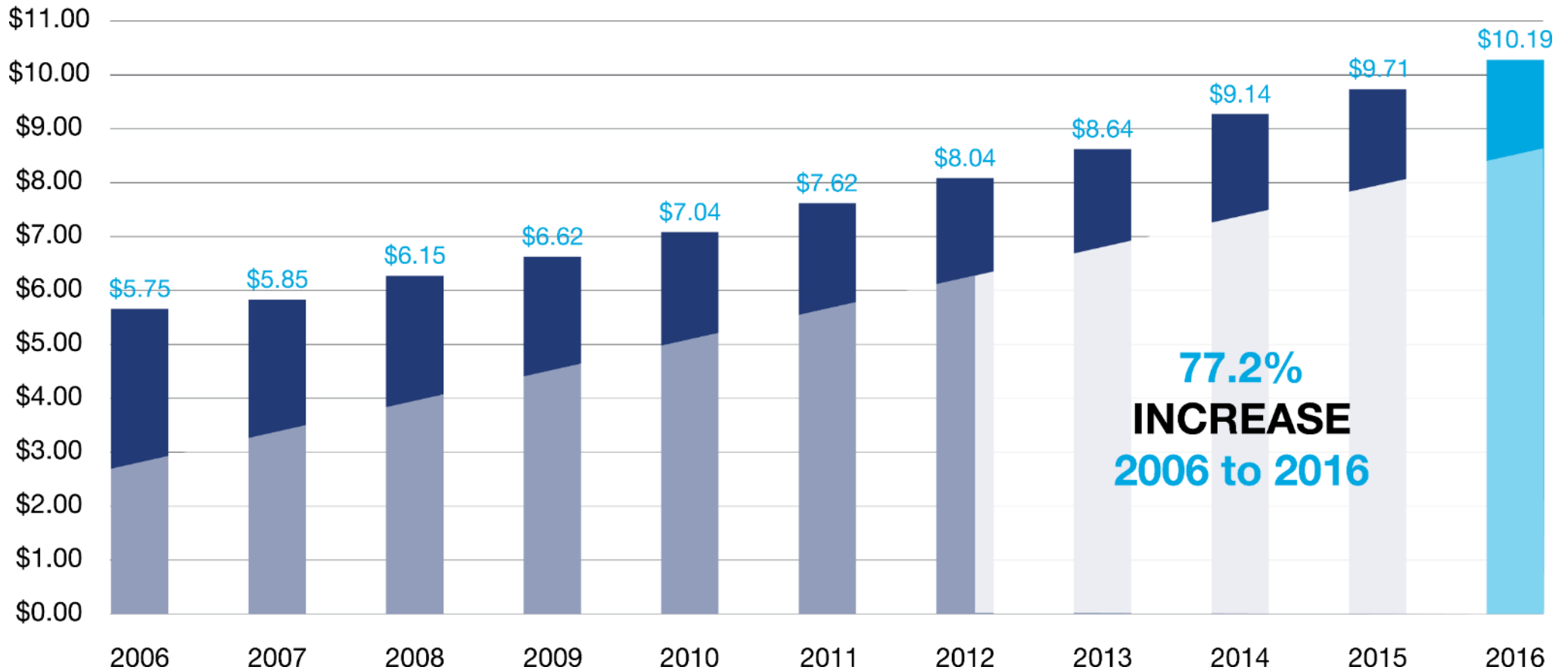
**19.4%**

Cumulative increase  
with no underlying  
product innovation

Source: [www.usinflationcalculator.com](http://www.usinflationcalculator.com)

# Why the disruption?

## Ground Residential Minimum Charge



Source: Lojistic

---

Which logistics services have similarly seen a dramatic price increase without any underlying innovation or added benefit?

---

Most of the **industry** looks ripe for  
**digitization** not disruption.

---

Summary point 4

That does **not** mean the **same**  
**companies** will be on **top**.

---

Summary point 5