



# The Unseen Competitive Advantage

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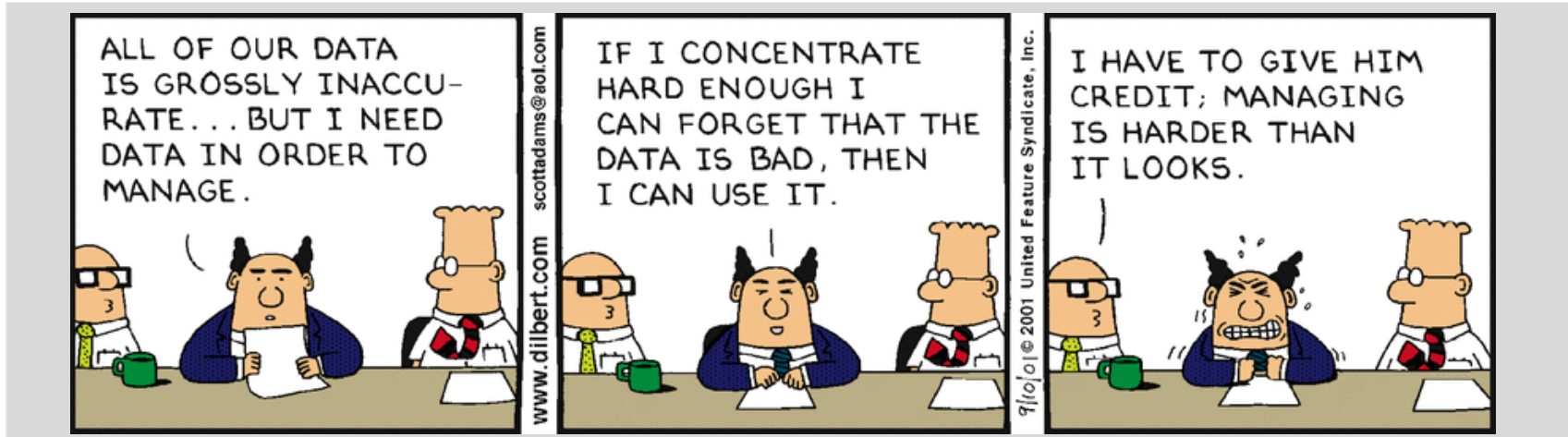
# The New Battleground

- ❖ **The Customer Perspective**
- ❖ **Data Driven Business Insights**
- ❖ **Optimising**

# The Customer Perspective: The Age of the Customer



# Data Driven Business Insights: Strategy and Requirements



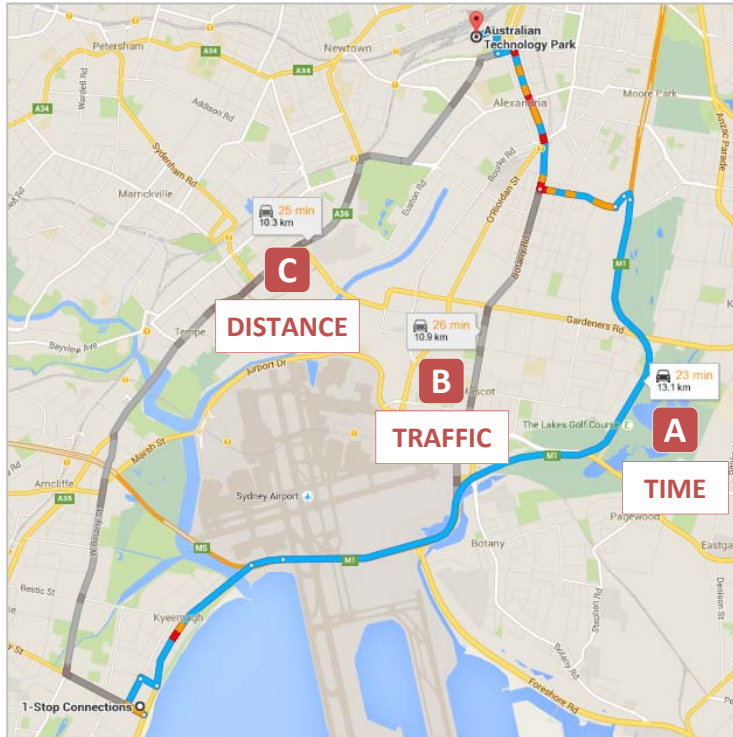
**90%**  
of the world's data is  
created every 2 years

Only  
**13%**

of professionals believe  
they have & use the  
right data for their  
business decisions

**#1** 2016 Job  
Rank for  
Data Scientists in terms of  
salary, openings, & career

# Optimising: What is being Optimised?



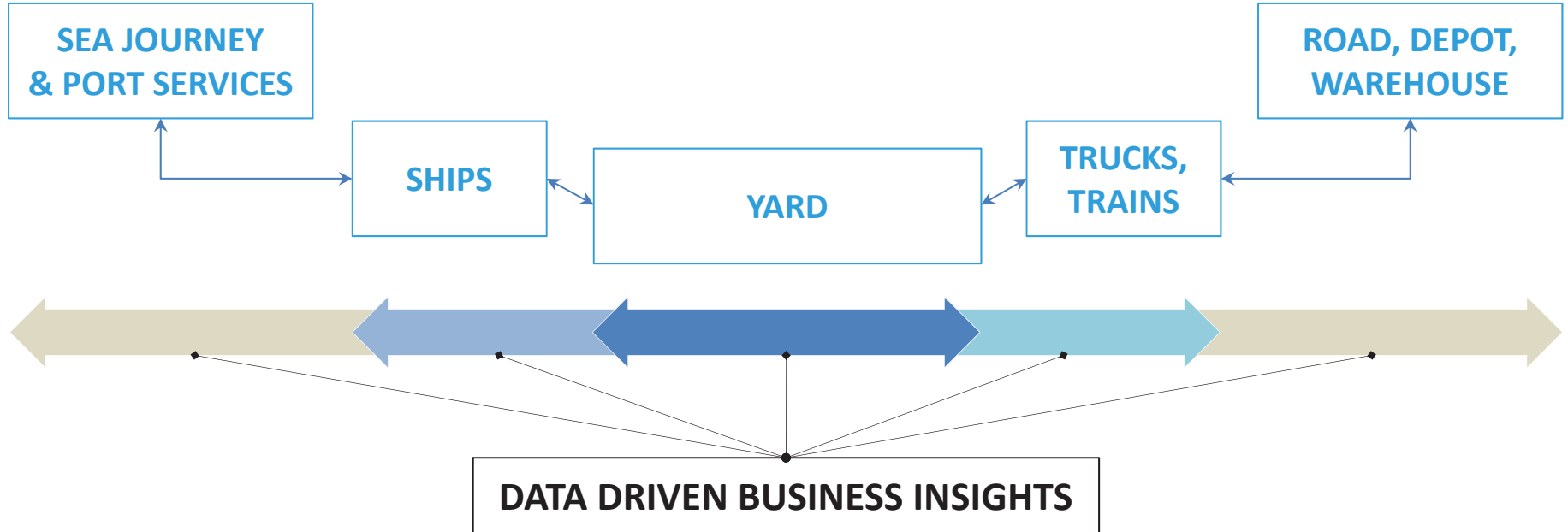
For Intermodal operators,  
what should be optimised?

- ❖ Efficiency (minimise moves)
- ❖ Costs (per shift, per day, per hour)
- ❖ Customer
- ❖ Tomorrow operations?

Or does it depend on the day?

# Optimising: The Broader Supply Chain

## The Broader Supply Chain



# Creating business value from today's technology

- ❖ **Customer expectations are changing**
- ❖ **Data strategies are becoming increasingly important**
- ❖ **Technology already exists to platform the data but the reach & effective use is the challenge**
- ❖ **There is untapped potential as views expand to the broader supply chain**