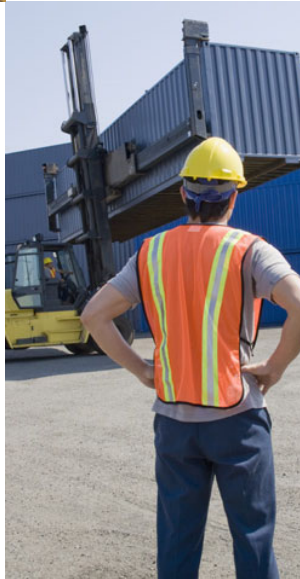




Delivering Sustainable
Competitive Advantages



In the current dynamic and volatile global economy, the challenges faced by Logistics Service Providers (LSP) include changing supply chain structures, environmental concerns, increased focus on security compliance and government regulations, while shippers continue to expect significant cost reduction and improvement in service levels.

In essence, LSP's quest today, is to deliver varied services by moving up the value chain, complying with security regulations, imbibing various cultures and creating new footprints across the world.

The LSP industry is addressing these challenges by introducing innovative strategies and creating new integrated services with global reach and enhancing the customer's experience life cycle.

Mahindra Satyam's Logistics Practice

With in-depth experience that covers the entire LSP business cycle, Mahindra Satyam's Logistics practice offers end-to-end solutions for LSPs. Our services span across enterprise solutions, supply chain management, customer relationship management, business intelligence, business process quality, engineering & product life cycle management, and infrastructure services.

We have partnered with leading LSPs with operations in integrated services, lead logistics, 3PL, freight forwarding, trucking, LTL operations and railroads. We have been involved in implementing core industry solutions including transaction management applications, customer solutions, customer on-boarding, self-service applications, portal, mobility and analytics solutions to help customers drive operational efficiency, deploy processes and integrated services for speed to market and integrated visibility.

The practice also has a strong relationship with its alliance partners and proven expertise in best-of-the-breed applications in the transportation and warehousing space. Mahindra Satyam is the co-development partner for LSP process-integration-packs for quote-to-cash process across Oracle applications.

While we leverage alliances with best-of-the-breed product vendors, we are also poised to provide customized IT solutions to the transportation and logistics industry.

Customer Landscape

- 3 out of the Top 4 Courier, Express and Parcel (CEP) companies
- Largest freight forwarding company in the world
- 2 out of the Top 5 3PLs in the U.S
- 2 out of 5 trucking companies in the U.S
- One of the largest railroad company in the U.S
- 20+ premier airlines across the world
- 2 of the busiest airports in the APAC region
- 4 leading seaports across the globe
- The largest transportation & navigation map data provider in the world

Service Offerings

Mahindra Satyam is one of the first India-based consulting company to have an exclusive Logistics Practice. As a result, Mahindra Satyam has vast experience in logistics technology development and in leveraging technology for managed services in the Logistics sector. The service offerings cover areas like transport management system (TMS), warehouse management system (WMS), back office, service parts logistics, visibility solutions, fleet & asset management, logistics and supply chain strategy.

Mahindra Satyam has been investing in building service offerings focused on the LSP vertical in the areas of service and geography expansion, LSP platforms, operational efficiency and customer experience lifecycle management. While technology is being seen as one of the key drivers for business growth at LSPs, Mahindra Satyam wishes to **accelerate the time to market for the LSP's growth oriented technology initiatives.**

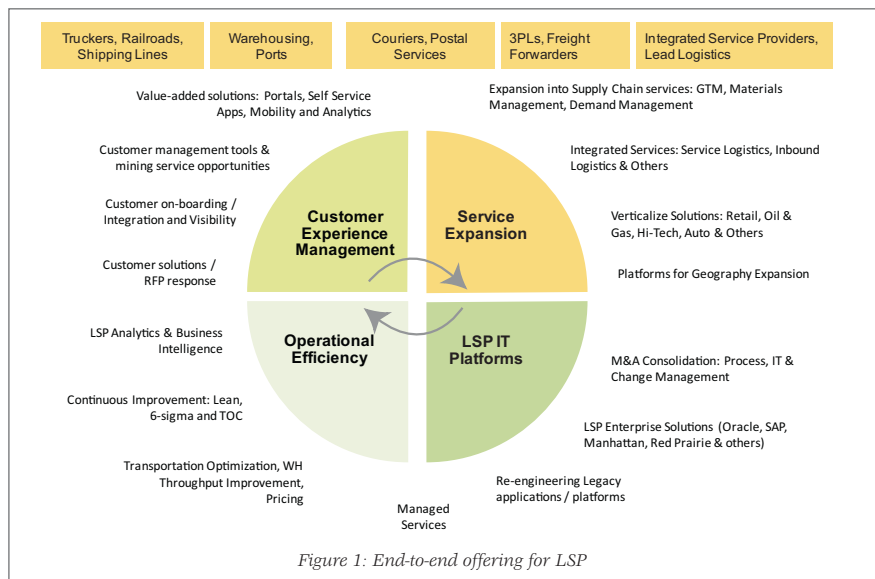
A lot of LSP growth expectations come from service and geography expansion. LSPs often have used M&A as a means of expanding into new geographies or acquiring new services. Mahindra Satyam brings in speed-to-market on LSP initiatives on expanding into new supply chain and logistics services as well as integrating existing services or customizing them for specific industries.

Another focus area is platform solutions – which is relevant for integrated services across geographies and for all customers. Platform solutions enable speed to market for newer geographies. For example, a LSP that intends to provide contract logistics solutions at emerging economies like Brazil or Russia needs the IT application that takes care of local regulations as well. While in some cases, the solution could be a COTS application, in some others it may need re-engineering of the legacy applications. Mahindra Satyam has experience with both the models since it has had the opportunity to work with several LSPs on developing and enhancing their transaction applications. Mahindra Satyam not only is the leader in Oracle Transportation Management implementations for LSPs, but also has deep experience with building ground-up, re-engineering and customizing transaction management application. Operational efficiency remains one of the key means of differentiation for leading LSPs. The objective is to reduce

the lead time and associated cost by eliminating waste. Mahindra Satyam has teams with experience in Theory of Constraints, 6-sigma and Lean techniques and how analytics can be leveraged for the same.

Similarly customer solutions are a key focus area for the Mahindra Satyam Logistics practice. The customer experience begins with customer solutions or RFP stage and goes through on-boarding to ongoing relationship management and addition of value-added solutions. Mahindra Satyam assists in solutions that accelerate customer acquisition, on-board customer quickly and at lower costs, mine existing accounts better and create more customer value-adds.

The figure below explains the end-to-end offerings for LSP s:

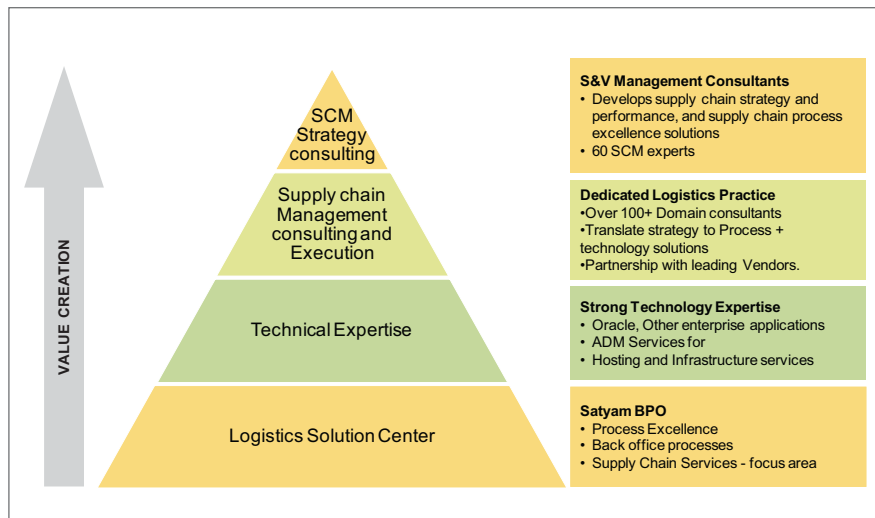


Service Portfolio for the Logistics Domain

To support the LSP focus areas, Mahindra Satyam brings various competency and skill-sets together: SCM strategy, SCM and logistics consulting, technology services and logistics managed services.

Through S&V group's (Mahindra Satyam's boutique SCM strategy consulting firm) understanding of SCM strategy, process and technology, we bring to our LSP customers a robust understanding and experience of transforming supply chains in various verticals.

The Supply Chain Consulting and Logistics practice bring to the table industry process and application skills that can improve time to market on new, integrated and industry specific solution sets across geographies.



"When one thinks of the premiere Supply Chain Management (SCM) consulting organizations, one thinks of IBM, PRTM, and AT Kearney for procurement, perhaps Accenture. It is time to add Satyam to that list" - ARC Advisory 2007

Case Study: Time to Speed on Service Logistics for a Logistics Major

Business Situation

The customer is one of the world's leading logistics providers with a vast network of 750 offices located in over 100 countries. The customer offers sea, air, road and rail freight management; customs brokerage; and contract logistics services tailored to specific needs.

The customer was facing tremendous pressure to meet margins and Service Level Agreements, and wanted a Service Logistics Application that would enable its users to incorporate new customers or modify the business rules/make validations for an existing customer with minimal support from their IT teams.

Mahindra Satyam Solution

Mahindra Satyam adopted an entirely new approach in providing a multi-customer configurable Service Logistics Application that supports service parts logistics management lifecycle from customer service to fulfilment.

Mahindra Satyam designed and developed an architecture that supported multi-customer configurability, order placement, order execution, order status view, inbound receipts, cycle counting, electronic communication, inventory management, and customer management to name a few.

Key Benefits

The Mahindra Satyam solution resulted in –

- A single repository for all rates used in the country
- Reduced cost per order
- Improved monitoring and accuracy
- A simplified, easy-to-use GUI
- Configuration of new customer accounts faster and easier
- Creation of audit trails to avoid any critical loss

Case Study: Streamline business processes and reduce cost of IT Infrastructure

Business Situation

The customer is the largest truckload carrier in North America providing transportation, logistics and related services with its annual revenues exceeding US \$4Bn.

The client had a pressing need for a flexible and agile solution with process infrastructure to support the ever increasing portfolio of services and widening global footprint. The age-old IT infrastructure they had been using so far, was expensive to maintain and there was a need to upgrade. After careful consideration, Oracle was chosen as a preferred partner, and they needed a preferred implementation partner for the enterprise rollout of Oracle Transportation Management (OTM), Oracle HRMS R12, Finance R12, Fusion Middleware, and Siebel. The requirement was for an adaptable and skilled IT partner to ensure successes amidst complex implementations. This is where Mahindra Satyam came in.

Mahindra Satyam Solution

Mahindra Satyam deployed the Oracle E-Business Suite Release 12 to enable standardized global business processes and increase efficiency. This was followed by implementation and enhancement of OTM to support non-asset services like Transportation Brokerage. Successful implementation led to bagging several new businesses including Fleet and Asset Management for other lines of business like Truckload, Intermodal, and Bulk. The key strength of Mahindra Satyam was showcased in understanding business processes across different lines of business, mapping this to the application and addressing gaps through innovative workarounds and customizations, configuration of the solution, go live and production support activities.

Mahindra Satyam also created seamless process across customer management, orders, logistics planning, execution, financials and HR, and automated many business processes cutting across the applications and technology using fusion middleware components.

Key Benefits

The Mahindra Satyam solution resulted in

- Streamlined business processes for improved efficiency
- Business process automation for better monitoring and accuracy in decision making
- Reduced cost of IT infrastructure maintenance
- Creating an Oracle Based platform for multiple logistics services across geographies



Key Engagement Highlights

Client	Business Value to Customer
LSP (India)	Business Services for a non-asset based start up LSP
LSP (Global)	Oracle Transportation Implementation + Air/Sea Transaction System
Railroad (US)	Global Deployment of standard process and application
LTL + 3PL (US)	Rating Engine, TMS & WMS Implementation/ On-boarding customers
LSP (India)	Development & Implementation of enterprise system
LSP (Malaysia)	Customer Portal for Visibility and TMS development
Trucking Company (US)	Implementation of Oracle Applications
Freight Forwarder (ME)	Application extension services into Freight Forwarding
Integrated LSP(US)	ADMS Services and Modernization

Oracle Transportation Management Pedigree

- Over 100 resources with a mix of developers, technical consultants, application consultants, solution architects, functional consultants, project managers and integration consultants
- Implementation services works for over 30 customers across US, Europe, APAC.
- Experience of integrating OTM with financials, warehouse management system, order management system and legacy systems used for various logistics operations.
- Offshore Product Development Centre has delivered around 27 custom enhancements, 4 core product functionalities and offered services to more than 30 OTM customers directly and indirectly

About Mahindra Satyam

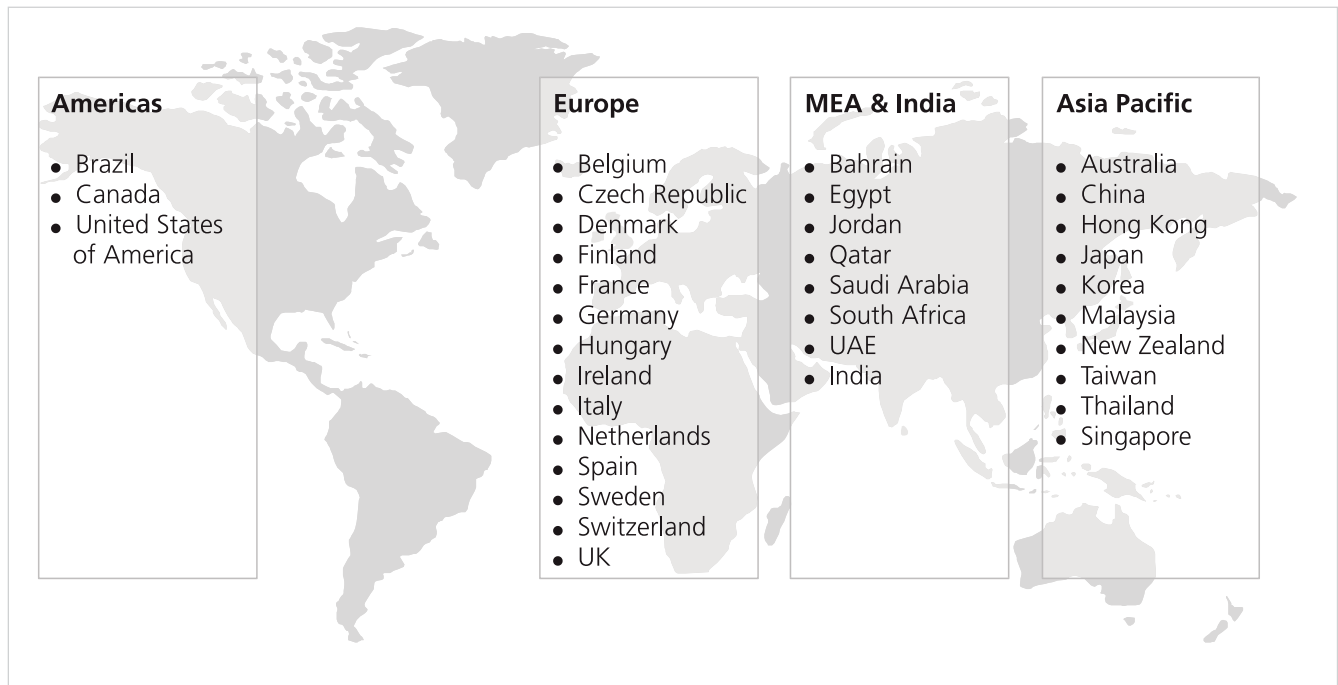
Mahindra Satyam is a leading global business and information technology services company that leverages deep industry and functional expertise, leading technology practices, and an advanced, global delivery model to help clients transform their highest-value business processes and improve their business performance.

The company's professionals excel in enterprise solutions, supply chain management, client relationship management, business intelligence, business process quality, engineering and product lifecycle management, and infrastructure services, among other key capabilities.

Mahindra Satyam is part of the multi-billion Mahindra Group, a global industrial federation of companies and one of the top 10 business houses based in India. The Group's interests span automotive products, aviation, components, farm equipment, financial services, hospitality, information technology, logistics, real estate and retail.

Mahindra Satyam development and delivery centers in the US, Canada, Brazil, the UK, Hungary, Egypt, UAE, India, China, Malaysia, Singapore, and Australia serve numerous clients, including many Fortune 500 organizations.

Global Presence



Contact

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