Improving Public Health

Disaster Response

...Can be a Disaster within a Disaster

Georgia Tech
March 4-5, 2010

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Discussion Points

- Provide high level insights on logistical challenges in disaster response
- Focus on supply chain intermediaries
- Areas for further study and research
There is a need for further research in analyzing and improving logistics systems under extreme conditions

• Extreme events pose serious logistical challenges to emergency and aid organizations - the disturbances they produce turn normal conditions into chaos

• The design of reliable emergency and support logistics systems is hampered by lack of knowledge about how supply chain members operate and interact

• Coordination of priority and non-priority goods continues to be a challenge
The role of supply chain intermediaries is a focal point in improving responsiveness and efficiencies. If used properly, Intermediaries provide a window to the logistics world.

The misuse of intermediaries
With the sophistication of supply chain intermediaries, information and product flows can be streamlined.
We have more tools and quicker access to supply chain intermediaries for improved and more efficient response

**First Generation (70s -80s)**
- Transportation / warehousing
- Freight forwarders / brokers
- Shipper’s agents

**Second Generation (1980s - 1990s)**
- Non asset-based companies
- Asset-based companies increased service offerings

**Third Generation (2000 and beyond)**
- Online marketplaces
- Web-based 3PLs
- Increasing supply chain integration

We have more tools and quicker access to supply chain intermediaries for improved and more efficient response
ALAN is a significant improvement in coordinating and responding to disasters – formed after the Katrina disaster

- ALAN serves as a clearinghouse for supply chain expertise, products, equipment, and services
- ALAN uses advanced technology platforms in facilitating donations and logistics support for relief agencies
- ALAN creates an efficient process for providing the right goods and services in the right quantity, at the right location, at the right time

www.alanaid.org
Third Generation Intermediaries

Welcome

Premium Freight Matching
DATConnect.com provides unlimited real-time access to the nation’s largest pool of available loads and trucks, and a wide range of business tools to make your business more efficient and productive.

Join the thousands of transportation professionals that rely on DAT Services to provide the best freight matching services available. Sign up today with DATConnect.com to keep your profits up and your empty miles down!

Celarix Solutions

The first, true win-win for both shippers and transportation service providers.

Celarix is unleashing the power of the Internet to provide shippers and transportation service providers the opportunity to drive down costs, make quantum leaps in customer service and increase revenue throughout their supply chain. For shippers, Celarix provides a comprehensive, vendor neutral solution for procuring transportation services, managing logistics, and evaluating ongoing performance. One mode-independent system for ocean, air, rail or truck. For service providers, Celarix offers a turnkey e-commerce solution that promotes greater collaboration with customers, enabling you to better manage your business.

No matter what your transportation and logistics needs, Celarix can help you do it faster, easier and more efficiently, online.

NTE

Since 1995, NTE has been improving how companies buy, sell and manage transportation services. NTE’s real-time procurement, inventory and information management tools provide indispensable supply chain value and insight for shippers and carriers.

Features

* FreightMate, an e-Commerce Partnership
* NTE Customer Service Throughput Tool
* NTE Broader Business Model: Unleash New Capabilities, Identify
* NTE Introduces Online Membership Process

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How it works

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MANAGEMENT

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Members can enter their personalized area of the Online Shipping Exchange through secure login, FREE, anytime at their convenience.

Members will immediately see all their activity in progress. They can also view their past activity.
Third Generation Intermediaries

Tendering Loads the Lean Way

LeanLogistics™ offers shippers and carriers end-to-end visibility, automation and accountability. What’s more, these benefits are available immediately, without investment in new systems or software. Just follow the life of a Lean Load and you’ll quickly see this real time, web-based communications tool creates value every step of the way.

With different loads moving at different times to different places, communication between shippers and carriers can be a challenge with even the best relationship. Velcro mail, missed faxes and call backs make load tendering time consuming and inefficient. LeanLogistics™, however, creates a seamless communication process with common reference for all real time load information.

The shipper determines who has access to the load information, so they can tender directly to a private carrier or to the open exchange.
As we do in the food segment we have to continue to play out a host of scenarios in terms of probability and severity of occurrence.

<table>
<thead>
<tr>
<th>Severity</th>
<th>Probability</th>
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<tbody>
<tr>
<td>Catastrophic</td>
<td>Certain: 1</td>
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<tr>
<td>Out of business</td>
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<td>Unknown: 12</td>
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<tr>
<td>Critical</td>
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<td>Severe Disruptions</td>
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Risk Levels