

AUTOMATE AND SIMPLIFY THE MANAGEMENT OF SHIPMENTS

DDS has been a pioneering supply chain company for almost 40 years. Bought in 2000 by Jérôme Bour - former CIO of the Daher Group - the company is developing to confirm its leadership position in the market for digitalisation of the supply chain.

Informations Entreprise: More than ever, the supply chain is at the centre of attention today. What is your analysis of the situation?

Jérôme Bour: In addition to global globalisation and the increase in trade, two major phenomena have recently come together, largely explaining the growing awareness of economic players on the issue of the supply chain: the Covid-19 crisis and the advent of e-commerce.

These recent events have led to a rethinking of storage and transport, mainly in terms of cost and reliability. During the last pandemic, companies understood the pain of a dysfunctional supply chain, as evidenced by the staggering increase in maritime delivery rates during this period.

As far as customer service is concerned, the ability to deliver on time has become the showcase of any professional today.

With the explosion of e-commerce, habits have changed, so organisations have to deal with it. Finally, no company can now ignore the ecological issue. The expectations of customers, whether in B2B or B2C, automatically lead to a profound reorganisation, from suppliers to the optimisation of routes.

I.E: From these observations, what solutions are available?

Jérôme Bour: First of all, all management committees are now looking for a way to control and optimise the transport chains linked to the three issues mentioned above, but they still need to know how. During the health crisis, the first lesson was that digital technology is not very present in the supply chain, which has an impact on data control, management and organisation.

Mechanically, there was an acceleration of demand for digital solutions.

This is the only way to ensure that the new challenges of cost, customer service and ecological footprint are taken into account.

From the digitisation of processes, with the implementation of tools to optimise relations between carriers, customers and sellers, to the ecological aspect, with a desire to calculate the impact of each journey, and including visibility issues, whether in terms of geolocation or product tracking: these are the segments on which all professionals must now have an influence!

I.E.: Here, how is the offer positioned?

DDS ?

Jérôme Bour: Thanks to its technical and software know-how, its human resources and its proven business expertise, DDS is the leader in transport management software (TMS) in France. In practice, our business consists of building digital solutions that will enable principals to organise their transport operations, both upstream and downstream. In this way, we offer our customers total visibility, from end to end; a global coverage, which will enable them to drastically optimise their costs, while giving them the ability to measure and reduce their CO2 emissions.

I.E.: Precisely what is the added value of your solution from an environmental point of view?

Jérôme Bour: As mentioned, our TMS software and our collaborative transport platform are, by their very nature, tools for optimising the tonne-kilometre.

The overall optimisation of the transport chain therefore offers not only economic but also ecological benefits. In this case, we offer a reliable indicator of the impact of the cost of CO2 emissions associated with your transport activity, in addition to a decision support tool that calculates a forecast of your CO2 emissions from the transport data in our TMS software.

But beyond the ecological aspect, and as a solution publisher and operator, we are also able to pool the modules in order to bring our customers into a complete ecosystem. A community of suppliers, which we make available to them, coupled with an unparalleled level of security.





Jérôme Bour

In addition to our status, we offer our clients genuine business expertise. This approach is fundamental for us. Thus, thanks to this know-how, we help implement the solution and set its parameters. This proximity at all times allows us today to

to offer a real mastery, in short, a tailor-made support, in tune with the challenges of our customers.

I.E: What are your plans?

Jérôme Bour: We have carried out a

Benefits of the DDS LOGISTICS solution

- 20% reduction in CO2 emissions
- Reduction of transport costs by -10%.
- Team productivity gains of +50%.
- Reduction of administrative costs
- Easily check invoices
- Optimising vehicle loading
- Controlling delivery times
- Visibility of flows in real time
- Improve the quality of customer service
- Connect the whole ecosystem
- Collaborate with transporters and suppliers
- Better decisions on the mode of transport

fundraising a year ago. In coordination with our investors, we now want to accelerate our R&D efforts, while intensifying our international presence, in order to be present in the main European networks.