

WINMORE, INC.

ENTERPRISE SOFTWARE RESEARCH

Category:

Contracted Revenue
Lifecycle Software
(RFP and Tender Collaboration)

Location:

San Francisco, California and
The Hague, Netherlands

Ownership:

Private

Investors:

Salesforce.com, Boston Consulting
Group, GT Nexus, Fisher Family
Office (The Gap)

Description:

Software automates the RFP
and Tender process for freight
forwarders and freight brokers,
increasing win rates and reducing
costs-to-respond

Competitors:

Microsoft Excel

Complements:

CRM Software, TMS Software

Largest Customers:

DHL, CH Robinson and
Kuehne + Nagel

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Winmore Software: Driver of Contracted Revenue for 3PLs

SUMMARY

The Customer Relationship Management (CRM) software category recently posted \$39B in revenue and surpassed database software as the largest software market. These software applications help companies of all sizes accomplish three functions: market their products, sell their services, and support their customers.

While third-party logistics providers (3PLs) have bought and deployed CRM software for their sales and service functions, many have struggled with using them to develop new business. This can be attributed to logistics and transportation's significant dependence on inbound requests for pricing (RFPs) and tenders, not outbound email marketing, which is the core capability of most CRM marketing software products.

Winmore, in our opinion, fills this gap with a cloud-based software application for the logistics bid and tender response process. Its feature set targets a logistics service provider's contracted revenue (vs. spot market's transactional revenue), a critical and often overlooked process ripe for digital transformation.

Winmore's functionality – honed from years in partnership and production with the most prominent and innovative brands in the logistics industry – provides a collaboration layer for bid desks, pricing, carrier teams, legal, sales, and contracts teams, which are often relegated to using email and Microsoft Excel to conduct collaborative and comprehensive tasks with rigid deadlines. In production, at some of the largest global 3PLs, Winmore's focus is paying dividends. It complements most CRM software implementations through its native cloud architecture. Winmore runs on desktop browsers, tablets and smart phones; the software can be used as a standalone application or integrated with CRM platforms.

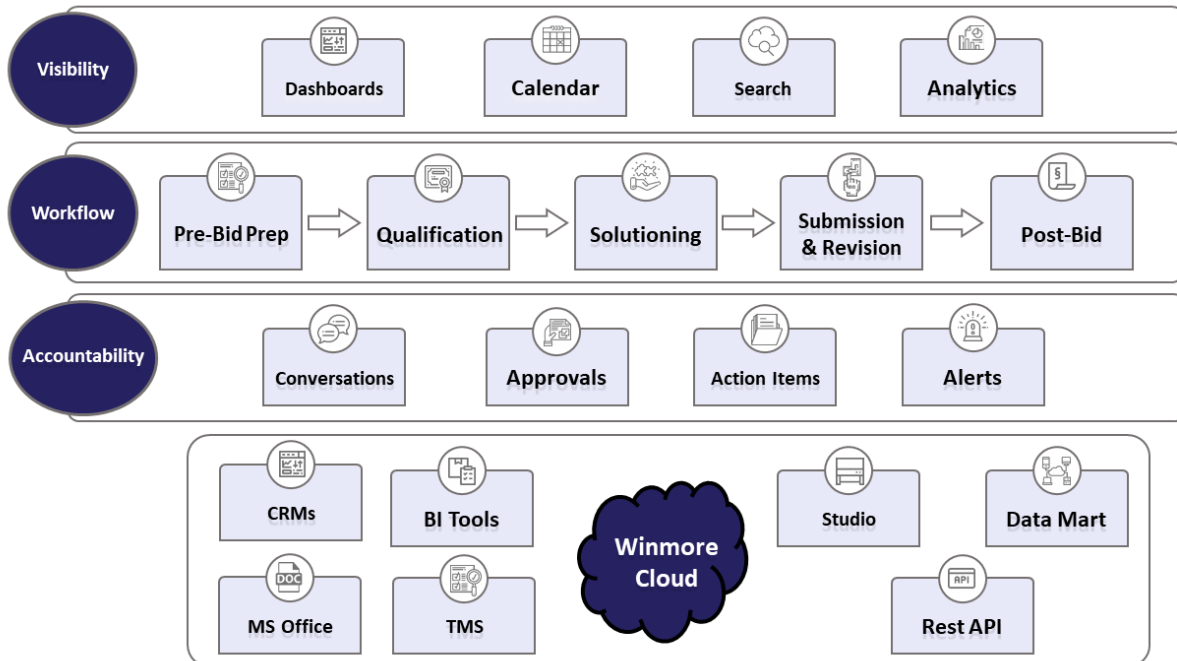
Armstrong & Associates, Inc. (A&A) encourages 3PLs to evaluate Winmore's most recent release if they are looking to accelerate business development plans, streamline bid response processes and/or reduce operating expenses by driving greater productivity through more agile, responsive and fast-moving work groups.

WINMORE OVERVIEW

Winmore is a leading cloud-based bid and tender collaboration software that enables logistics service providers to streamline their RFP process to lock in contracted revenue, often increasing their RFP win rates by as much as 25%. By providing 3PLs with an automated process workflow approach for managing requests for proposals (RFPs), and tenders, Winmore increases process visibility and efficiency. Its system feels more like a consumer Internet app and allows local and global bid teams to handle higher volumes of qualified RFPs in a shorter time frame, often with fewer resources. Winmore uses a centralized software application and one system of record for all RFPs, bids and tenders.

While much of the industries attention has been on digital freight matching startups, A&A finds it refreshing to see an enabling software such as Winmore, focused on making established businesses more competitive, agile, efficient and profitable.

Winmore has two offices in California and one in the Netherlands. Its largest customers include industry leaders DHL Global Forwarding, Imperial Logistics, Jan der Rijk, ProTrans, LF Logistics (division of Li & Fung), and C.H. Robinson Worldwide.



Winmore's Product Architecture

THE RFP RESPONSE PROCESS TODAY

Most freight forwarders and brokers rely on a complex, manual RFP and RFP response process, requiring 3PL bid teams and stakeholders to work together quickly and effectively.

Typical bid responses require answers to the following questions:

- Is this an opportunity that fits our business, and should we respond?
- What services are required?
- Which transportation modes are involved?
- Which traffic lanes should we bid on?
- What pricing should be proposed?
- Is there ample carrier capacity within a given lane?
- What was proposed in our last bid, and what was the result?

Most 3PLs use manual processes supported by spreadsheets and email to manage and develop RFP bid responses. While desktop applications can allow an organization to get by using a manual process, it isn't without the risk of missing deadlines, missing revenue opportunities, and disappointing potential clients. This lack of automation means that tasks, actions, and requests must be initiated and monitored by an individual or team. The human element inherent to a manual process means there is more room for error. Employee promotions, turnover, or illness doubles the burden of using a manual process for bid and tender management. In addition, strategic management of the process often relies upon historical data, which are manually gathered and may have errors or missing information.

Moreover, teams may be globally distributed and may have varying departmental priorities. This challenge can cause an accidental misallocation of resources, errors within the process, and time delays, thereby losing revenue opportunities on a regular basis.



Winmore's Bid and Tender Analytics



WINMORE ARCHITECTURE

The Winmore system includes an RFP bid dashboard, a calendar view, search functionality, and intuitive yet powerful analytics to analyze profitability, yield, regional performance and lost business post mortems. The workflow follows the bid response, from pre-bid preparation, qualification, solution design to bid submission, bid revisions, and the post-bid process. At each phase, key stakeholders have visibility to each bid's status and can review open items. Accountability is further enhanced with stored conversations, an easy approval process, action items, and alerts. The straight-forward application is hosted on Winmore's cloud.



KEY FUNCTIONALITY

Winmore's software was designed to solve critical pain points during the bid process.

Better Bid Qualification

Winmore's proprietary bid scoring technology visually reports which requests and tenders drive the most margin and value to an organization. Easily accessible metrics allow the team to avoid low-probability or unprofitable bids, and refocus on strategizing and preparing for new RFPs and tenders. Past history can be leveraged to better understand pricing and service relationships and make data-based business decisions.

Elevated Visibility

Winmore's system effectively communicates the status of every bid progressing through a 3PL's response process. It provides clear updates so everyone (from any function) knows what task is expected and when it is due. It also calls attention to where bottlenecks may threaten the process. Teams can leverage the automated task management process and remain proactive versus "fighting fires". The dashboard view of the entire pipeline helps key stakeholders to understand the entire portfolio at a glance.

Increased Accountability

Winmore enables team members to collaborate, exchange ideas, ask questions, set alerts, manage tasks, and obtain approvals. The communication is centrally logged and can be referenced by any team member at any time. The system provides a platform for greater alignment between departments and increased productivity. Global participants can use Winmore as a centralized solution for managing the process, instead of relying on disparate processes. Winmore also provides audit and performance review functions to build insights which can be leveraged for future successes.

CONCLUSION

Winmore is a rapidly growing cloud-based bid and tender management solution for 3PLs developing bids for international and domestic transportation management solutions. It supports local and global bid teams with a centralized platform designed to automate and streamline workflows that will quickly and efficiently focus resources on the right bids, increase visibility throughout the process, and increase win rates.

As e-commerce growth continues to propel the logistics industry, technological investments in smart tools such as Winmore provide 3PLs with increased process management and automation to scale up and remain competitive.

Finally, for 3PLs that have historically struggled with deriving maximum value from their CRM software investments, Winmore complements mainstream CRM software by delivering an industry-specific shipper acquisition module exclusively for them. In our opinion, Winmore completes the CRM puzzle for 3PLs.

ABOUT ARMSTRONG & ASSOCIATES, INC.

Armstrong & Associates, Inc. (A&A) was established in 1980 to meet the needs of a newly deregulated domestic transportation market. Since then, through its leading Third-Party Logistics (3PL) market research and history of helping companies outsource logistics functions, A&A has become an internationally recognized key resource for 3PL market information and consulting.

A&A's mission is to have leading proprietary supply chain knowledge and market research not available anywhere else. As proof of our continued work in supporting our mission, A&A's 3PL market research is frequently cited in media articles, publications, and securities filings by publicly traded 3PLs. In addition, A&A's email newsletter currently has over 62,000 subscribers globally.

A&A's market research complements its consulting activities by providing continually updated data for analysis. Based upon its unsurpassed knowledge of the 3PL market and the operations of leading 3PLs, A&A has provided strategic planning consulting services to over 30 3PLs, supported 20 closed investment transactions, and provided advice to numerous companies looking to benchmark existing 3PL operations or outsource logistics functions.

UPCOMING EVENTS

The 3PL Value Creation Asia Summit
KPMG Conference Center in Hong Kong

The 3PL Value Creation North America Summit
Embassy Suites Magnificent Mile in Chicago, Illinois, U.S.