



**activelog.net**

**trace your business activity**

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***White Paper***

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To provide our customers with a web based solution so that they can have a crystal clear view on their supply chain in real time.

## why activelog?



### rationale

The choice for Activelog is mainly driven by its outstanding ability to deliver business benefits faster. Key features and benefits are:

- have a crystal view on your production,
- monitor your production,
- manages your trading partners,
- manages your orders,
- manages your factories,
- tackle risk,
- better inform your clients,
- collaborate with your partners,
- eliminate travel expenses,
- avoid costly late shipping,
- reduce operating costs,
- save time,
- reduce paperwork...

### who are typical customers and why?

Activelog is very versatile. It is relevant in virtually any company where transport, stock or manufacturing is performed, used or bought. Our clients are: - buying offices, - traders, - factories, - wholesalers, - distributors, -



fig. 3: Activelog Supply Chain Paradigms are relevant for many actors in many industries making Activelog very versatile.

### standard package

**early benefits** - deployment is faster because of standardness  
**full benefits** - extra functionalities and services are available

### hosting operations and serving

**excellent technical value** - superior connectivity, uptime, security and confidentiality  
**controlled cost** - no infrastructure investment coupled with controlled operating costs

### innovative business models

**faster return on investment**  
**better supply chain control** - deeper upstream control development





## why such a SCM tool?

The choice for a SCM tool is mainly driven by its valuable business features and the resulting benefits. These benefits are grouped in different levels:

### at strategic level

**Higher level of implication:** the suppliers get a new visibility on the supply chain. This empowerment allows them to measure consequences of their decisions and forces them to acting more responsibly.

**Buyer/supplier relationship paradigm shift:** higher level of implication leads to envision relationships in a partnership mode. Partnership allows a shared quest for end-user value - our customer's ultimate business goal!

**Opportunity to tackle strategic goals:** as the whole supply chain now runs smoother and smoother, both management time savings and better supplier relationships will free resources for strategic exchanges with suppliers.

### at tactical level

**Lower error levels:** business rules are enforced within the system, data is univocal and centralized, input are constrained. Security stock levels can be lowered at equal service levels.

**Fast issue resolution:** issues are visible at once. This allows to solve trouble promptly and minimize its impact on service levels. Security stock levels can be lowered at equal service levels.

**Real-time communication:** data is accessible for all actors at once, forecast windows get sharper and wider. Actors can lower stocks along the whole chain.

**Large potential audience:** SCM business benefits are proportional to the transaction percentage captured in the system. As entrance costs are low, virtually 100% of the supply chain actors can participate and project initiators can harvest full benefits.

### at operational level

**Centralized web system:** leads to fast communication at low cost. Huge savings in terms of time, telephone costs and personnel hours.

**No data re-encoding:** means lower error levels and leads to fewer personnel costs overhead in problem resolution.

**Inexpensive community development:** as supply chain actors only need an internet connection to participate, technical deployment costs are very low.



# product overview



## overview

ActiveLog.net is a web based apparel supply chain management system. This tool offers you an unique way to monitor your orders. Thousands of articles flow through ActiveLog.net every day, helping buying office, traders, factories, wholesalers, retailers and distributors to trace their production.

ActiveLog allows our customers to get a crystal clear view on their supply chain in real time. Complexity is tackled by presenting data as a "key indicator one pager". Supply chain trouble is spotted at once and all details necessary for documented problem solving are just one click below.

Our system is easy to use, low cost, web based and allows our customers to get a crystal clear view on their production. By using our system you will collaborate more efficiently with your trading partners, and better inform your clients.

SKU	KPI	CUT	FINISH	PROFIT	PRICE	PAY	QTY	DATE	ORDER
00112332	2	100%	100%	11%	11%	11%	80000	12-11-2012	41
151544	1	0%	0%	1%	0%	0%	120000	15-11-2012	44
2233224	0	100%	100%	11%	11%	11%	52200	28-09-2012	-4
3333333	0	100%	100%	12%	12%	12%	28000	12-11-2012	41
444444	0	0%	0%	1%	0%	0%	50000	10-11-2012	44
555555	0	74%	10%	11%	11%	11%	25440	22-10-2012	28
666666	2	100%	100%	11%	11%	11%	42000	10-12-2012	79
777777	0	0%	0%	1%	0%	0%	80000	30-09-2012	-2
888888	0	0%	0%	1%	0%	0%	54000	07-02-2012	138
999999	0	100%	100%	11%	11%	11%	25000	07-11-2012	34
000000	0	1%	0%	1%	0%	0%	52200	29-12-2012	84
111111	0	10%	10%	11%	11%	11%	4872	10-11-2012	38
222222	0	0%	0%	1%	0%	0%	26000	01-10-2012	29
333333	0	1%	0%	1%	0%	0%	52502	01-10-2012	29
444444	0	100%	100%	11%	11%	11%	6700	22-10-2012	28
555555	0	0%	0%	1%	0%	0%	60000	01-11-2012	38
666666	0	0%	0%	1%	0%	0%	50000	22-10-2012	28

fig. 1: all customer supply chain key indicators in one view and all necessary details just one click below.

## capabilities

Supply chain actors interact with ActiveLog through a web content security system. Only allowed relevant data is displayed to the right persons and only consistent data is entered by authorized actors. Data restrictions are enforced both at document and detail level. Multi-format data is attached to orders when complementary information is desired.



fig. 2: multi-format documents can be attached to orders whenever necessary.



# activelog principles and functionality

## zone of influence

In all generality, whatever our customer does, he is in the middle of a supply chain - he has buyers upstream and suppliers or forwarders downstream. In most cases our customers have only commercial contacts with one level above them - their customers - and two levels below them, their suppliers and their suppliers' suppliers. Customers have once chosen to have that footprint of influence in their business because they know this is the good compromise between control and flexibility. Commercial contacts with further actors are possible but will bring them a lot of overhead - and possibly not much value. This is the primary reason why we have selected a supply chain pattern similar to their usual business one for our Activelog SCM solution. We call the whole of these contacts "the zone of influence".

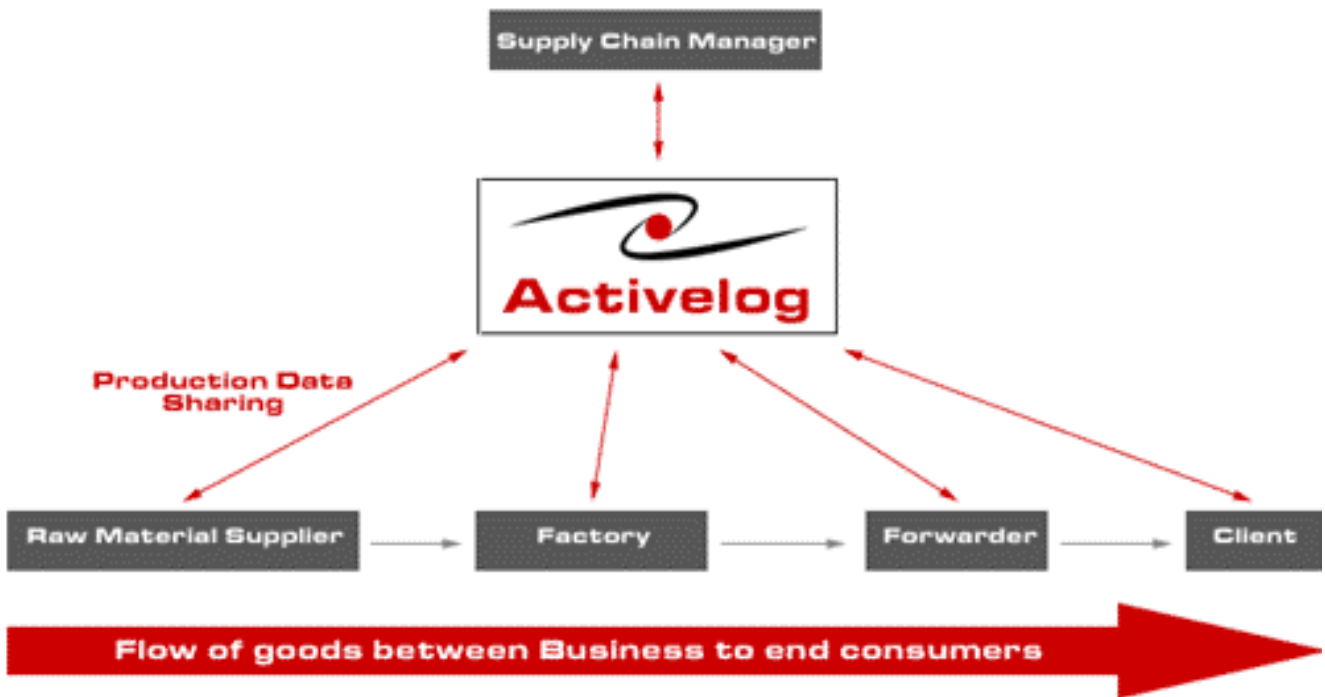


fig. 4: roles and flows in a "Activelog" Supply Chain - a view on the zone of influence

## supply chain manager

The supply chain manager is the initiator of the activelog project in its zone of influence.

Some roles as shown in fig. 3 can be cumulative. The Manager can for instance also be either a trader or a client or even a manufacturer. Above that, some manufacturers can be raw material suppliers, some forwarding operations could be performed by manufacturers, ... or even in some cases, there is no raw material supplier or forwarder or manufacturer known.





## all actors

Data is discriminated first per order, than per role of actor then per identity of actor both at data type level and at data detail level.

Helicopter view, every actor will see key indicators relevant for him and the orders he received. Detailed data is available whenever relevant by clicking on key indicators.

Past orders view: past orders data is kept and can be analyzed by any actor under the same conditions as the helicopter view.

## supply chain manager

Creates, manages and assigns roles to trading partners  
Creates orders to direct suppliers – and to indirect ones when relevant – assigns all trading partners necessary to fulfill each order. Orders can be attached with free format documents as plans, spreadsheets, texts, ... downloadable by all actors.

## raw material supplier

Creates product delivery schedules at the manufactory.

## manufacturer

Create production schedules for each major production step.

## forwarder

Creates transport schedules and can modify them when circumstances evolve.

## client

Helicopter and past orders views

Raw Material Supplier					
Company Name	First Name	Last Name	City	Country	E-Mail
Dicos sa	Jean	Philip	Atlanta	USA	sales@fosia.com
Global Trad Ltd	David	Wong	Beijing	CHN	info@global.com

Manufacturer					
Company Name	First Name	Last Name	City	Country	E-Mail
ALCOA SA	Laender	Michel	Atlanta	USA	alcoa@alcoa.com
Leas's Manufacturing Ltd	Smith	John	New York	USA	leas@leas.com
Metalco Ltd	James	Greene	Kuala Lumpur	MYN	metalco@metalco.com

Client					
Company Name	First Name	Last Name	City	Country	E-Mail
TransWorld SA	Delancey	Philip	Antwerp	BEL	info@transworld.be
TransCargo					

fig. 5: a trading partner list as managed by the supply chain manager





## architecture

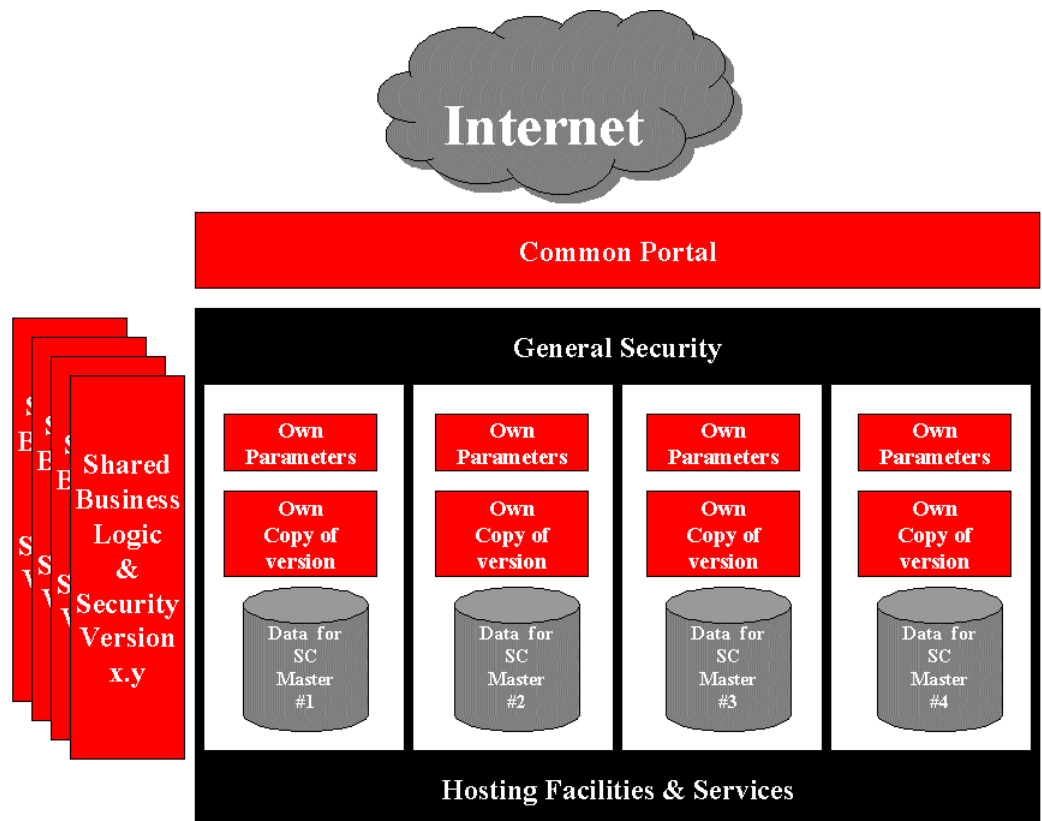


fig. 6: general architecture

ActiveLog is connected on the Internet through a superior connectivity filtered by Firewalls.

Users log in - under SSL security - on a common portal where security is enforced against: account - login - password systems.

### strong data ownership is enforced

Data is allocated per Supply Chain Manager. Data is stored on **different physical databases** as to ensure maximum confidentiality and performance.

### secured multivendor system integration

The full scope of manual interaction functionalities can be replicated in a system to system mode by XML based interactions. Accountability, tracability and security of both data and actions is ensured by appropriate activeLog message brokering technology, rules and management. ActiveLog can be fed by or feed etherogenous systems talking various XML "languages" exchanged under cryptography.





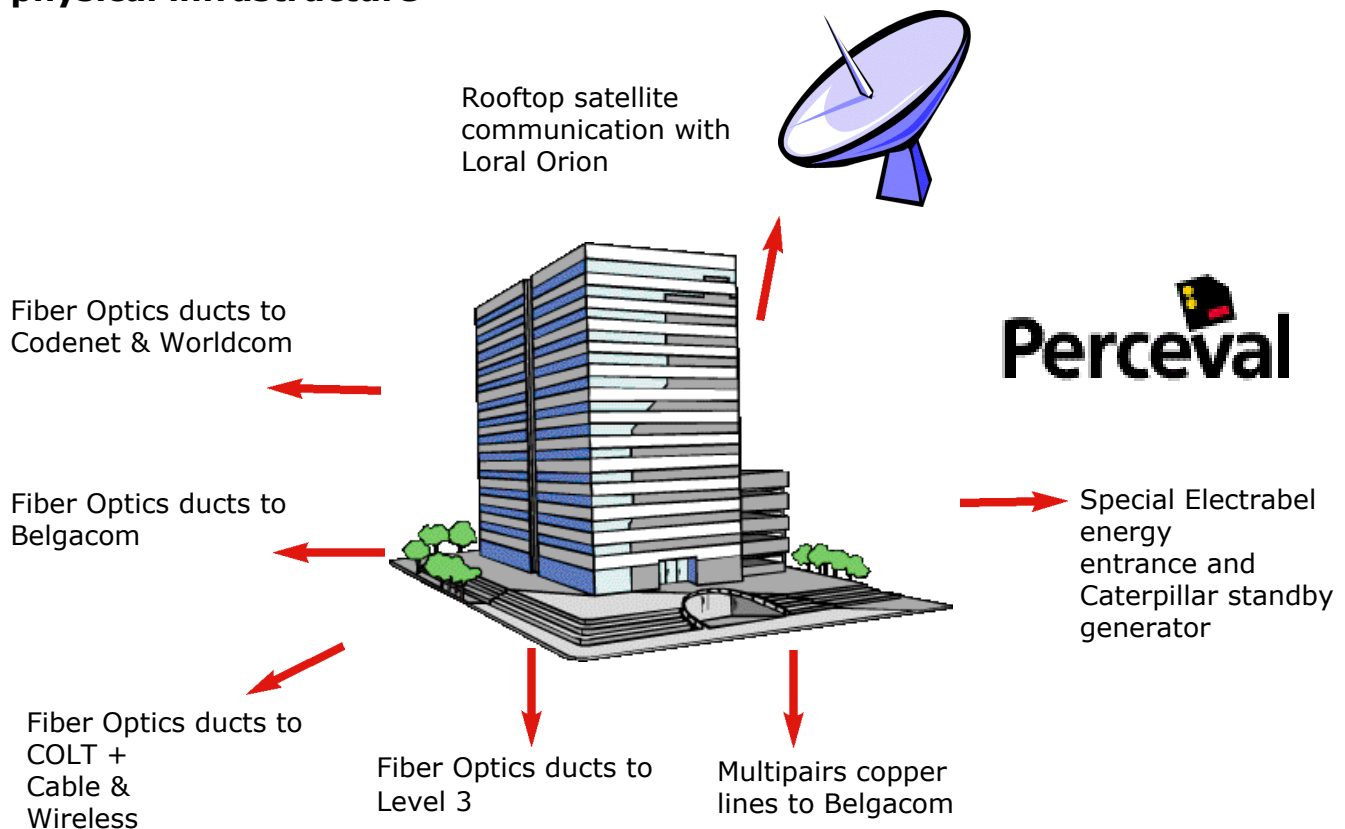
## why perceval?

**Perceval was awarded the most reliable Internet operator in Belgium over a 6 months test period by Verio for maintaining the highest average level of connectivity and the most stable performances.**

## key features

- Carrier neutral and centrally located
  - Multiple fiber optics duct entrance (4 carriers)
  - Currently 3 SDH fiber rings with active STM-1 (155 Mbps)
  - Rooftop satellite communication (VSAT)
  - Multipairs copper entrance (backup and dedicated ISDN)
  - Special energy line entrance (Electrabel) and earthing
  - UPS and hot standby Caterpillar diesel generator
  - Air conditioning and hygrometry control
  - Access control and remote camera surveillance
  - Fire and intrusion security systems
  - 24h building permanence (concierge)
  - Structured cabling system for easy reconfiguration
  - Geographically diversified site strategy to provide mirrors
- 
- High network reliability with route diversity and redundancy
  - Redundancy both at IP and physical transmission level
  - Carrier independence while connected to all major networks
  - Best route selection using BGP for improved packet speed
  - Fast access to and from more networks around the world
  - Highly scalable architecture
  - Virtually unlimited bandwidth with the fibers in place

## physical infrastructure





## Activelog Textile Management Module Hosting Services / end user Licence

### **ActiveBase**

- 1 Supply Chain Manager
- unlimited orders
- unlimited trading partners

### **ActiveBase2**

- 2 Supply Chain Manager
- unlimited orders
- unlimited trading partners

### **ActiveBaseUnlimited**

- unlimited Chain Managers
- unlimited orders
- unlimited trading partners

## Activelog Textile Management Module hosted on your own server / end user Licence

### **ActiveLicenceBase**

- 1 Supply Chain Manager
- unlimited orders
- unlimited trading partners

### **ActiveLicenceBase2**

- 2 Supply Chain Manager
- unlimited orders
- unlimited trading partners

### **ActiveLicenceUnlimited**

- unlimited Chain Managers
- unlimited orders
- unlimited trading partners

(\* )Please contact us for project and price details



# more information?



If you want to receive more information on [activelog.net](http://activelog.net) or [plug-in.be](http://plug-in.be), please send us a mail or fax to the addresses mentioned below.

- I would like one of your consultants to call me for making an appointment
- I would like to discuss by phone with one of your consultants in order to get a first idea on what activelog means to my company

## Purpose

- I would like to get activelog benefits for my company
- I am an external consultant and I want to use activelog for one specific projet
- I would like to become partner with [activelog.net](http://activelog.net) and offer it to my current customers as generic product

## Schedule

- I have no e-strategy, no budget but I want to understand potential benefits
- I have a e-strategy, no budget and I am looking for information
- I have a budget, a strategy and I want to buy long term(>3months)
- I have a budget, a strategy and I want to buy short term(<3 months)

## Budget (My existing budget)

- is <25.000 €
- is >25.000 € and <100.000 €
- is >100.000 €

## Coordinates

US  NL  FR  ESP  DE  
Language

Title

Name

FirstName

Company Name

Company address

City Zip

Country

Phone Fax

Email

## Activity of your company

- Building  Health  IT  Media  Transport & Logistics  Consulting
- Bank  Army  Food  Distribution  Horeca  Education
- Power  Industry & production  Other (specify):

Supply chain turnover (Mio €):

Number of employees:

## Extra personnal info

- I am the final decision maker:  at technical level  at business level  both
- I am an influencer of the decision:  at technical level  at business level  both

## My role is

- Logistics  Purchase  Sales  Finance  Consulting  IT  General Management
- Project management

