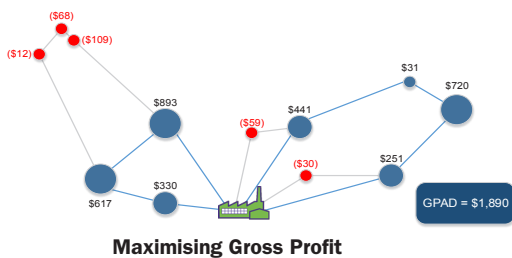




Improving Customer Profitability

Is this your business?

- Your customer base is large and varied
- Your spend on domestic transport is significant



Do you need to better understand...

- How customers affect each other's profitability?
- What is the most profitable customer base?
- How to maximise profit by changing customer servicing?

Case Study: Tip Top Bakeries

- One of Australia's largest bread suppliers
- Analysed inter-dependency of 20,000 customers
- Improved Gross Profit After Distribution by 7%
- Reduced distribution costs by 14%

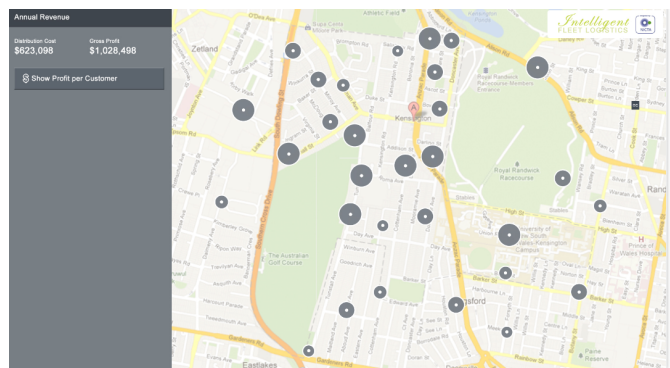


“NICTA's Cost-to-Serve tool provided actionable insight which allowed us to deliver significant operational efficiencies and improved profitability. ...”

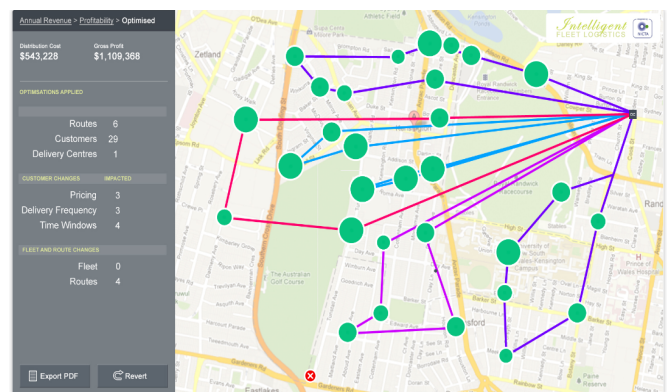
Anisa Makalic, Head of Supply Chain Development, George Weston Foods, owners of Tip Top Bakeries.

Are these your key concerns?

- You need to know who your profitable customers are
- You want to make all customers profitable
- Your distribution network is determined by a small number of large customers



Sources of Revenue



Optimised Service Routes



Winner NSW State iAward for Innovation, Research & Development - Industrial



Award for Excellence in Transport & Logistics

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Leading the Way

NICTA is Australia's Information and Communications Technology (ICT) Research Centre of Excellence, driving innovation through high quality research, research training, commercialisation and contract research.

NICTA has the largest concentration of ICT researchers in Australia. Our research focuses on use-inspired basic research that benefits industry, the community and the national interest.

Since NICTA's inception in 2002, NICTA has built strong research capability in:

- Software Systems
- Networks
- Machine Learning
- Computer Vision
- Optimisation.

Our Business Teams are the market focus of our research capabilities:

- Broadband and the Digital Economy
- Infrastructure, Transport and Logistics
- Security and Environment.

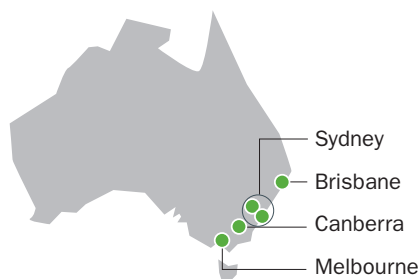
NICTA researchers work on Business Team projects supported by:

- An Engineering and Technology Development Team
- IP, Legal and other professional support.

Our work as a world-class research institute and Centre of Excellence in science and innovation brings together many of Australia's and the world's top ICT researchers. NICTA provides them with the facilities and support they require, making imagination to impact a reality.

NICTA's unique approach fosters and develops ICT research. We work closely with both industry and other research institutions to solve problems and make breakthroughs in ICT with real impact. NICTA's focus on use-inspired research means our projects have direct relevance to the challenges faced by business, government and individuals around the world. The result is breakthrough technologies that provide commercial opportunities and have a positive impact on Australia's export earnings.

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