

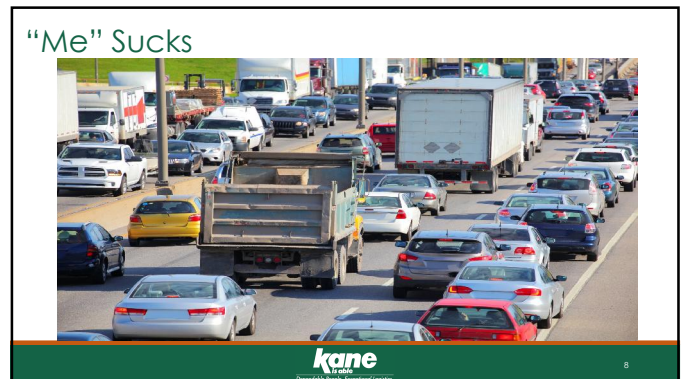


### Misaligned Incentives

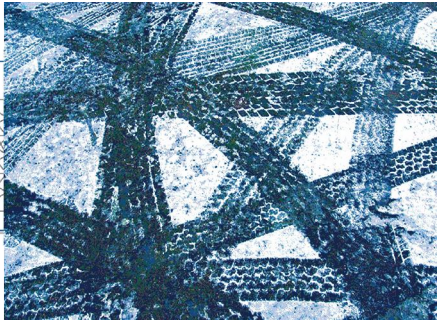
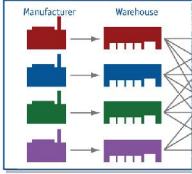
The diagram illustrates the concept of misaligned incentives. On the left, a fish is lured by a bait labeled "MID" (Misaligned Incentive). On the right, a group of people is shown with arrows pointing to "Goals", suggesting that incentives are being used to drive behavior towards specific goals.

*Do rewards motivate people? Absolutely. They motivate people to get the rewards.*  
© 2014, downloaded by [unreadable]

At the bottom, there is a green bar with the "kane" logo and the number "6".



### "Me" Sucks

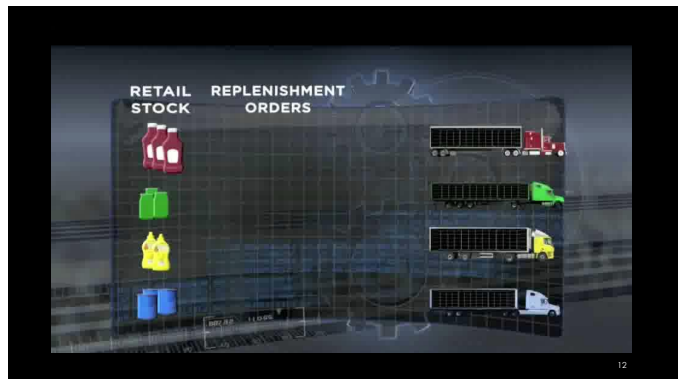
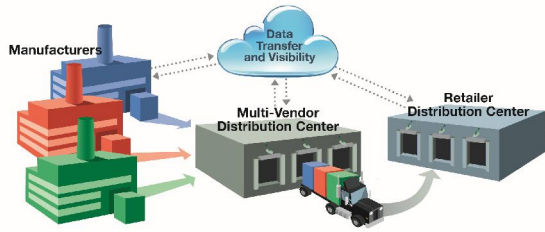


### The Power of ...



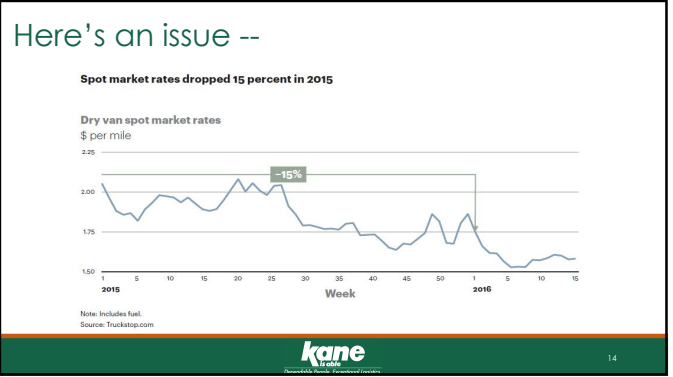
Sadly, that shift has not occurred in the supply chain for retail products.

### Getting from "Me" to "We"





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15



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### Case Study: Retailer-driven



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### Case Study: Manufacturer-driven



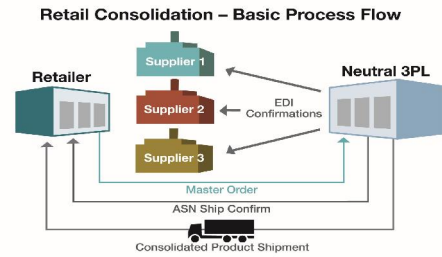
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### Case Study: 3PL-driven, retail consolidation



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### The Retailer is the Key



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## Supply Chain Nirvana



## Rivals? Reaching Across the Aisle



### Steps for the Demo

➤ Data is inputted from the Combined summary data after the overlap is done

Line	Qty	Unit	Rate	Amount	Line	Qty	Unit	Rate	Amount
1	100	EA	1.50	150.00	2	50	EA	2.00	100.00
3	200	EA	1.00	200.00	4	100	EA	1.50	150.00

➤ Zip code key is copied from the zip code families file

Origin	Key	Summary
101	101	101
102	102	102
103	103	103

➤ Click on the button Match Zip Code

Match Zip Code

## The Power of Partnerships



## Connecting Trucks

**Active Braking**  
Always On  
Cloud Hazard Alerts  
Cloud Optimizations

**Platooning**  
Active Braking Systems Linked  
Both Drivers Steer  
Both Trucks Save Fuel

**Network Operations Center**

**Real-time Cloud Supervision**  
Platooning Only:  
When Safe  
Where Safe  
Correctly Ordered  
Dynamic Adjustment to Conditions

**Advanced Data Products**  
Platooning Sensor Data  
Driver, Vehicle and Route  
Maximize Context

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