Milkman Platform SaaS Description

The Milkman platform is a Software-as-a-Service (SaaS) designed to empower Last-Mile Transportation operations and other Field Services with:

- Full Automation
- State-of-Art Efficiency
- Distinctive and innovative Services

The Last-Mile operations of any "Mobile Business" - i.e. whose value chain rely on a mobile workforce - is typically the set of local depots, processes, labor and supplier contracts and distribution fleets in charge for delivering goods and services to the final recipients, i.e. the final destination of the shipment or of a service provided on the premises of the recipient.

Given the local coverage, the same logistic setup may typically cover the need also for the "first mile" of Transportation operations, i.e. the collection of shipping goods originating from that territory, as well as the "Reverse Logistics", i.e. the collection of returned items.

Transportation operations normally rely on extended and distributed network, with a long-haul backbone of connections among the local depots so that items can be collected on a given territory from the local Last-Mile operations, be transferred over the long-haul backbone, and be distributed by the local Last-Mile operations of the destination territory. The Milkman platform can be configured to consider all the typical transit times of the long-haul backbone, so that the platform can be deployed in multiple last-mile territories.

While the Milkman platform is designed to help mobile businesses delivery virtually any on-premise service, the description below addresses more thoroughly the need of transportation businesses because they normally have more complex logistic setups.

THE MILKMAN PLATFORM USERS

The Milkman Platform provides access, visibility and control to several different **Users** (user's personas, i.e. roles at different organizations) of the entire supply chain as governed by the Carrier who adopts our platform. Here's the list of Users and organizations who have a role in the Last-Mile supply chain and in the Milkman Platform:

- The **Carrier** is the customer of the Milkman SaaS Platform. Within a Carrier's organization there are several roles and *User's Personas*
    - The _Business Owner_ runs several departments including the Marketing Manager is in charge to define the offer, prices, SLA and strategy of differentiation and the sales team, whose goal is to retain existing Customers and win more Customers so that they can add distribution density on every territory and hence improve operating margins.
    - The _Customer Service_ responds to inquiries from Shippers and Recipients
    - The _Carrier's IT_ is responsible for the information systems
    - The Operations Manager is accountable for the execution and fulfilment and operation costs budget. It's the manager of the staff or the 3PL (3rd party provider of logistics services) running the local Last-Mile depots and the Fleet Managers of the local distribution fleets (either private or for-hire)
        - The _Service Manager_ runs the service as per SLA defined by marketing and ensures operating costs budgets are met.

- The *Fleet Manager* is the manager of the vehicles and the drivers and supervises the processes, assign workloads and is responsible for the performance of the Drivers.
- The *Driver*, either employed by the Fleet Manager or as an independent contractor, is the end provider of the Service and is equipped with a Vehicle.
- The *Depot Staff*: either directly employed or 3PL
- The *Depot Manager* is responsible for the performance of the Depot's staff or 3PL

- A **Shipper** is defined as an organization or an individual who desires its packages to be shipped by the Carrier. The shipper typically is one of the Carrier's customers or the single internal customer of a specialized and integrated end-to-end organization. While services are provided on the premises of the end customer, Shipments are more typically defined as an origin and a destination, plus optionally a Load description, a list of Parcel IDs and other parameters. The origin of a Shipment is typically referred as one of the Shipper's "Warehouses", where the operations are often outsourced to a 3PL (3rd party provider of logistics services). The Shipper's users personas:
  - *Shipper's IT*
  - *Business Management,* Service Management, Offer, Strategic Differentiation and Point of Sales (eCommerce, "Brick and Mortar" Stores, Phone Sales, …)
  - *Customer Service* this role responds to inquiries from Recipients and is regularly in touch with the Carrier's Customer Service to understand how to best address their recipients' inquiries.
  - *Warehouse* either with a direct staff or a 3PL

- The **Recipient** is the end beneficiary of the Service. For instance it's a consumer who makes a purchase with an online shop or books a residential service or other deliveries and services provided on the premise of the recipient.
  - The *Recipient* is the Destination of a shipment
  - A *Recipient's Delegate* (doorman, reception, neighbor, …) is an alternate receiver if designed by the Recipient