

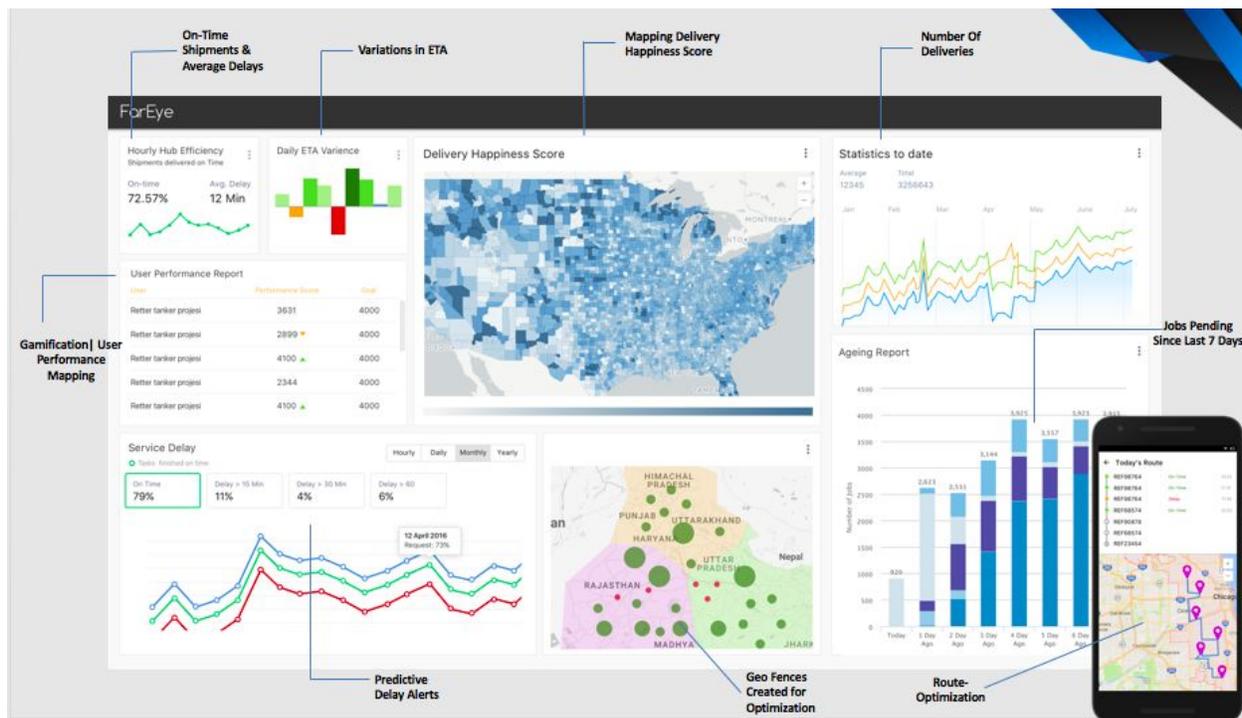


## FarEye's Delivery Happiness Platform Revolutionizes GCC Logistics Industry

Mara Xpress and Century Express benefit from implementing FarEye's Delivery Happiness Platform to reduce costs and drive productivity

FarEye wins the GEC award for digitally transforming Century Express's operations

**Dubai, UAE – 16 October 2017:** FarEye, a global logistics management solution, has enabled Mara Xpress and Century Express, both leading UAE-based logistics companies to improve their Delivery Happiness Score with its Delivery Happiness Platform. They have been able to reduce costs and increase workforce productivity with FarEye's unique Business Process Management (BPM) capability.



*FarEye's Delivery Happiness Platform*

Organizations are always looking to improve and grow. Whether it is through reduced costs or increased efficiency, businesses can use FarEye's Business Process Management (BPM) platform to optimize their workflows and boost output. Implementing a successful Business Process Management process involves addressing issues with technology, people and organizational structure.

FarEye's BPM engine for mobility in logistics is world's first and is built to address one of the



fundamental issues facing the industry –greater visibility. Backed by Artificial Intelligence and advanced Machine-Learning algorithms, FarEye’s unique capability enables enterprises to customise work flows and blend logistics & IT to make processes ‘smarter’ with Cloud and Mobility. FarEye is turning software into a human experience by adding real-time visibility to processes thereby increasing the organizations’ Delivery Happiness Score (enhanced customer experience)

In just one year of partnering with FarEye, Mara Xpress has completed 500,000 shipments, with an increase in driver productivity of 50%. Century Express reduced its carbon footprint and increased first-time deliveries by 10%. Both companies have seen an increase in revenue streams and efficiency as a result of the deployment.

Najeeb M.Kabeer, Century Express, said, “FarEye has helped in speeding up deliveries with visibility to the management with excellent support system.”

Jeremy M. Skyrme, Chief Executive Officer at Mara Xpress expressed, “The support from FarEye is great. They have always been available even at 3 am in the night to help us. We are satisfied with FarEye and the team as we get great support and response from them. They are an extension of us and we look forward to a long-term relationship.”

Commenting on these successful implementations, Kushal Nahata, Co-founder & CEO **FarEye said**, “With the GCC transforming itself into a digital economy, and with the rapid growth of e-commerce in the region, it is essential that the logistics industry continues to innovate and keep up with this pace. Logistics firms need to embrace technology-driven solutions in order to stay relevant. We are proud to have supported Mara Xpress and Century Express in their digital transformation.”

The FarEye BPM technology provides an intelligent cloud-based web and mobile solution that is flexible, scalable and future-oriented. FarEye is helping businesses realign their operations and logistics processes with minimal disruption by harnessing the power of new technologies like AI, machine learning, and business intelligence.

The success of FarEye’s work with Century Express has resulted in an accolade for FarEye, with the solution receiving the “Top Project Execution in Transportation & Logistics” award at the GEC Awards 2017. The GEC Awards, which honour outstanding performances by technology players in various categories and industry sectors, selected this nomination as the winning entry due to the tangible results seen by Century Express in terms of cost savings and an improved delivery happiness score.

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About FarEye

FarEye is a data-driven technology platform which helps enterprises to build new products or accommodate any changes or additional requirements with a simple ‘Drag-and-Drop’ functionality, seamlessly with no down time. These new requirements can be executed with minimal disruption, keeping the organization agile and ready for new opportunities and revenue streams. FarEye helps brands deliver their promise real time, with complete visibility. FarEye helps in executing approximately 1 million transactions per day and has helped in increasing the first-time attempts by 25%, reducing the fuel expenses by 28% and increasing the



customer visits by 66%. FarEye has been empowering the logistics wings of Blue Dart, DHL, Walmart , Landmark Group, Hero FinCorp, Amway, Hitachi, Bajaj Capital, Zalora and over 75 large organisations across 15 countries globally.