Embargoed until 12 April 2016, 2:00 pm

MEDIA RELEASE

Launch of World's First Standard on Last Mile Delivery[1] to enhance eCommerce and Logistics Ecosystems

SMF-SDO, IDA and SPRING spearhead development of TR46:2016, making it easier for eCommerce and logistics companies to improve online service delivery to customers

12 April 2016, Singapore

1. Singapore Manufacturing Federation-Standards Development Organisation (SMF-SDO), the Infocomm Development Authority of Singapore (IDA) and SPRING Singapore launched the Technical Reference[2] TR46:2016 for Last Mile Delivery – eCommerce Data Interchange today. eCommerce retailers and logistics service providers (LSPs) can now look forward to streamlining delivery processes by implementing the TR46. A world's first, TR46 provides guidelines for companies to adopt a common dataset to boost efficiency by reducing time, minimising errors in the process chain and providing a seamless transactional experience for customers.

Meeting the Challenges of Last Mile Delivery

2. Last mile fulfilment, which relies on effective logistics services, will be critical to the continued boom of the fast growing eCommerce industry in Singapore. However, eCommerce retailers and LSPs still face challenges in last mile delivery. Currently, these businesses switch between many dataset formats when working with different partners, resulting in high switching costs.

3. As such, there is a compelling need for a standardised platform offering fixed data formats and processes. "The development of TR46 is timely, with the increasing need to improve last mile deliveries. TR46 will ultimately improve consumers' online shopping experience through increased logistics efficiency. This will further spur the growth of eCommerce in Singapore," said Mr Tay Jih-Hsin, SMF-SDO Steering Committee Chairman.

[1] Movement of goods during the final leg of delivery to the customer's premise, also termed as last mile fulfilment.
[2] A technical reference is a set of industry-supported and documented guidelines used for industry-wide testing.

Embargoed until 12 April 2016, 2:00 pm

Benefits of Implementing TR46

4. TR46 was developed to translate online orders seamlessly into offline deliveries by enabling a common dataset between eCommerce retailers and LSPs. The TR was tested among nine local companies, with these companies reaping good results from its implementation. Based on these companies' feedback, TR46 helped to reduce integration costs by up to 70 per cent and integration time by up to 75 per cent in the last mile process by eliminating the need to invest in and use multiple platforms.

5. From the test results, TR46 improved the accuracy and seamless exchange of data transfer, cut down delivery timings from three to one working day, as well as lowered delivery errors by 50 per cent. In addition, TR46 enabled online orders to be streamlined via a single inventory, order processing and delivery system interface, thus allowing for smarter analytics on inventory flow across multiple systems.

6. "IDA is happy to work with the industry and SPRING to put together the TR46 which helps to leverage technology to enable companies to explore and innovate more in the eCommerce and logistic sectors. The implementation of TR46 will further set the standard for eCommerce in Singapore and the region as we push towards building a Smart Nation," said Mr Khoong Hock Yun, Assistant Chief Executive, Development Group, IDA.

7. The implementation of TR46 has demonstrated encouraging results for local LSP Zyllem and eCommerce company Takatack Technologies, which collaborated to promote the use of the standard in Singapore and the rest of Southeast Asia. With TR46, eCommerce retailers who worked with Zyllem gained integrated order fulfilment capabilities and immediate access to a variety of fast, cost-effective and reliable delivery services. Similarly, with the adoption of the standard, Takatack Technologies has witnessed a significant improvement in the time required to integrate delivery data with their logistics partner, with man-hours required reduced by half.

8. Besides these two companies, multiple stakeholders across the eCommerce and logistics sector have pioneered the implementation process for TR46. These stakeholders include online marketplaces Digimatic Solutions and GoBuyLah, LSPs such as BN Logistics and IXS Logistics, as well as eCommerce companies such as 2359 Media, Tricore and United Points.

Embargoed until 12 April 2016, 2:00 pm

(For more information on the trial test of the TR and the companies involved, please refer to the factsheet.)

9. "TR46 will smoothen the process between retailers and LSPs by increasing delivery speeds and preventing errors, making operations more efficient and cost-effective. This will help LSPs improve last mile fulfilment capabilities to provide more value to customers, strengthening the supply chain for the entire retail industry," said Mrs Kee Ai Nah, Group Director, Industry & Enterprise, SPRING.

Next Steps

10. TR46 is the culmination of efforts by key industry representatives in the Last Mile Delivery Working Group of the Technical Committee for Logistics under the purview of the Manufacturing Standards Committee (MSC) managed by SMF-SDO. The MSC is one of the 12 standards committees of the industry-led Singapore Standards Council set up by SPRING, the national standards body. The TR provides the framework for players in the eCommerce and Logistics ecosystems to support other Urban Logistics initiatives spearheaded by the IDA and SPRING.

<End of Media Release>

Embargoed until 12 April 2016, 2:00 pm

For media queries, please contact:

Kiki Zheng
Senior Executive
Corporate Communications
Singapore Manufacturing Federation
DID: 6832- 3013
Mobile: 9150-9237
kikizheng@smfederation.org.sg

Zohria Nunis
Manager
Corporate Communications
Infocomm Development Authority of Singapore (IDA)
DID: 6211 3874
Zohria_Nunis@ida.gov.sg

Kristin Loo
Manager
Corporate Communications
SPRING Singapore
DID: 6279 3644
Mobile: 9171 3322
kristin_loo@spring.gov.sg

Embargoed until 12 April 2016, 2:00 pm

About Singapore Manufacturing Federation-Standards Development Organisation (SMF-SDO)

http://www.smf-sdo.org.sg/

The Singapore Manufacturing Federation was appointed by SPRING Singapore on 1 April 2011 as the Standards Development Organisation in the areas of biomedical, food, general engineering & safety, as well as manufacturing. SMF-SDO administers the development, promotion and implementation of standards in these areas to meet the needs of industry and regulators. SMF-SDO is guided by the industry-led Singapore Standards Council, which provides advice on the directions, policies, strategies and priorities for the Singapore Standardisation Programme.

About Infocomm Development Authority of Singapore (IDA)

www.ida.gov.sg

The mission of the Infocomm Development Authority of Singapore (IDA) is to develop information technology and telecommunications within Singapore with a view to serve citizens of all ages and companies of all sizes. IDA does this by actively supporting the growth of innovative technology companies and start-ups in Singapore, working with leading global IT companies as well as developing excellent information technology and telecommunications infrastructure, policies and capabilities for Singapore.

About SPRING Singapore

www.spring.gov.sg

SPRING Singapore is an agency under the Ministry of Trade and Industry responsible for helping Singapore enterprises grow and building trust in Singapore products and services. As the national standards and accreditation body, SPRING develops and promotes an internationally-recognised standards and quality assurance infrastructure. SPRING also oversees the safety of general consumer goods in Singapore. As the enterprise development agency, SPRING works with partners to help enterprises in financing, capability and management development, technology and innovation, and access to markets.

About Singapore Standards Council (SSC)

www.spring.gov.sg/standards

The industry-led Singapore Standards Council (SSC) approves the establishment and withdrawal of Singapore Standards and advises SPRING Singapore, the national standards body, on the directions, policies, strategies and priorities for the Singapore Standardisation Programme. The Council has appointed 12 Standards Committees to lead standards development and implementation in various functional areas. Under these Standards Committees, various Technical Committees and Working Groups, which comprise representatives from the industry, professional bodies, associations, academia and government agencies, are formed to undertake the preparation of standards.