

DESIGN TO DELIVER

From process to technology to sustained performance. Meet your end-to-end partner in transportation management.



Services Designed to Drive Your Logistics Transformation

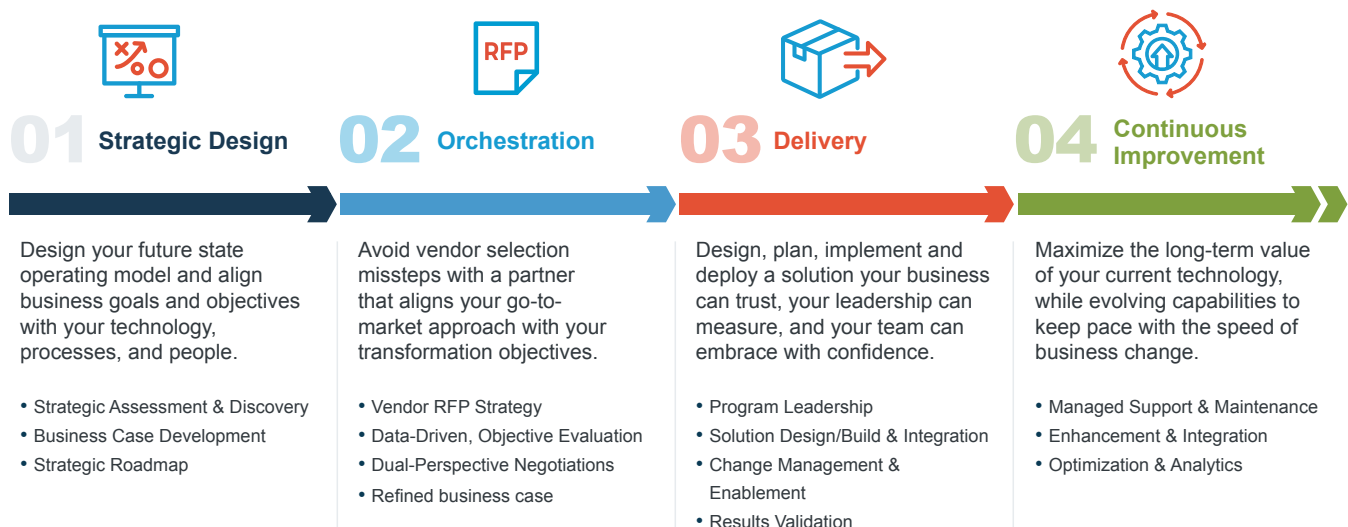
Design, Implementation, and Continuous Improvement

At JBF Consulting, we partner with shippers who are ready to transform their logistics operations to unlock greater performance and realize lasting benefits. We enable this transformation through strategy development, technology roadmap design, unbiased vendor selection, expert implementation, data-driven insights, and ongoing support and continuous improvement services.

We take a pragmatic, design-first approach to help you achieve your goals while removing risks typically associated with traditional approaches to implementation. Our proven process and deep expertise with global logistics operations and best-of-breed solution providers ensure that every strategy and solution we deliver drives measurable impact, supports long-term success, and delivers meaningful results.

Our Approach

Our client-centric, proven methodology segments transformation into four stages: **Strategic Design**, **Orchestration**, **Delivery**, and **Continuous Improvement**. No matter where you are on this journey, we offer services to help you move forward to achieve your desired outcomes.



Strategic Design

Most logistics transformations fail because organizations rush to tactical decisions—like system replacement—without understanding their operational reality. Our Strategic Design approach reverses this pattern by defining measurable business outcomes that are achieved through strategic alignment of business objectives with technology options and investments.

- **Strategic Assessment & Discovery** - Design the desired future operating model, conduct a comprehensive current-state analysis, anchored to growth and scale objectives, and identify capability gaps making the transformation scope visible and quantifiable
- **Business Case Development** - Quantified ROI projections with conceptual designs, functional requirements and risk scenarios
- **Strategic Roadmap** - Actionable transformation roadmap linked to ROI realization

We design your future state operating model first, which provides the strategic foundation to make confident, data-driven decisions across all these scenarios: whether to build or buy, to retain or replace, or to outsource for competitive advantage. This methodology has helped clients avoid costly missteps while accelerating time to value.

Orchestrate

Strategy must be transformed into a clear, actionable plan. We serve as your objective advisor, ensuring your organization has the right partners, processes, and proof points in place. Together we refine the business case, select vendors, run proof-of-concepts (POCs), and map out detailed timelines, costs, and responsibilities.

- **Vendor Evaluation & Selection** – When a third-party system is required, we craft the evaluation strategy, lead the RFP, demo, and scoring process, and support negotiations to ensure contract terms align with your goals and roadmap.
- **Proof of Concept (Build Path)** – If you're developing a system internally, we manage POCs that validate functionality, surface risks early, and confirm the investment is justified before full build-out.
- **Enhance & Extend (Retain Path)** – For organizations keeping their current platform, we plan upgrades and enhancements, including vendor-supported extensions and integration touchpoints.
- **Project Plan, Business Case & Change Management** – We deliver project plans that incorporate people, partners, costs, and timelines, while embedding change-management strategies that address readiness and adoption challenges. A refined business case sets the foundation for confident delivery.

With JBF guiding orchestration, you move into implementation with alignment, clarity, and momentum—ensuring your strategy is set up for measurable success.

Delivery

Delivery is where strategy takes shape, and we guide the design, planning, implementation and deployment of your solution and processes with precision while using the business case as the project's North star. Our team operates as a highly experienced extension of your team with deep experience implementing and operating logistics technology.

- » **Program Leadership** - Oversee and align software vendors, consulting partners, stakeholders, and internal teams to keep projects on scope, on budget, and on schedule
- » **Solution Design/Build & Integration** - Deployment of systems, data, and reporting frameworks designed for seamless operation and long-term scalability
- » **Change Management & Enablement** - Practical communication, training, and adoption strategies that build user confidence and organizational readiness
- » **Results Validation** - Rigorous testing and KPI tracking to confirm that solutions deliver sustained business outcomes

Our Delivery Services approach ensures your vision is realized — not just in a successful launch, but in a solution your team embraces, and your business can trust with confidence to take on whatever comes next.

Continuous Improvement

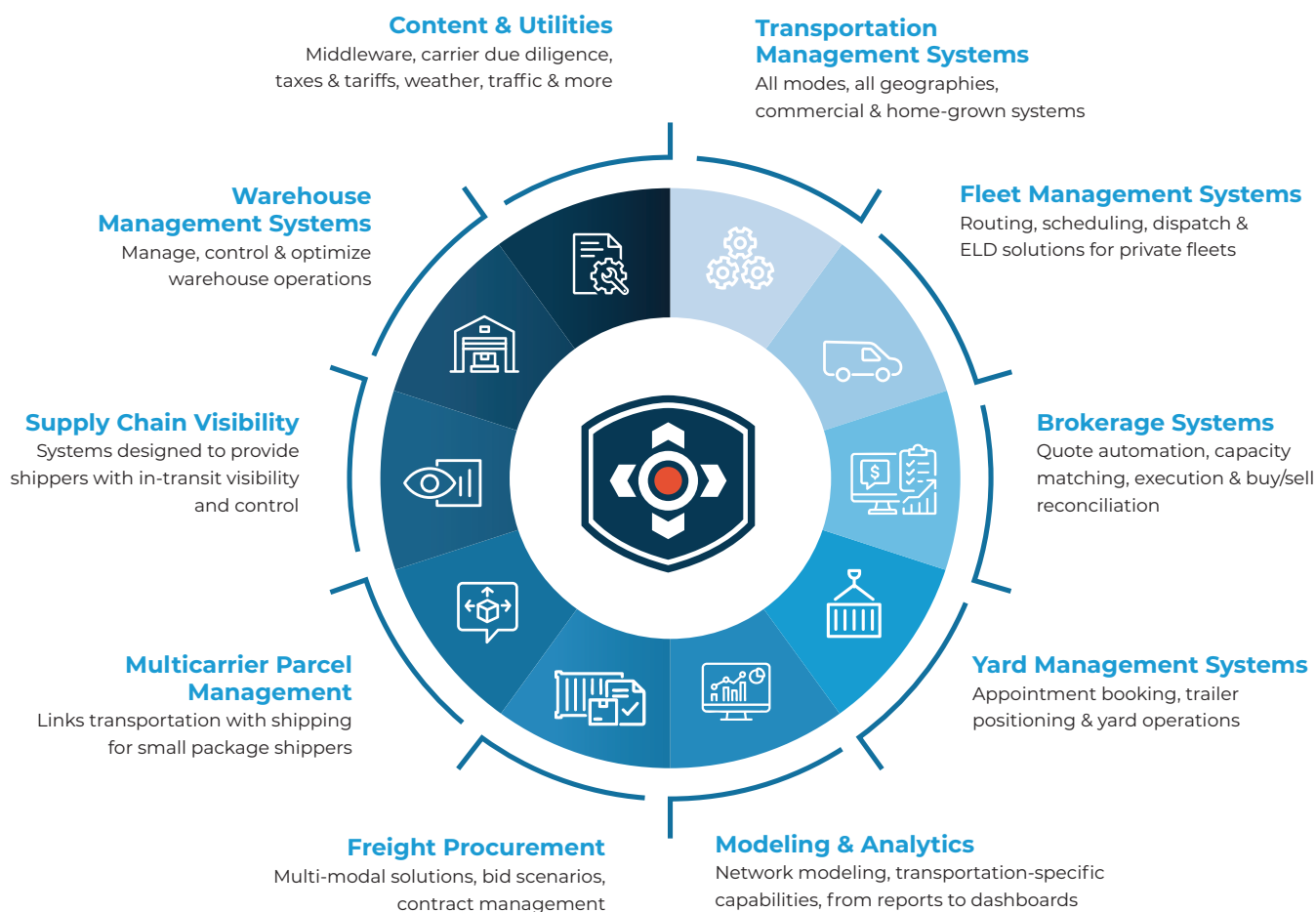
Without ongoing care, even the best logistics solutions lose effectiveness over time. Many organizations find themselves with platforms that no longer keep pace with changing business needs, leading to costly rework and missed business opportunities. JBF's Continuous Improvement services are designed to maximize the value of your current technology, while evolving capabilities to meet the pace of business change. Acting as an extension of your team, we help ensure your systems remain a source of competitive advantage — not a constraint.

- » **Managed Support & Maintenance** - Proactive monitoring, routine updates, and structured support plans that protect platform stability and reliability
- » **Enhancement & Integration** - Design and deploy new features, tighter integrations, and advanced reporting to unlock greater efficiency
- » **Optimization & Analytics** - Identify hidden cost-savings, performance improvements, and advanced optimization opportunities within your existing systems
- » **Adaptability for Growth** - Ensure your technology evolves with the business, keeping pace with shifting strategies, markets, and customer expectations

Our Continuous Improvement approach protects your investment while enabling ongoing adaptability and evolution — ensuring your logistics technology remains resilient, effective, and ready for what's next.

Deep Domain Expertise

We know this is not a one-vendor-fits-all world. That's why we work across a wide range of logistics technologies, and we're fluent in all the moving parts that matter to shippers.



Why Work with JBF

Over the past 20 years, JBF has been the partner of choice for organizations seeking to transform, optimize, and deploy adaptable transportation systems that deliver measurable value while being ready to take on whatever is next.

» **Logistics isn't one thing we do, it's the only thing**

Other vendors try to be everything to everyone. Logistics is our only focus, so nothing competes for our expert attention.

» **Our vendor agnostic approach means we're in it for you**

We don't take commissions from software vendors. Our advice is 100% focused on what's best for you—always.

» **We are a trusted advisor with world-class logistics and technology expertise**

The combined experience of the JBF team totals 100's of years of logistics and technology experience from both sides - as shippers and vendors.

» **We don't just deliver a strategy, plan or implementation**

Our approach is built around stewardship—setting you up to manage and grow with the system from day one to long after launch.

» **Our methodology mitigates risks and provides transparency like no other**

Most traditional transportation implementations don't identify and mitigate the risks. JBF provides the visibility to find and reduce risks early.

» **We understand that it's not only technology**

That's why we analyze your logistics operations' process, people, policy, data and technology to identify opportunities for optimization ensuring project success.

JBF works side by side with your team—from planning through go-live and beyond. The result is a solution that fits your business, a process that makes sense, and a team that knows how to use and manage the solution.

Partner of Choice for Innovative Companies

Alcon

Bath & Body Works®

CEVA

EASTPENN

INGRAM MICRO

K kenvue

SpartanNash.

**VICTORIA'S
SECRET**

Let's Talk

If you're ready to transform, leverage new AI capabilities, or upgrade your transportation operations or just need a partner who knows logistics and how to get things done right the first time—we are here for you and ready to get started.

Let's figure out how to make logistics work better for your business.

Email us at contact@jbf-consulting.com
or visit us at jbf-consulting.com



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