

Orchestration Services

*Turning Strategy into a Practical,
Actionable Plan*



Why Orchestration Matters

With your Strategic Design and Roadmap establishing the vision and direction, Orchestration transforms that into an executable plan. Whether you **buy, build, or enhance**, **Orchestration defines precisely how to realize value**—and alignment is critical.

At this stage, JBF ensures your organization has the right partners, processes, and proof points in place. By selecting vendors, running proof-of-concept (POC), and mapping out granular timelines, costs, and responsibilities, we provide leadership with the clarity and confidence needed for final financial planning before moving into delivery. This is where strategic alignment meets practical execution, confirming your roadmap and vision aligns with implementation reality.

What Orchestration Includes

We guide you through the critical decision of what to do with your current systems using a holistic approach inclusive of people, process, and policy along with technology. You'll receive a clear recommendation on whether to replace, retain and improve, or build backed by financial projections, risk assessments, and implementation roadmaps for each option.

» Vendor Evaluation & Selection (Buy Path)

When a third-party system is needed, we leverage your strategic blueprint to craft the evaluation process, ensuring your needs drive objective decisions. We lead the RFP, demo, and scoring processes—separating marketing claims from real capabilities. We also support negotiations to ensure contract terms align with your goals and roadmap.

» Proof of Concept (Build Path)

If you're developing internally, we manage POCs that validate functionality, surface risks early, and confirm investment is justified before full build-out.



“JBF’s collaborative approach and technical rigor enabled us to modernize with confidence—without missing a beat in our day-to-day operations.”

— VP of Technology, National Field Services Provider



» 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

Regardless of the path, we create detailed project plans that incorporate people, partners, costs, and timelines, while embedding change-management strategies that address readiness obstacles and ensure system adoption and support. This integrated approach ensures continuity from strategy through execution, resulting in a refined business case that sets the foundation for confident delivery.

Clear Outcomes You Can Count On

Every Orchestration engagement ends with a set of tangible deliverables that equip your team and leadership to move forward with confidence. These outcomes provide clarity on partners, investment, and execution.



» Vendor & Partner Clarity

Objective vendor selections ensure you're working with the right partners who can deliver on your specific needs, not just promises.

» Budget Certainty and Financial Confidence

Validated fiscal plans with cost breakdowns, ROI projects, and phased investment plans that enable accurate budget planning and resource allocation.

» Comprehensive Implementation Plans

Detailed project plans tailored to your chosen path (buy, build or retain and improve) with clear milestones, dependencies and success metrics that turn strategy into executable action.

» Risk Mitigation Through Readiness Planning

Proactive identification and mitigation of implementation risks through integrated change management strategies to address readiness factors, reducing the likelihood of project delays or failures.

» Accelerated Time to Value

Streamlined transition from planning to delivery with all stakeholders aligned, resources identified, and execution paths validated, eliminating the typical delay between strategy and implementation.

» Organizational Alignment

Clean communication tools and deliverables that align stakeholders and decision makers to the path forward, investment requirements and expected outcomes.

The JBF Difference

Choosing the right partner for this stage matters. JBF brings deep logistics expertise, vendor neutrality, and a methodology proven to reduce risk and accelerate results. Here's what sets us apart:

» Logistics First Expertise

Unlike generalists, JBF specializes exclusively in logistics. Our team brings unique dual sided perspective from both enterprise shippers and software vendor experience, giving you insights that bridge the gap between strategy and operational reality.

» Holistic Approach

We don't just evaluate technology, we align people, processes, policy, data, and systems together to avoid costly blind spots.

» Unbiased Advisory

As an independent advisor, we recommend what's right for you, not for vendors.

» Partnership Beyond the Project

We don't just deliver a project; we build your internal capabilities for sustained success. Through project methodology and knowledge transfer, we equip you to adapt and grow after our engagement ends.

» Proven Methodology

Our framework is results driven and structured, yet adaptable to your unique needs. We don't just deliver a plan—we ensure it's realistic, actionable, and ready to execute.

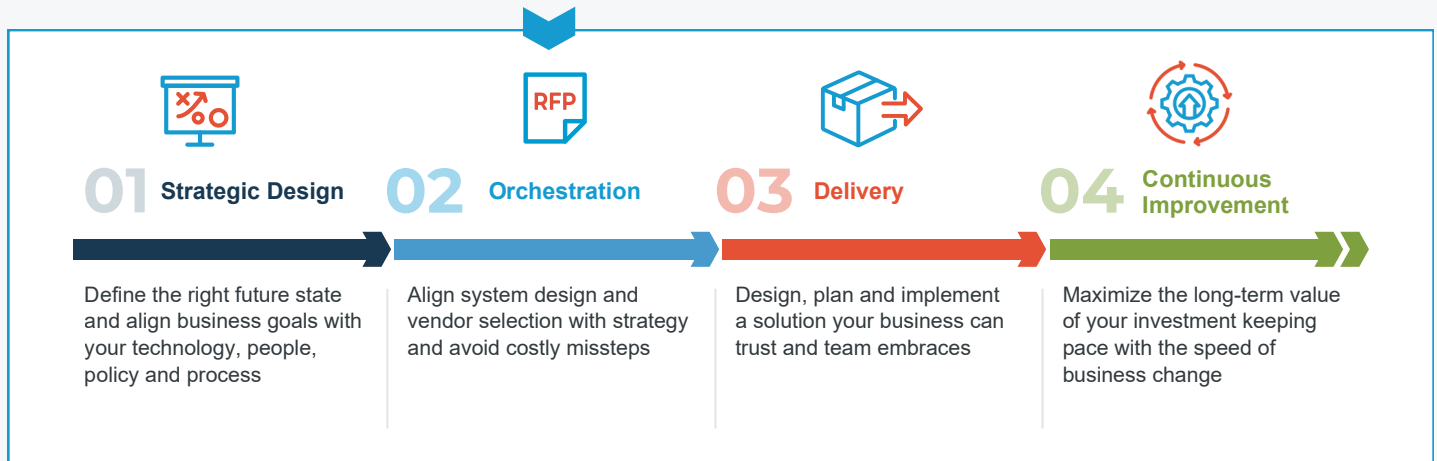
» Practical Solutions over Theory

Our advisory is grounded in real-world implementation experience. We focus on practical, actionable solutions that work in your operational environment, avoiding theoretical frameworks that are at risk when the rubber meets the road.



What's Next in the Transformation Journey

Orchestration is **Phase 2** of JBF's four-phase methodology:



Let's Talk » If you're ready to move from strategy to action, JBF Consulting can guide you every step of the way.



JBF makes logistics work smarter—connecting strategy with vendor selection, planning, and proof points to ensure confident decisions and smooth execution from the start.



Contact JBF Consulting to learn how to make logistics work better for your business.

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