

Strategic Design Services

*Designing the Right Foundation
for Lasting Logistics Success*



Why Strategic Design Matters

Too many logistics initiatives fall short because organizations jump into technology decisions without first understanding their operational reality. The result: projects that are costly, slow to deliver, hard to scale, and underwhelming in impact.

JBF's Strategic Design reverses that pattern. We align business objectives with technology, people, policy, and processes to create a clear, actionable roadmap. The outcome: reduced risk, faster time-to-value, and solutions that deliver measurable results.

What Strategic Design 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.

» Strategic Discovery & Assessment

We take a holistic view of your current logistics landscape— assessing maturity, strengths, opportunities, and unique requirements. This grounds your strategy in operational reality rather than theory, ensuring recommendations are practical and achievable.

» Future State Operational Blueprint

We define *how* your logistics operations will work, not just *what* technology to use. Our models include conceptual process flows, functional requirements, and integration touchpoints your team can implement. You'll know what success looks like before implementation begins.



*“The value JBF Consulting
has brought to our
logistics operations is
incredible.”*

— IT Project Manager
at a Global Technology Distributor



» Business Case Development

We create financial models that resonate with your leadership team. Each recommendation is backed by ROI projections and investment scenarios. No one-size-fits-all templates, just clear, tailored numbers that enable confident decision making.

» Strategic Roadmap

We deliver phased, actionable plans that connect vision to execution. Your roadmap includes timelines, resource needs, vendor shortlists, and organizational readiness insights—everything needed to move forward with clarity and confidence.

Clear Outcomes You Can Count On

Every engagement concludes with tangible deliverables that provide clarity, confidence, and an actionable roadmap for long-term sustainable success.



» Confident Execution

With aligned objectives, data-driven priorities, and an operational blueprint guiding decisions, your team will execute with confidence.

» Risk Mitigation

By identifying real roadblocks early—data quality gaps, resource constraints, policy conflicts—you can prevent the typical delays that derail logistics initiatives.

» Accelerated Time-to-Value

A prioritized roadmap that delivers quick wins to build momentum while laying the groundwork for long-lasting, scalable success linked to measurable benefits.

JBF: Not Your Typical Consulting Partner

Unlike generalist consultants, logistics isn't one of many things we do, it's all we do. Our team brings deep cross-industry expertise and a proven methodology that balances strategy with execution.

» Dual-Sided Perspective

Our principals have sat on both sides of the logistics ecosystem—leading operations as enterprise shippers and shaping solutions within software vendors.

» Unbiased Guidance

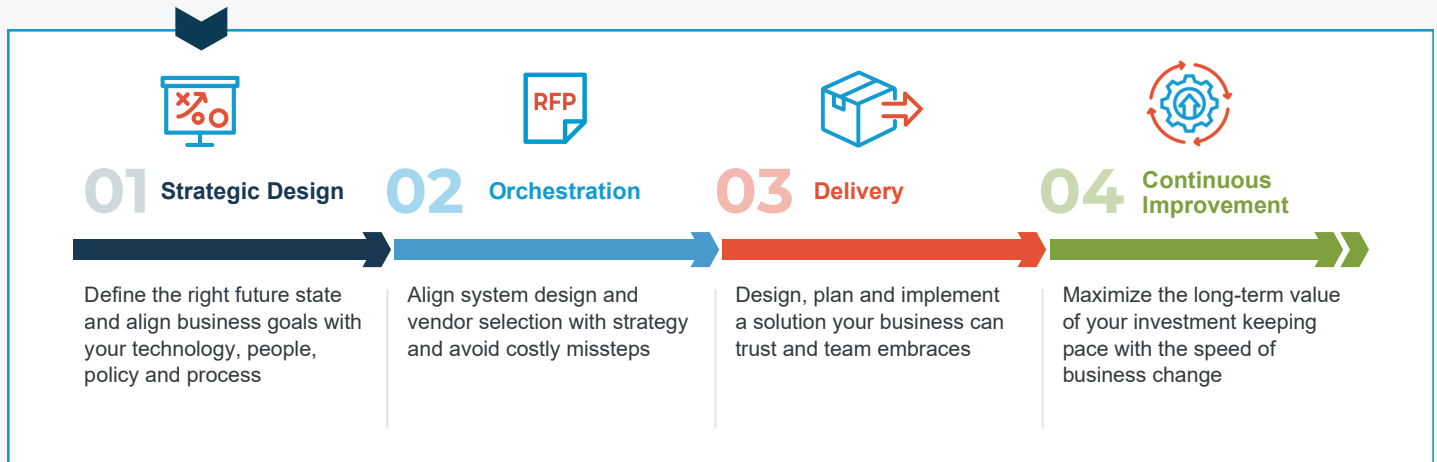
Our recommendations are grounded in your business goals, not vendor hype. We are fully vendor-neutral and never accept commissions or hidden incentives.

» Hands-On Expertise

We've implemented and operated logistics technology ourselves, giving us a pragmatic view of what works—and what doesn't—in real-world operations.

What's Next in the Transformation Journey

Strategic Design is the **first step** in JBF's four-phase methodology:



Let's Talk ➤ If you're ready to define a smarter path forward, JBF is here to help.

JBF makes logistics work better—aligning strategy, technology, and execution. The result: smarter decisions, faster time to value, and sustainable performance that keeps your business moving forward.



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.