

# Ahlers

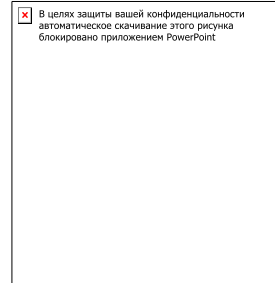
## Mission Critical Logistics across Russia & CIS



# Webinar: The benefits of outsourcing your mission-critical logistics



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WELCOME – we will kick off at 9 AM CET. Thanks for joining us!

## Practical Details

- Recording will be made available after the webinar
- Check out [www.ahlers.com](http://www.ahlers.com)
- Should you loose connection, re-join us via your email invitation link

# What is Mission Critical Logistics?

*“How do you make sure you have the right parts at the right time in a complex region like Russia & CIS?”*



**Critical spare parts for a mine in Siberia**



**Important medical equipment**



**Regular local maintenance parts**



**Data Center replacements**

Mission-critical logistics demands have an impact on the end-user

Mission-critical logistics services call for precision, sound processes, and a commitment by the 3PL to maintain a laser-sharp focus on the entire supply chain

**Geographical distance:** Transport costs & lead team

**Institutional distance:** Differences in formal rules & regulations

**Cultural distance:** Differences in norms and values between countries & cultures

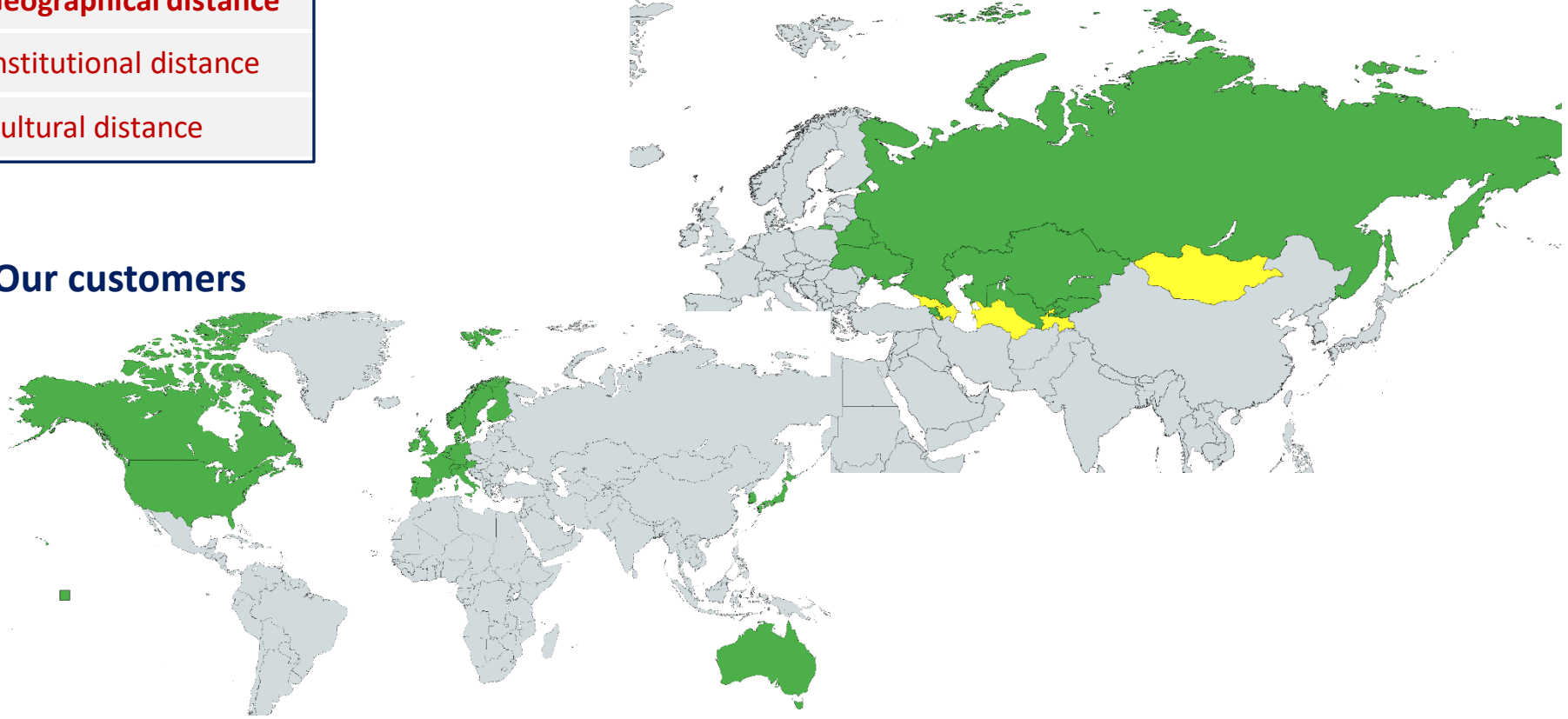
**Geographical distance**

Institutional distance

Cultural distance

## Where do we execute?

## Our customers



**Geographical distance**

Institutional distance

Cultural distance

Service contacts

2 / 4 / 12 / 24 hour delivery requirements

Critical impact on the end user



Transport costs

Lead times

Challenging infrastructure

**Geographical distance**

Institutional distance

Cultural distance

- 1: Subcontract all our transportation to get the best solution, while combining volumes
- 2: Define strategic stocking locations (SSL's) by analyzing customers data
- 3: Define optimal inventory level by analyzing customers data (working capital ↓)
- 4: Use our own bonded warehouse to optimize the time of payment of import duties
- 5: Use our own import capacity to act as importer on behalf of our customers (IOR)
- 6: Locally manage testing & screening + first tier repairs



Geographical distance

**Institutional distance**

Cultural distance

*“Institutional distance is the extent of similarity or dissimilarity between the regulatory, cognitive, and normative institutions of two countries”*

- 1: We have been in Russia since 1991
- 2: We have own assets in Russia (warehouses, people, infrastructure / IOR)
- 3: We are a licensed customs broker
- 4: We employ ~600 people in Russia

**We understand the institutional landscape**

Geographical distance

Institutional distance

**Cultural distance**



**Geographical distance**

**Institutional distance**

**Cultural distance**



We shape the world  
to fit your profile.