

Collaborative Innovation

David Zanca
Senior Vice President
Customer Access and Revenue Systems
FedEx Services

A world map with a large, semi-transparent FedEx logo watermark in the background. The map is color-coded by country, with various shades of green, orange, and brown. The text is overlaid on the map.

1. FedEx Overview

2. People-First Culture: Incubator for Collaboration and Innovation

Today's Discussion

3. Connectedness: Key Component of Innovation

4. FedEx Innovations and Enabling Technologies

A horizontal bar at the bottom of the slide, divided into five colored segments: green, orange, blue, purple, and grey.



Operate Independently, Compete Collectively and Manage Collaboratively

A world map where different countries and territories are colored in various shades of green, orange, and brown, representing the FedEx Physical Network. The colors are distributed across all major continents, including North America, South America, Europe, Africa, Asia, and Australia.

280,000 team members worldwide

More than 8 million shipments daily

More than 220 countries and territories

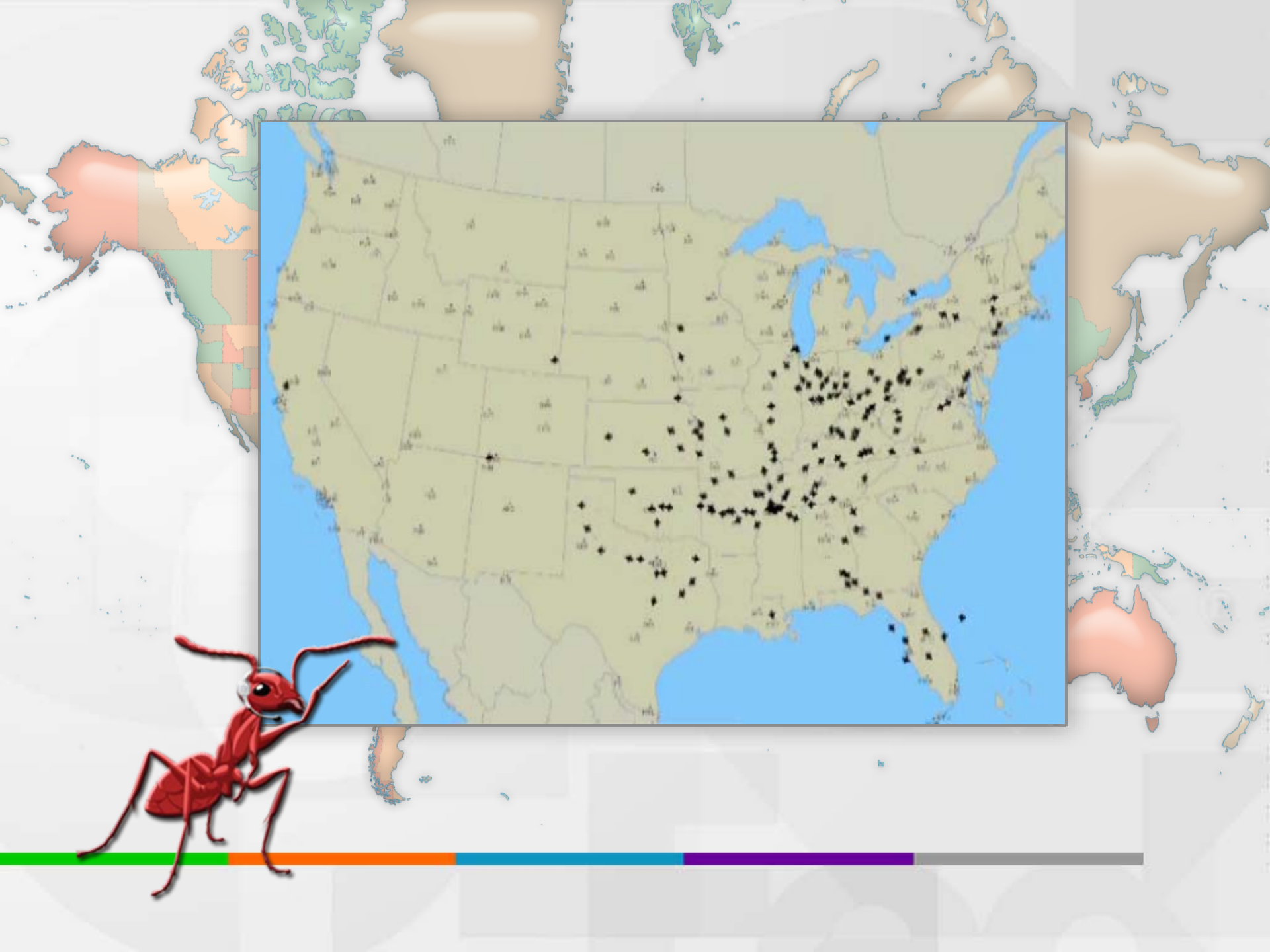
FedEx Physical Network

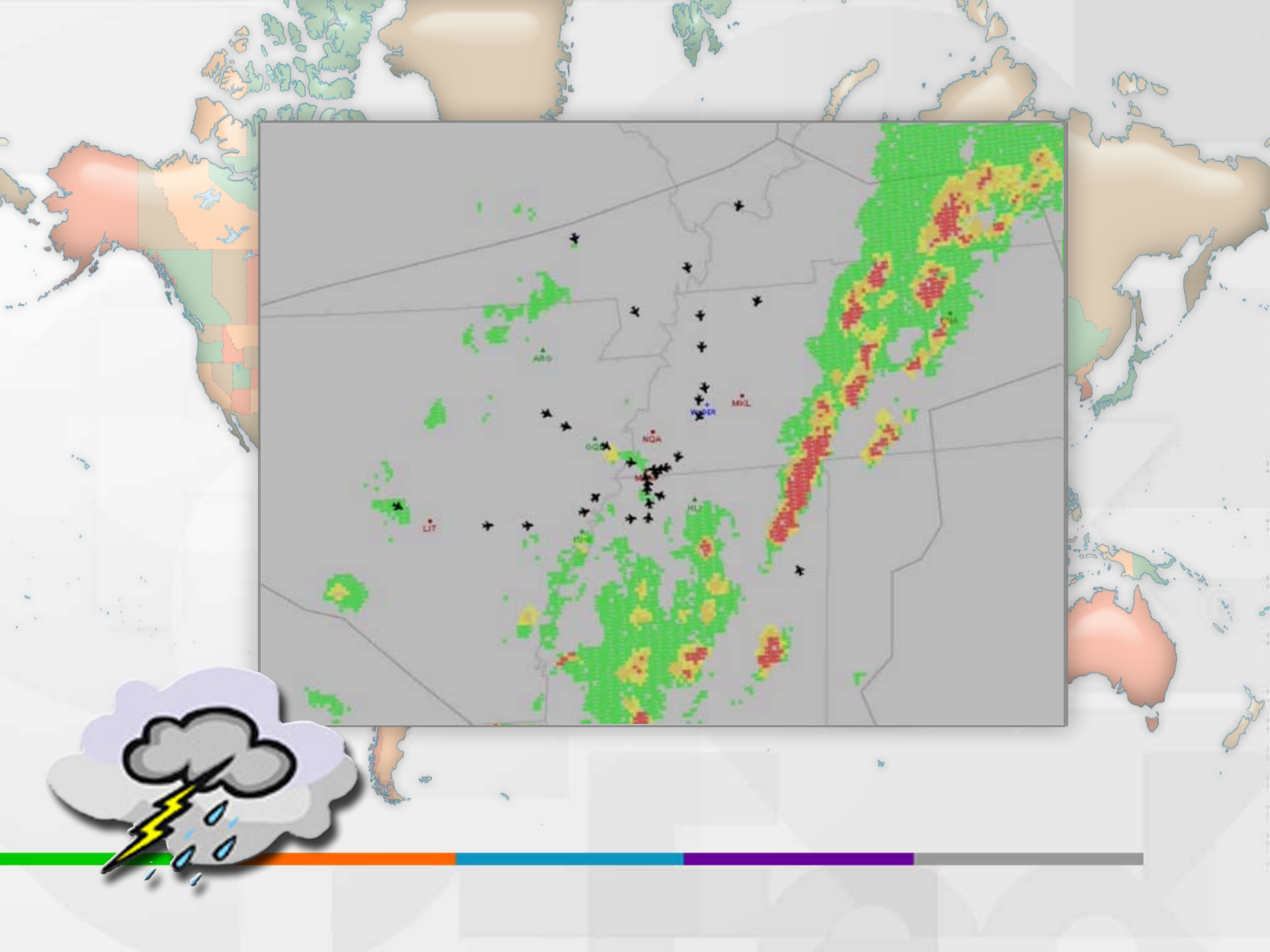
684 aircraft and 80,000 motorized vehicles

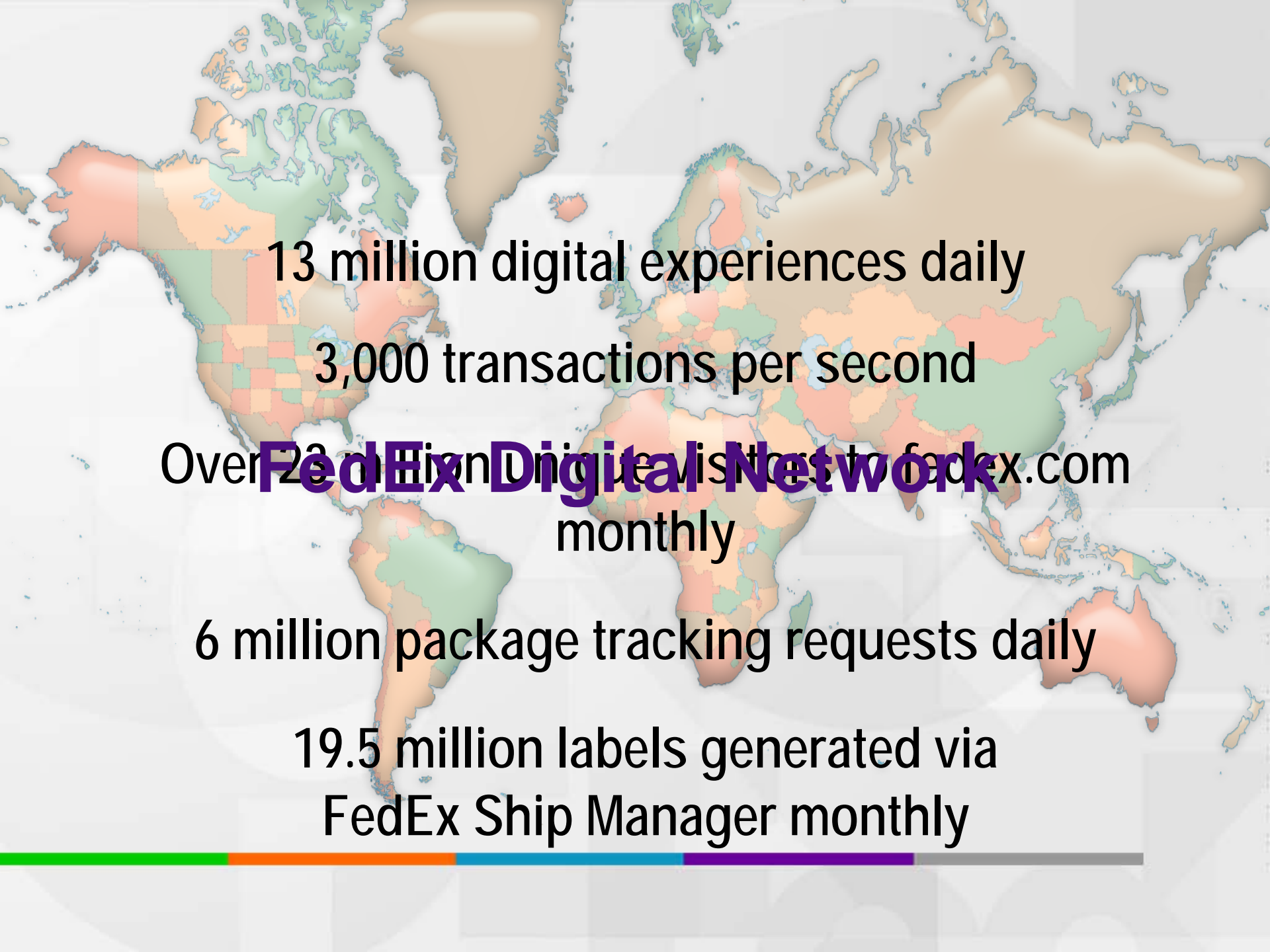
10 Air Express Hubs – 32 Ground Hubs

470 Freight Centers – 2,000 FedEx Office centers

A horizontal bar at the bottom of the slide, divided into five colored segments: green, orange, blue, purple, and grey.







13 million digital experiences daily

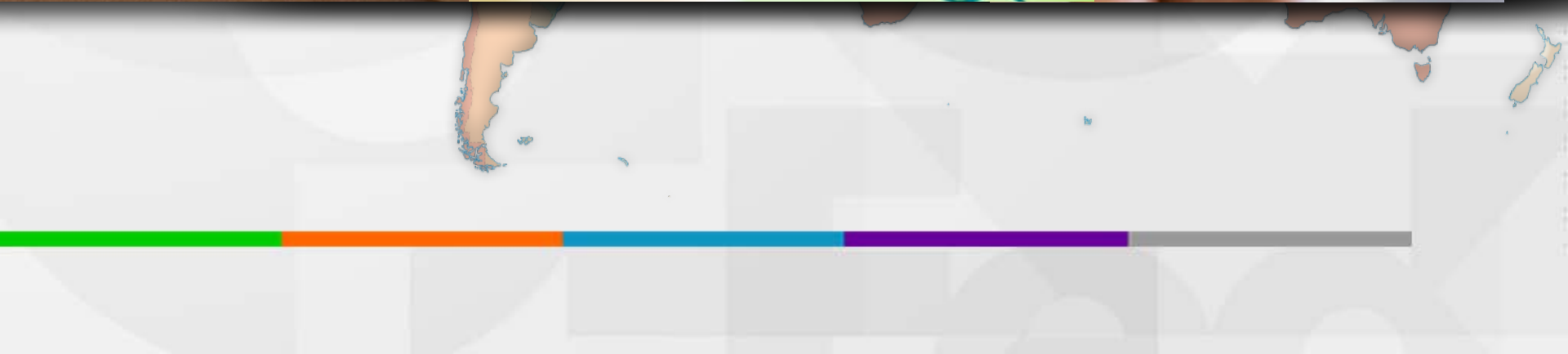
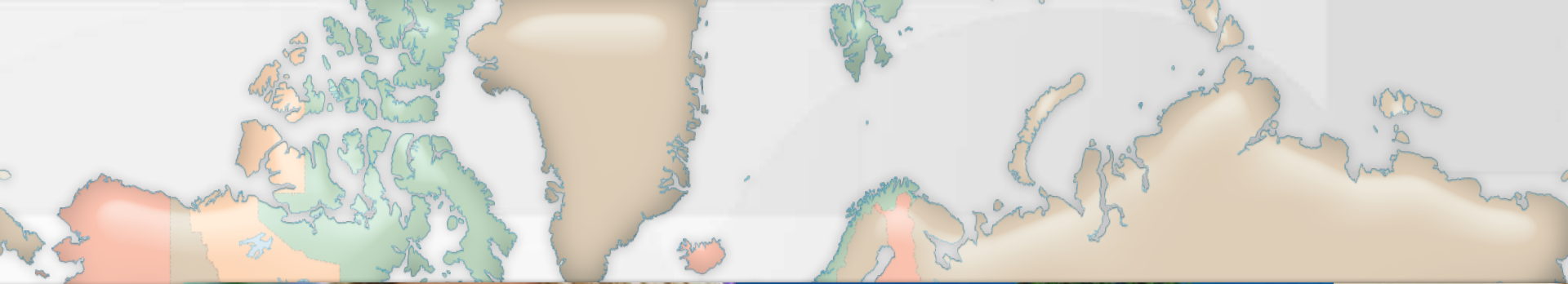
3,000 transactions per second

Over 23 million unique visitors to [fedex.com](https://www.fedex.com) monthly

6 million package tracking requests daily

19.5 million labels generated via
FedEx Ship Manager monthly







People

Service

Innovation
FedEX Values

Integrity

Responsibility

Loyalty





THE
purple
promise

"I will make every FedEx experience outstanding."





Compelling Stories about Shared Values

I am FedEx

“The most rewarding aspect of my work is knowing that I was able to lead a team through the night by providing excellent service to our customers getting their documents to their destinations.”

Henry Foster

Team Leader
Oakland, CA



FedEx.

Welcome to IamFedEx.com

IamFedEx.com is a place for our 285,000 team members around the world to share stories about FedEx. From how we work, to who we are, to what we care about, this is where our story comes to life.



FedEx®





People

Annual Survey, Employee Loyalty Index

Service

Measurement
Service Quality Indicator

Profit

Budget



FORTUNE
100 BEST
COMPANIES
TO WORK FOR



INNOVATION

COMPUTERWORLD

100

BEST PLACES

TO WORK IN IT 2009



2009

FORTUNE
WORLD'S MOST
ADMIRED COMPANIES®





“We won’t experience 100 years of progress in the 21st century - - - it will be more like 20,000 years of progress (at today’s rate)...we’re doubling the rate of progress every decade...” Ray Kurzweil





Movies TV Shows App Store Podcasts Audiobooks iTunes U bauer1871@gr


App Store

APP STORE QUICK LINKS


- Apps for Kids
- Apps from iPhone TV Ads
- Games from iPod touch TV Ads
- App Store Turns 1

TOP CHARTS [See All >](#)

Paid Apps

-  **Plants vs. Zombies**
Games
- ALL-III-1 GAMEBOX**
Games
- Doodle Jump - BE WARNED: Insa...**
Games
- Sleep Cycle alarm clock**
Healthcare & Fitness
- Angry Birds**
Games
- Skee-Ball**
Games
- Qik Video Camera for any iPhon...**
Photography
- Martha's Everyday Food: Fresh ...**
Lifestyle
- Bejeweled® 2**
Games
- Battery Magic Pro**
Utilities

Free Apps [See All >](#)

-  **Sunday Lawn**
Games
- Battery Boost**
Utilities
- New York 3D Rollercoaster Rus...**
Games

H&R BLOCK

PLANTS vs. ZOMBIES

Dater Night
App Store Essentials

Vampires Guide...
Entertainment

theDrumDictionary
Music

Liquid Scale
Photography

iChalk Mobile
Games

Breadcrumb Trail
Productivity

Foto Brisk
Photography

Bills ~ On your t...
Finance

American Drea...
Reference

Mandy and Andy...
Games

EnRouteHQ
Navigation

AccuWeather.co...
Weather

Slowmo
Photography

PHONICS ABC

VANITY FAIR HOLLYWOOD

Sports Illustrated SWIMSUIT 2010

iSketch

Actor Genie
Productivity

3D Bookshelf - C...
Books

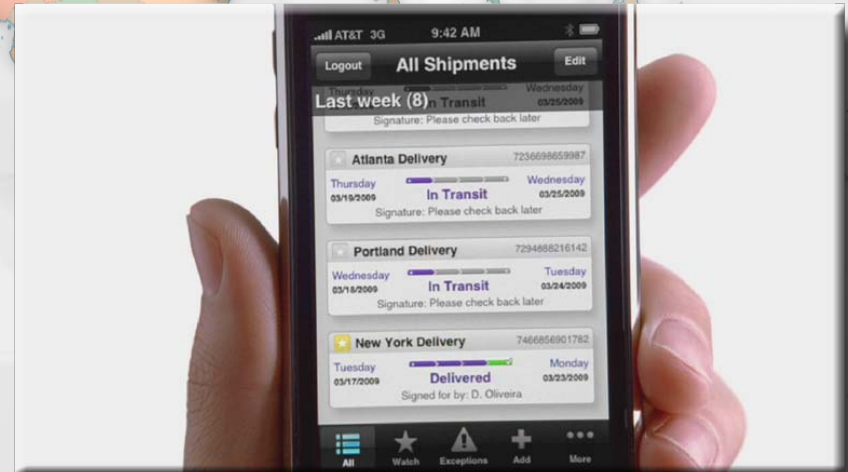
GameCenter Ga...
Entertainment

wikiHow: How t...
Reference

Note to Haiti
Social Networking

Wa Kingyo
Entertainer



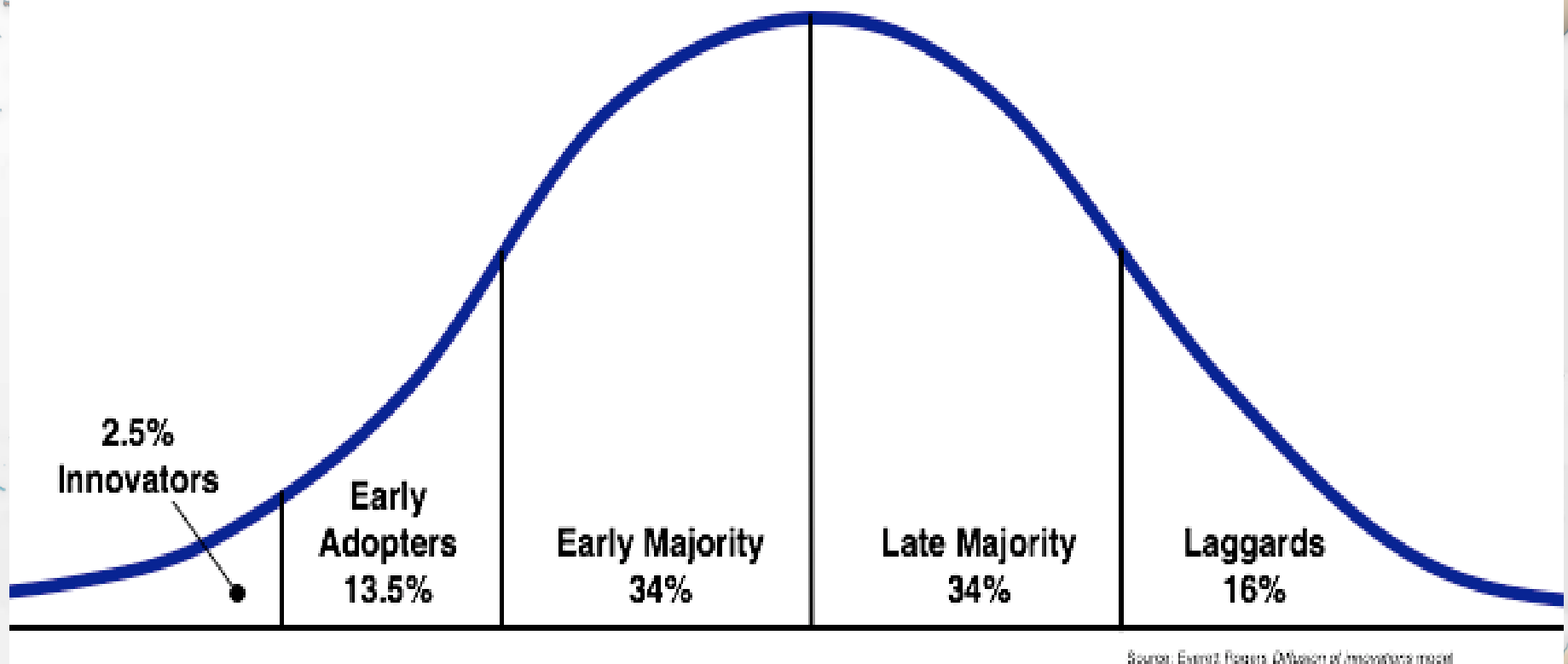








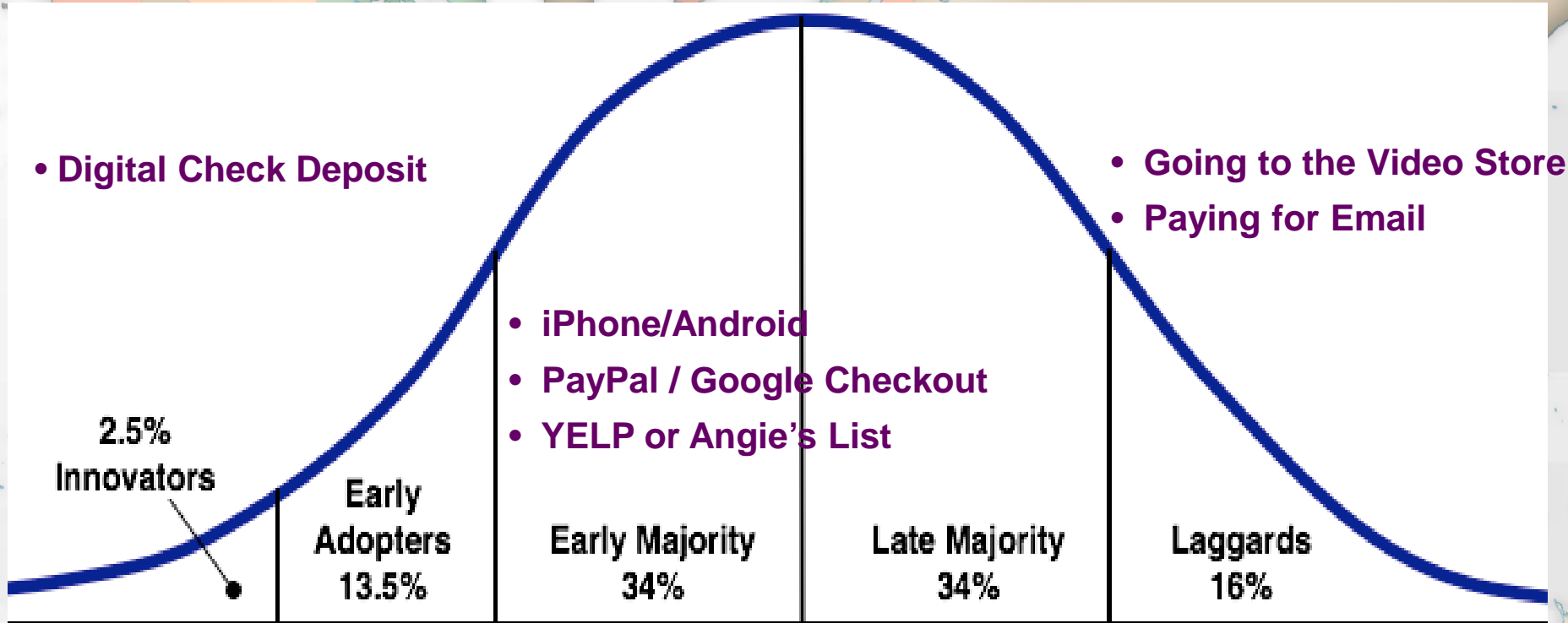
Diffusion of Innovation



Source: Everett Rogers, Diffusion of Innovations model



Diffusion of Innovation



• iPAD

• Foursquare

• Stream movies/TV

• Kindle/eReader

• Facebook

• Flickr

Source: Everett Rogers, Diffusion of Innovations model



GAME CHANGING

INNOVATION



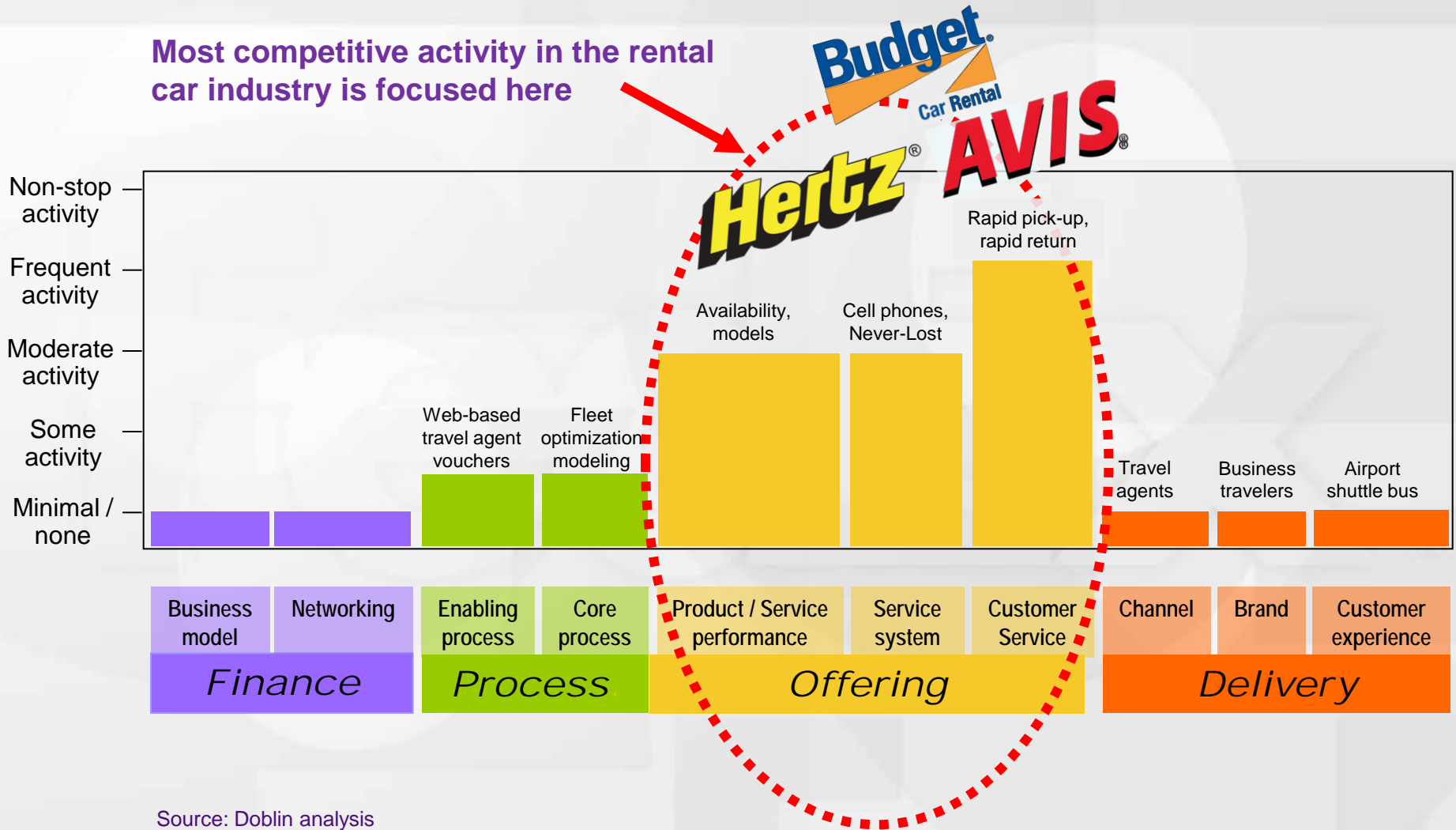
Game Change Innovation



Source: Doblin analysis

Rental Car Industry: Stuck in Feature War

Most competitive activity in the rental car industry is focused here

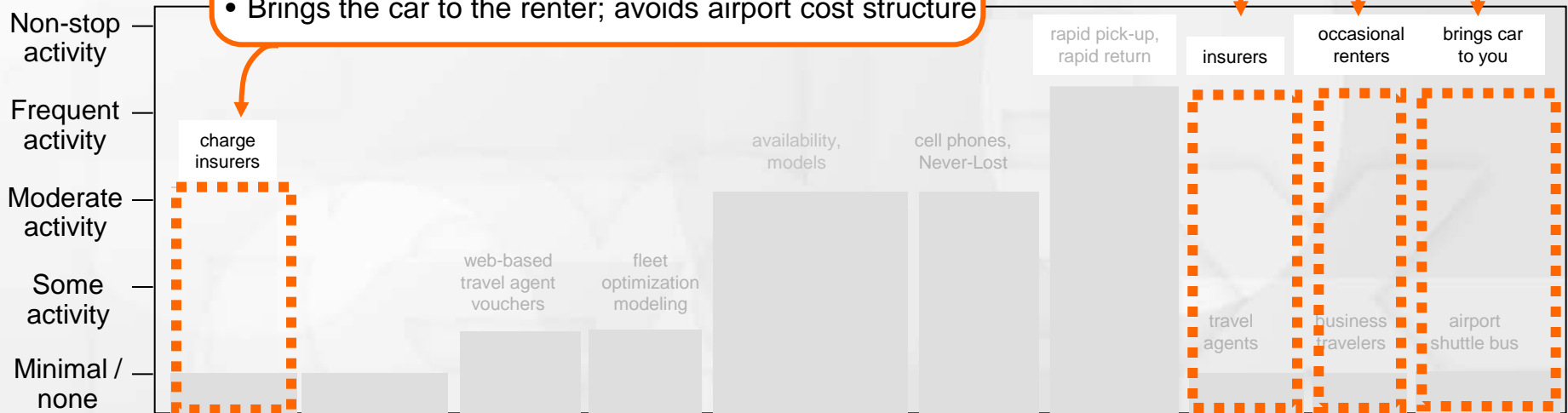


Source: Doblin analysis

Rental car industry: Enterprise breaks out of the pack...

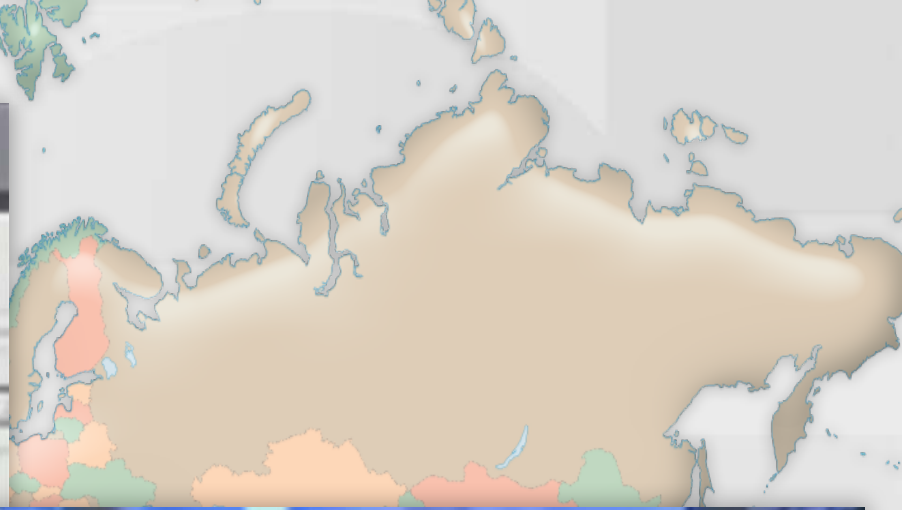
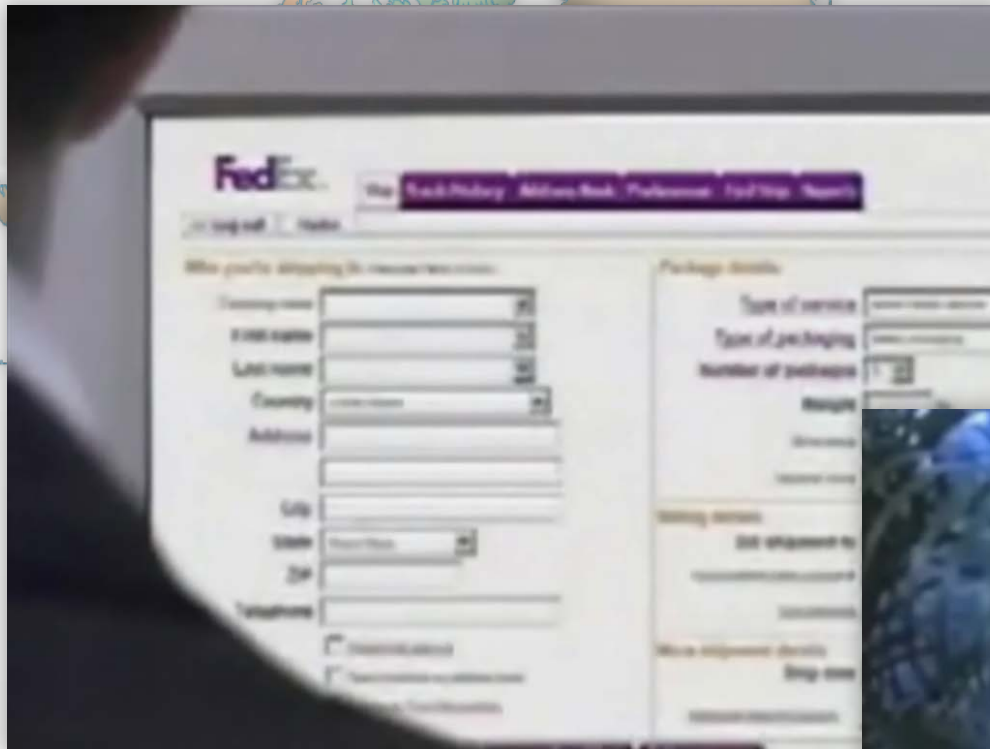


- Now largest (\$6.9b vs. \$4.9b for Hertz, \$2.5b for Avis)
- Targets the occasional renter
- Uses the insurance company channel
- Brings the car to the renter; avoids airport cost structure



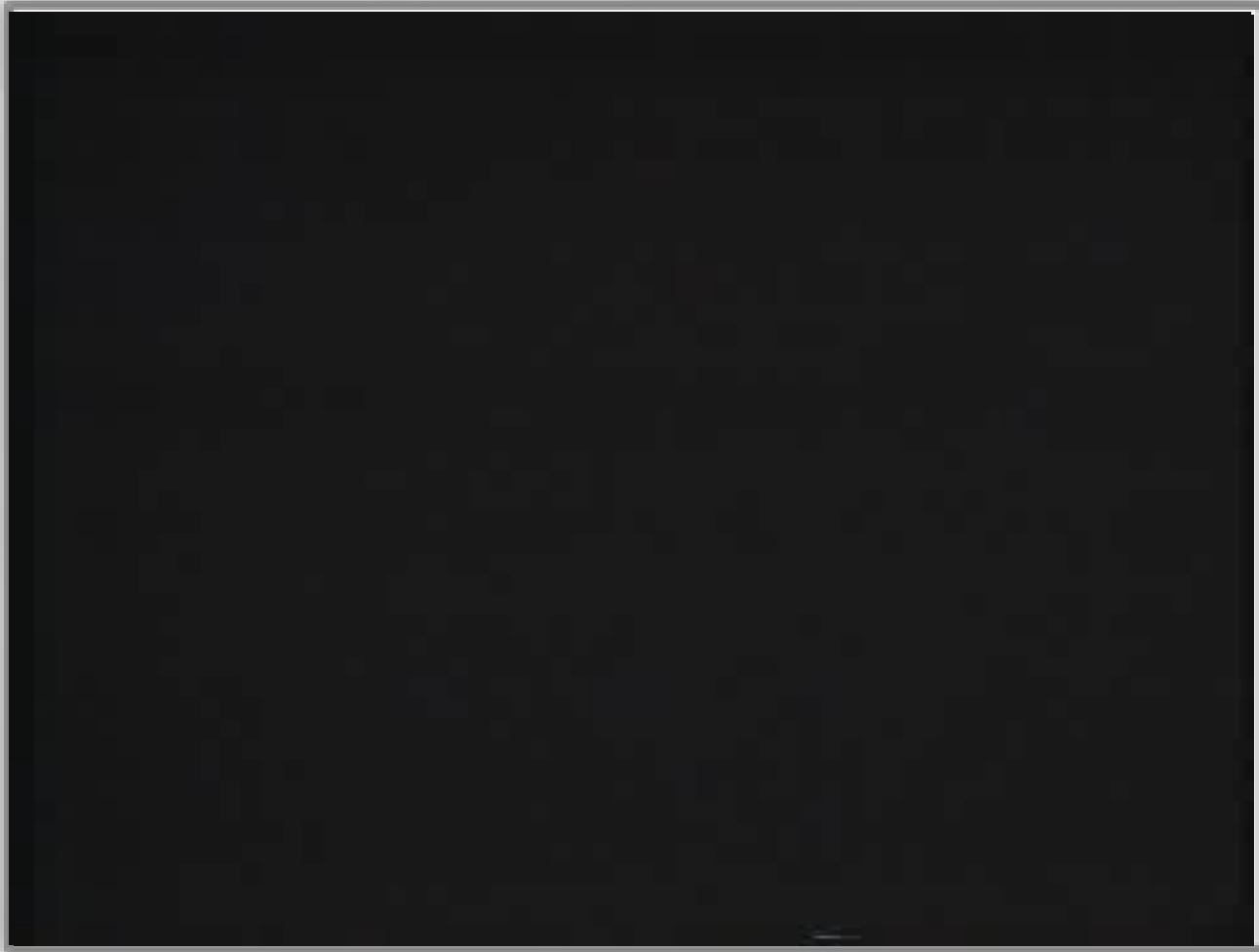
Source: Doblin analysis







10:30 A.M. Delivery



FedEx Information Technology

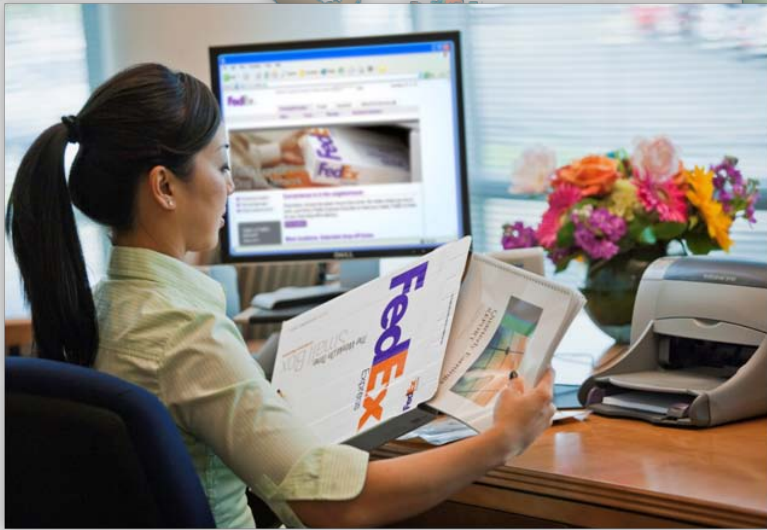




INNOVATION

INVENTION









FedEx Approach to Innovation

“I think the most important thing a CEO can do is to educate people that both operational focus and longer-term innovation are essential.”

**- *FedEx Chairman and CEO
Frederick W. Smith***

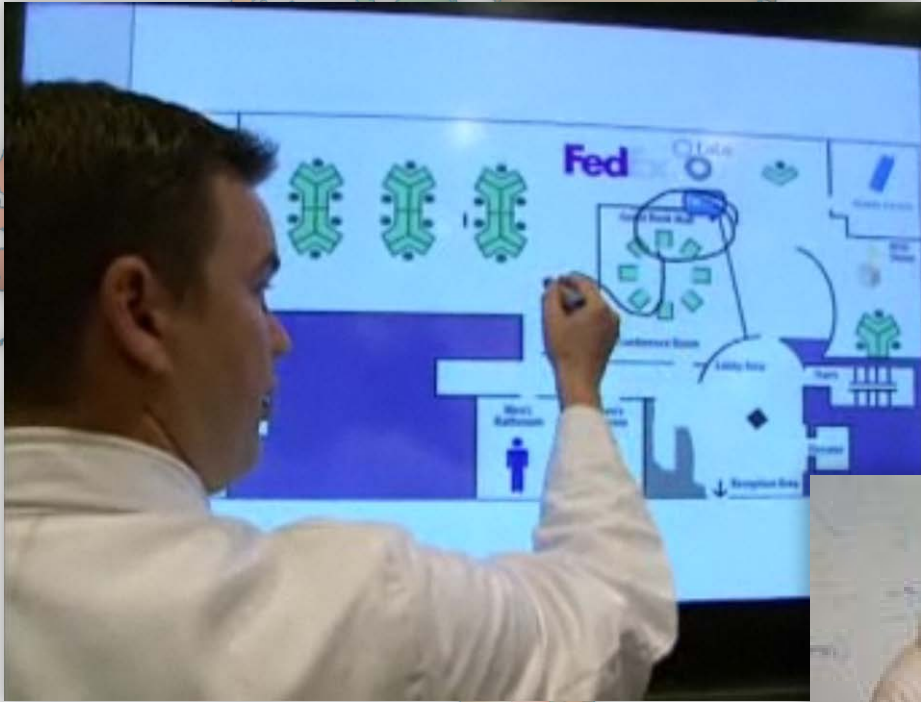


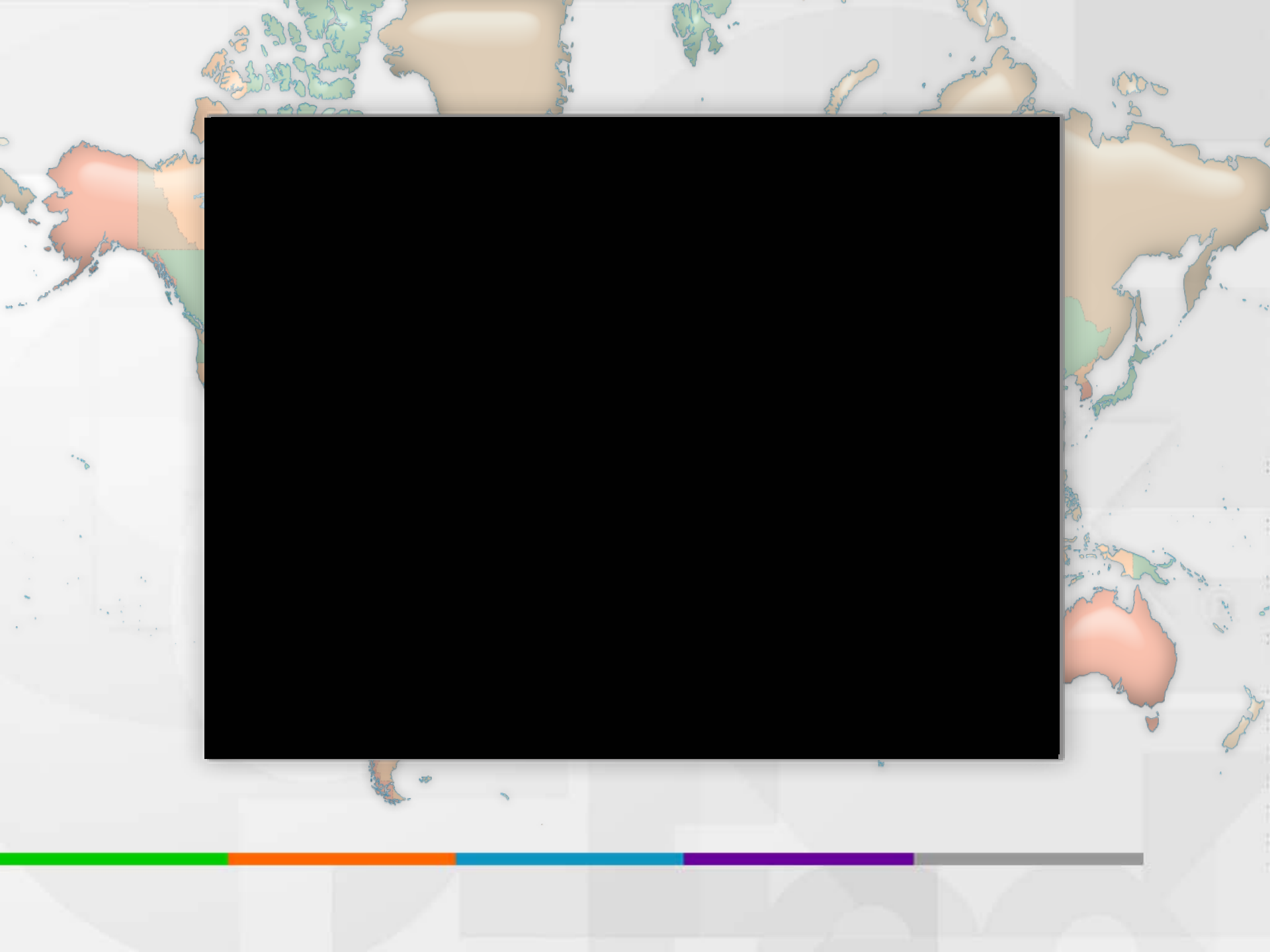


INSTITUTIONAL

INNOVATION

















Federal Express Zap Mail Printer
With High-Capacity Output Tray



A world map is displayed in the background, with various countries colored in shades of green, orange, and brown. A large, faint globe is visible behind the map. The text "SOCIAL RESPONSIBILITY AND SUSTAINABILITY" is overlaid in the center in a bold, purple, sans-serif font.

SOCIAL RESPONSIBILITY AND SUSTAINABILITY



A world map is visible in the background, with a white rectangular box overlaid in the center. The box contains the 'earthsmart' logo and the text 'A FedEx commitment'.

earthsmart

A FedEx commitment

A horizontal bar at the bottom of the page is divided into five colored segments: green, orange, blue, purple, and grey.

Efficiencies and Emissions



- **20% reduction in fuel emissions intensity by 2020**
- **12.9% decline in aircraft carbon dioxide emissions intensity from 2005 through 2009**
- **Replaced Boeing 727s with Boeing 757s**
- **Introduced Boeing 777 into fleet**

Efficiencies and Emissions



- **20% fuel efficiency improvement by 2020**
- **14.1% vehicle fuel efficiency improvement since 2005**
- **42% fuel efficiency imp with hybrid step vans**
- **Developed and implemented hybrid-electric truck**
- **Optimized routes for improved efficiency**

1.800.GoFedEx

earthsmart

FedEx Low Emission
Hybrid Electric



Efficiencies and Emissions



- Purchased 25,000 MWh of renewable energy credits
- FedEx Express solar-electric facilities in Oakland, CA and Cologne, Germany
- FedEx Ground solar-electric facility in Woodbridge, NJ, with country's largest solar rooftop
- FedEx Office reduced energy consumption of 869 centers by 26.2%

Disaster Relief





A world map with various countries colored in shades of green, orange, and brown. The map is centered on the Atlantic Ocean. The text "GRASS ROOTS" is overlaid in large, bold, purple letters.

GRASS ROOTS

The word "INNOVATION" is written in large, 3D, metallic letters. Each letter contains a different image related to technology and innovation, such as a person working at a computer, a globe, and a person in a lab coat. The letters are set against a background of a world map.

INNOVATION



File Edit View Controls Store Advanced Help



- LIBRARY
- Music
 - Movies
 - TV Shows
 - Podcasts
 - Radio
- STORE
- iTunes Store
- SHARED
- lobrien's Music
- PLAYLISTS
- Party Shuffle
 - Genius
 - 90's Music
 - Music Videos
 - My Top Rated
 - Recently Added
 - Recently Played
 - Top 25 Most Played

FedEx

FedEx Mobile for iPhone

Category: Business
Released Feb 10, 2009
Seller: FedEx Corporate Software
© 2009 FedEx Corporate Software
Version: 1.0
0.6 MB

Free [GET APP](#)

Logout Watch List Edit

Yesterday (1)

- Flowers** 287631000
 Monday 01/12/2009 **Delivered** Wednesday 01/14/2009
 Signed for by: K. Woodard

Last week (7)

- New bathing suit!** 541293000
 Tuesday 01/06/2009 **Delivered** Thursday 01/08/2009
 Signed for by: K. Woodard
- 650010101001** 668224500
 Tuesday 01/06/2009 **Shipment information sent to FedEx** Thursday 01/08/2009
 Signed for by: K. MAIER

Back Track Send

Enter tracking number

Enter your tracking number, and press Send to add a shipment to your list.

| | | |
|-----------|----------|-----------|
| 1 | 2 ABC | 3 DEF |
| 4 GHI | 5 JKL | 6 MNO |
| 7 PQRS | 8 TUV | 9 WXYZ |
| | 0 | |

Logout Watch Exceptions Add More

All Watch Exceptions Add More

Yesterday (1)

- Flowers** 287631000
 Monday 01/12/2009 **Delivered** Wednesday 01/14/2009
 Signed for by: K. Woodard
- New bathing suit!** 541293000
 Tuesday 01/06/2009 **Delivered** Thursday 01/08/2009
 Signed for by: K. Woodard

- Access your fedex.com Address Book.
 - Get a rate quote easily and quickly.
 - Sign up for shipment notifications.
 - Find the nearest FedEx Office Print & Ship Centers, SM FedEx World Service Center® locations, FedEx OfficeSM Ship Centers, FedEx Authorized ShipCenter® locations or FedEx Express® Drop Boxes.
 - Provide feedback to FedEx.

LANGUAGES:
 English

REQUIREMENTS:
 Compatible with iPhone and iPod touch
 Requires iPhone 2.0 Software Update

FedEx Web Site

FedEx Mobile for iPhone Support

Ship Track Find locations Get rates



outlook:FedEx - Microsoft Outlook

File Edit View Go Tools Actions Help

New Send/Receive Search address books Back outlook:FedEx

FedEx Ship Track Rate Pickup Find Locations View History Edit Settings

Mail FedEx - outlook:FedEx




Favorite Folders: Inbox, Unread Mail, For Follow Up, Sent Items

Mail Folders: All Mail Items, Personal Folders (Deleted Items, Drafts, FedEx, Inbox, Junk E-mail, Outbox, Plaxo Backup, quarantine, RSS Feeds, Sent Items, Search Folders, Archive Folders), Mailbox - Timothy Martin

FedEx® QuickShip Help

Ship Track Rate Pickup Find Locations

Return to Ship Screen Print

| | | |
|---|---|---|
| <p>From: Gign E PTA 601283-4902 Gign E Pta FedEx Services 123 Main St. Pittsburgh, PA 15220</p> <p>SHIP TO: 0830642-7676 BILL SENDER Bill Gates One Microsoft Way Redmond, WA 980526399</p> |  | <p>Ship Date: 04-4-08 ACTDST: 110 Sysdate: 05/13/2008 09:10 Account#: 5 *****</p> <p>Delivery Address Bar Code</p>  <p>Ref # Invoice # PO # Dept #</p> <p>REF EASF#: 3765346</p> <p>TRK#: 4700 0724 2909 MON - 07JAN FIRST OVERNIGHT</p> <p>X1 OTSA</p> <p>98052 WA-US SEA</p>  |
|---|---|---|

0 Items Send/Receive Complete

A blurred high-speed train in a tunnel, moving from left to right. The train is a mix of blue and white, with motion blur. The tunnel walls are arched and have some lights. The floor is a light-colored, polished surface. The text "SPEED TO MARKET" is overlaid in the center in a purple, outlined font.

SPEED TO MARKET

VISUAL SIMULATIONS



1Source 1.2.0
File Edit View Desktop New Select Actions Apps Window Help

Customer Interaction

FedEx

Caller: Name (F/L) SIBYL MCKNIGHT
FedEx Acct#: 610458009 Phone/Ext: 9012636711
Company Name: MEMPHIS
Postal/Cntry: 380178711 US Address 1: Address 2: 20 FED EX PKWY
City/State: COLLIERVILLE TN

Status: Ground Eligible
Active/No Changes
FTC - DNC

KMS Search: Search
Links: PhoneBook
Meter#: None CTI
Call Reason: ANI Local Time:

Interactions Case History Pickup Tracking New Case CER Location Rating Collect Vendor Supplies Spod/DN Fax Gnd Msg Invoice CTR Deselect

Find By: Origin Zip 38017 Origin Country US Pickup Date 05/14/2009 Find Pickup

Service: PO - Priority Overnight Times Local 0803 Access 1.0 Cutoff 2000

Pickup Address: Account # 610458009 Address: MEMPHIS
CoName: Memphis Ctrl #
ZipPost: 38017 City: COLLIERVILLE State/Dept: TN Country: US
Address: 20 FED EX PKWY
Contact: SIBYL MCKNIGHT Origin Loc ID: HKAA
Phone: (901) 263-6711 x Dest Loc ID:

Package: Pickup Day: TH 05/14/2009
Pkgs: Weight: Weight Type: LBS
Ready: 0803 Close: 1700 # Oversized
Commodity: Aircraft on Ground
Load Codes: To: Courier: CSR: Remarks: From Dispatcher:

Caller Info: Caller: Phone: () - x Promos: Last Updated By: 0319/2009 DCP65226

Messages: ACCT# SEARCH COMP. LIST RATE CUST. PUN#
SYD A2. MEMA SR Book#

Finding Express (COSMOS) Customer attempt complete.

9:33 AM

VIRTUALIZATION



CLOUD COMPUTING

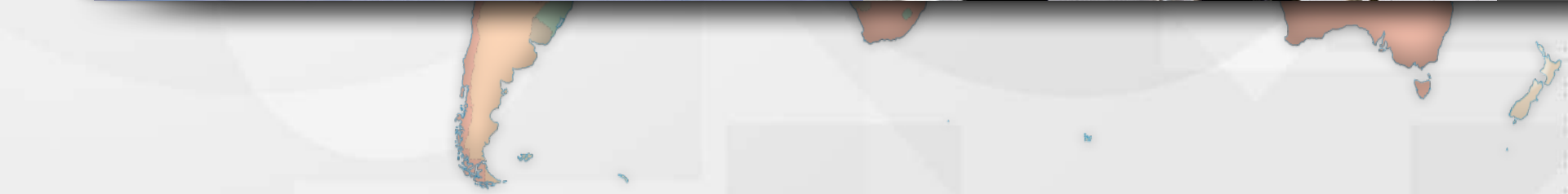


MOBILE



GEO-LOCATION SERVICES





- 
- 1. Know who you are**
 - 2. Make innovation an explicit value or goal**
 - 3. Sustain and nurture innovation**
 - 4. Don't be afraid to fail**
 - 5. Encourage and reward success**
- Get In The Game**
-

Thank You

David Zanca

Senior Vice President
Customer Access and Revenue Systems
FedEx Services