

Infront Consulting & Management GmbH, 26.09.19

OPPORTUNITIES FOR A NEUTRAL B2B-PLATFORM FOR COMBINED TRANSPORTS

BRIEF INFORMATION CONCERNING THE PROJECT OF THE DIGITAL MARKET PLACE AND BOOKING
PLATFORM FOR INTERMODAL TRANSPORTS



INFRONT IS THE ARCHITECT FOR DIGITAL TRANSFORMATION – UPON REQUEST WE CAN ACT TOGETHER WITH A STRONG CONSTRUCTION PARTNER

SINCE 2018 INFRONT IS AN INDEPENDENT UNIT WITHIN THE KPS GROUP

Infront – the architect



1.200
employees

15
locations
EU/USA

170 Mio.
Euro revenue

Infront is a strategy and management consulting company with a focus on the management of digitalisation. We provide cross-industry consultancy on digital topics, in particular:

- business model strategies
- innovation ecosystems
- transformation of the core business

KPS AG – the construction company



KPS provides consultancy services for the technological strategy development, for digital and omnichannel transformation from the process optimisation to the development and implementation.

The KPS includes the whole process range for the classic merchandise and product management, e-commerce, digital customer management and interaction as well as digital marketing.

A black and white photograph showing a person's hands drawing a complex business diagram on a large sheet of paper. The diagram is centered around the word "BUSINESS" in a circle, with various icons and mathematical formulas radiating outwards. The person is using a pen to draw, and a laptop is visible on the left side of the frame. The background is a dark, textured surface.

DIGITALISATION OFFERS OPPORTUNITIES TO USE THE POTENTIAL OF THE INTERMODAL TRANSPORTATION MARKET AND TO SIMPLIFY MARKET ACCESS FOR NEW PLAYERS



INITIAL SITUATION

- According to studies, freight traffic will **increase by 38%** until 2030 compared to 2010. In order to cope with the increased traffic volume, **alternatives to road transportation are becoming more and more important**. The **segment of intermodal transportation** with the linking of road transport with rail or waterways **represents a very interesting alternative**.
 - There are two main segments in the CT market: (1) Maritime transport (port-to-door via seaports) and (2) continental combined transport. **Differences** are mainly customer groups, service partners, relations, equipment (incl. ownership), terminal processes and volatility.
 - Continental combined transport shows **high potential** for shifting volumes from road to rail. These potentials are currently only used to a limited extent due to **barriers in the booking process, low product quality (rail), lack of transparency and pricing**.
 - The fragmented process chain also offers **high potentials** e.g. for the **automation of interfaces, standardization of systems and end-to-end steering**, which have so far only been partially used by bigger market players.
 - **New digital players are entering the logistic market**, but they don't have access to **operational processes and necessary assets** (e.g.: connection price to transport capacity, equipment, terminal, truck).
-
- **Combined transport is a growth market - railbound intermodal transport in particular offers high potential.**
 - **Digitization offers opportunities to enter the market with new solutions and to increase sales potential.**

ESTABLISHED DIGITAL PLATFORMS WITHIN B2C MARKETS ARE MAINLY NEW ENTRANTS INTO MARKETS –

Social-Networks

Linked in



Multi-Sided Technology Platforms

FREE NOW ✓



Uber



Online Marketplaces

阿里巴巴 
Alibaba.com

amazon.com

Booking Platforms

Booking.com

IN B2B MARKETS PLATFORMS HAVE BEEN SUCCESSFULLY LAUNCHED BY KEY MARKET INSIDERS

Data Platforms



PLA1.

SCM & Logistic Platforms



TRANSPOREON



DISCOVERY
Digital Supply Chain Communication

SUPPLYON

Retail- / eCommerce Platforms

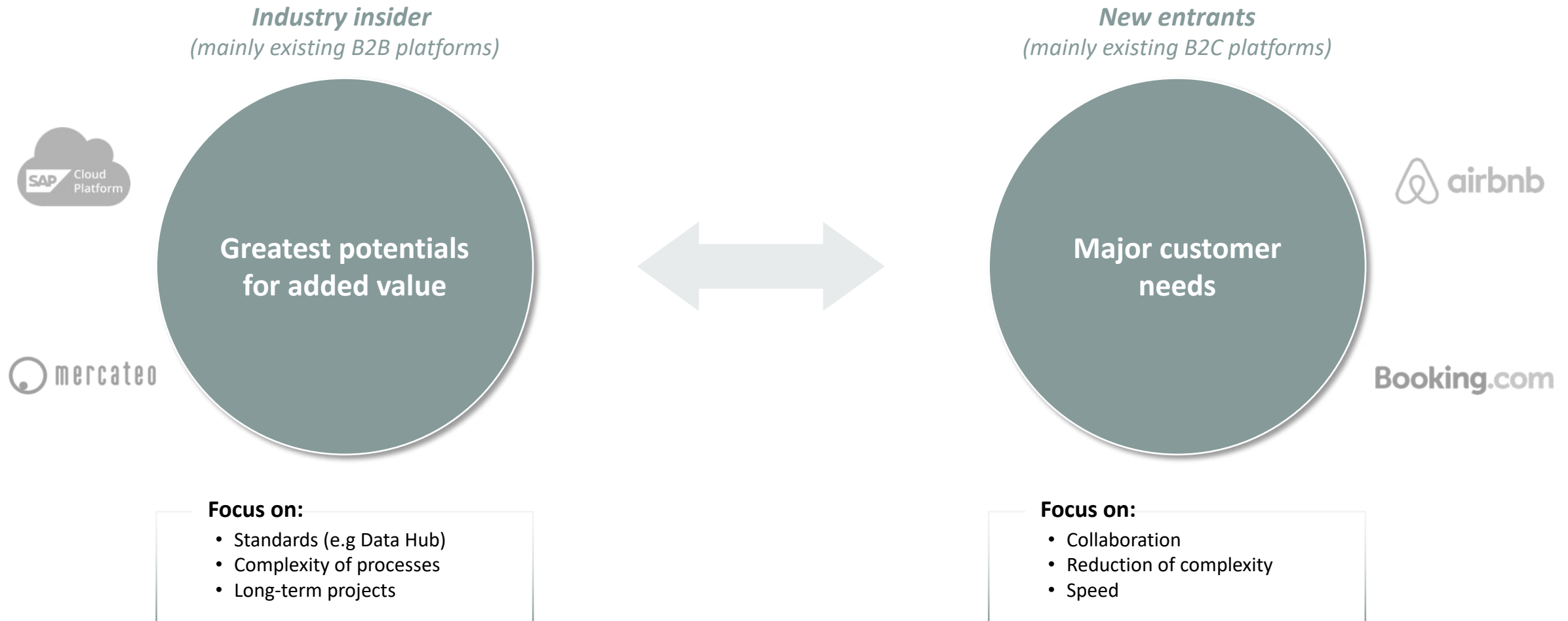


Networking Platforms

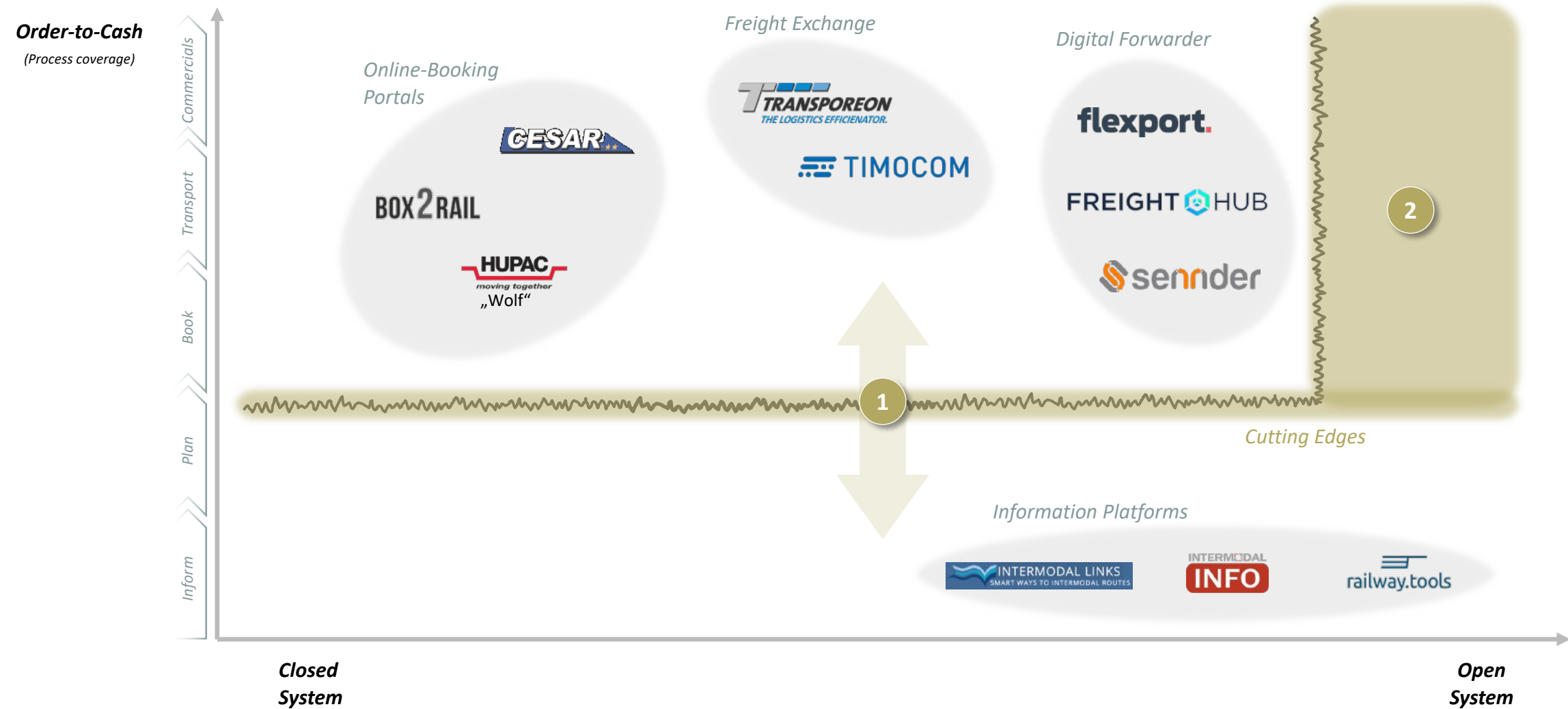
scrappell



WE OBSERVE TWO MAIN APPROACHES TO ESTABLISH PLATFORMS – A COMBINATION IS POSSIBLE



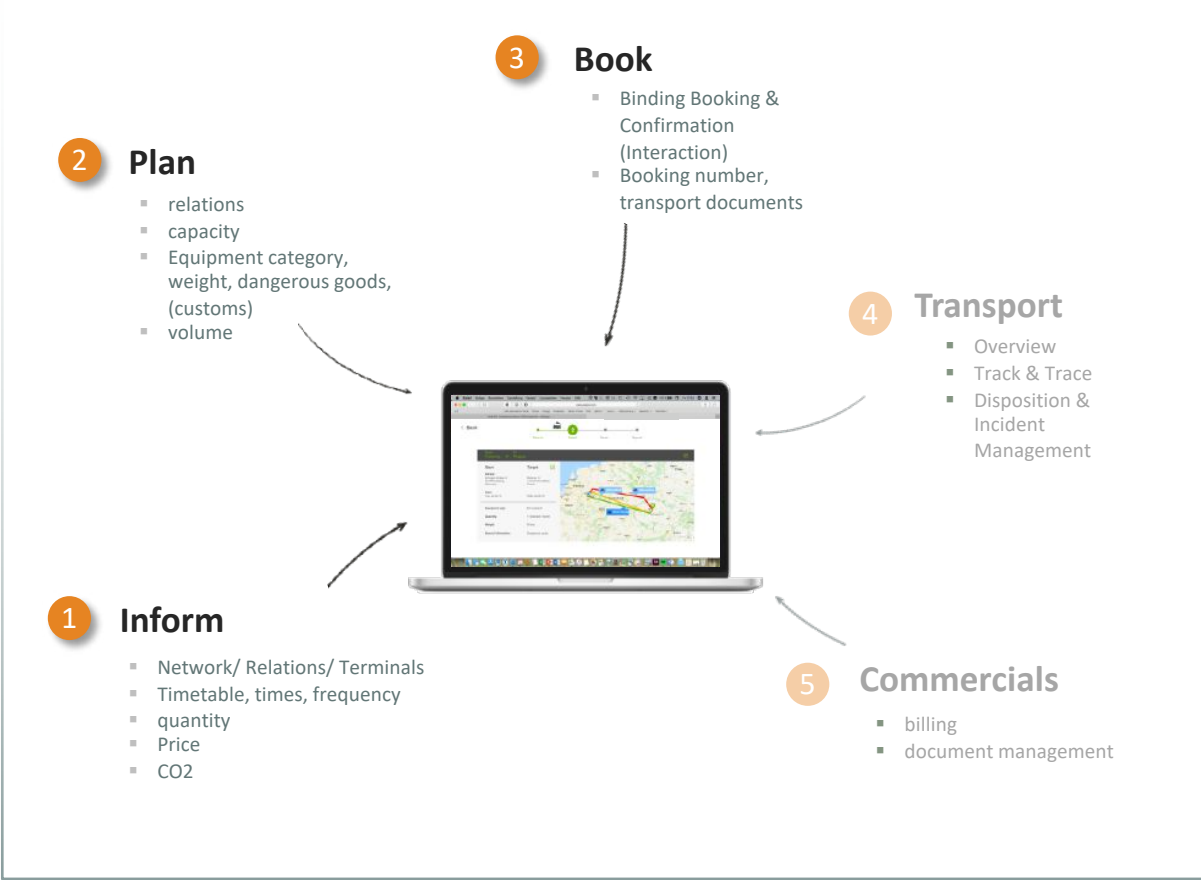
THE LOGISTICS MARKET SHOWS OPPORTUNITY SPACES FOR A NEW PLATFORM TYPE



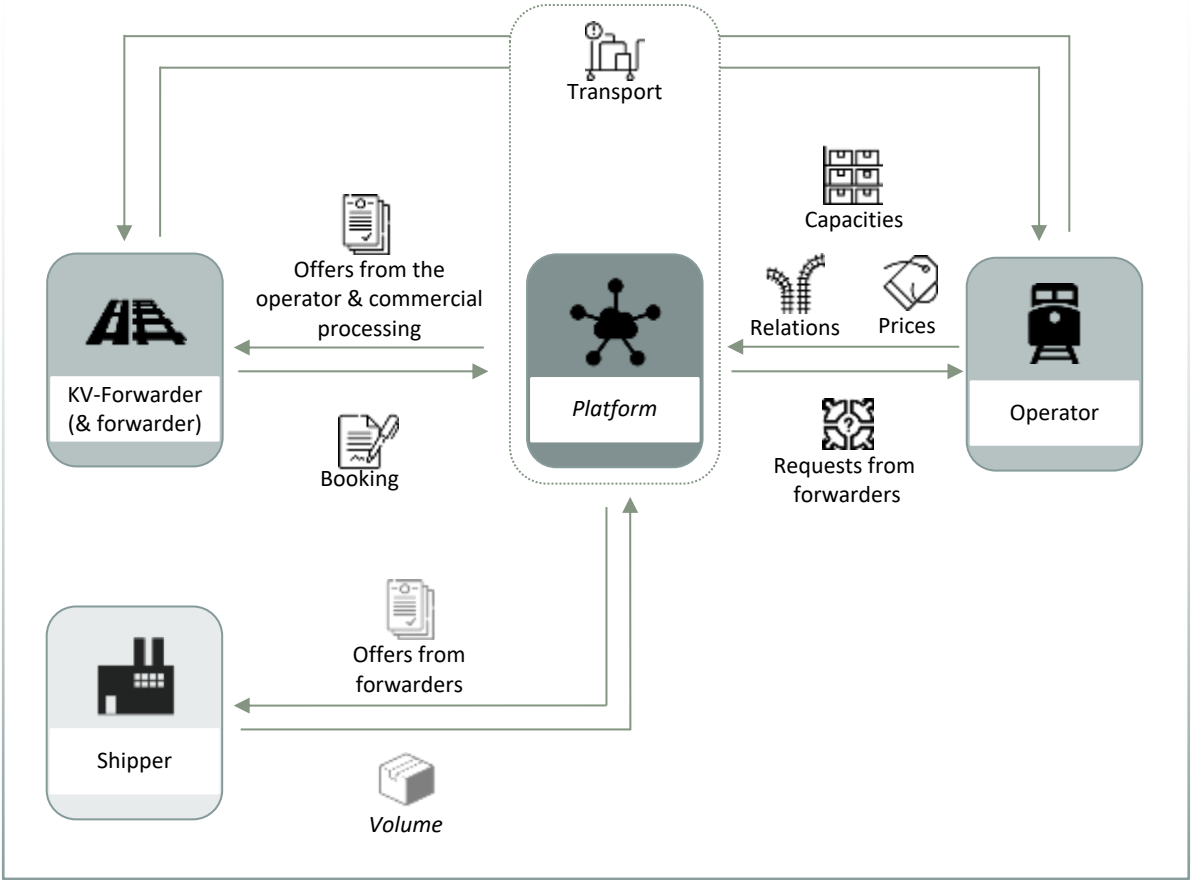
WE FOCUS FOR THE INITIAL PRODUCT (MVP) ON THE FIRST ELEMENTS OF THE ORDER TO CASH PROCESS – INFORM, PLAN AND BOOK AND CONNECT FORWARDERS AND OPERATORS

Functionality of the MVP along the Order-to-Cash process

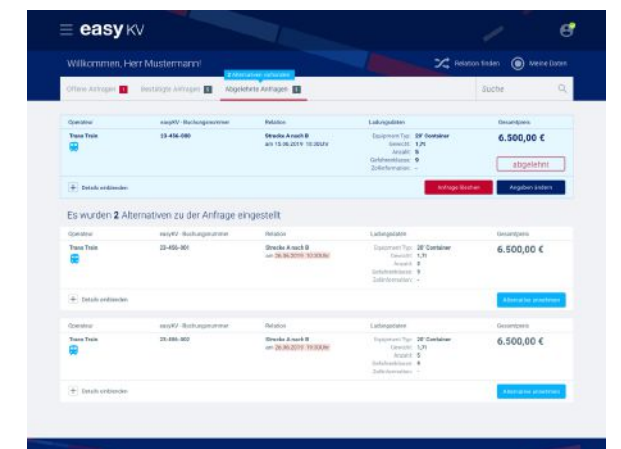
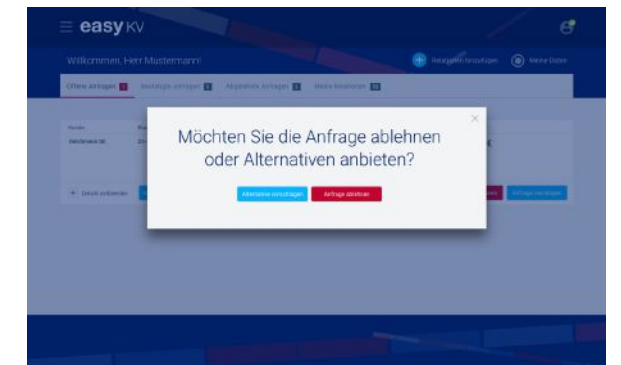
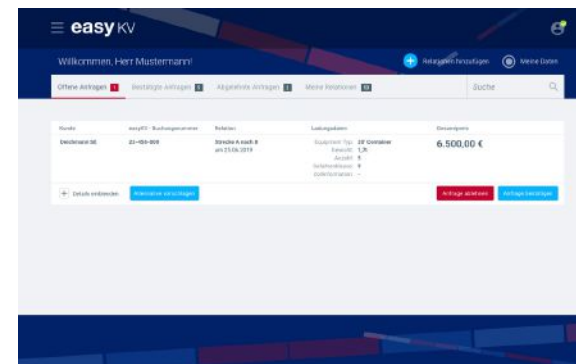
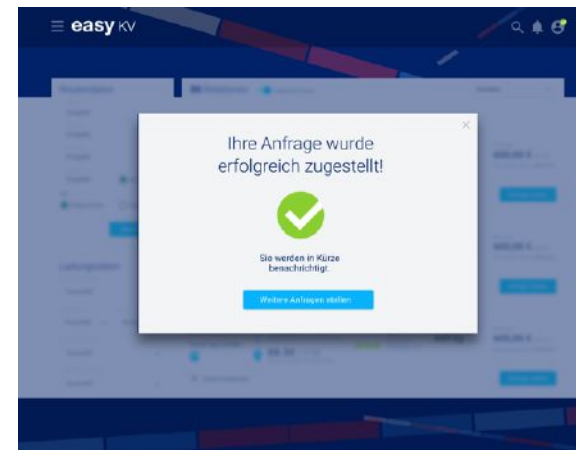
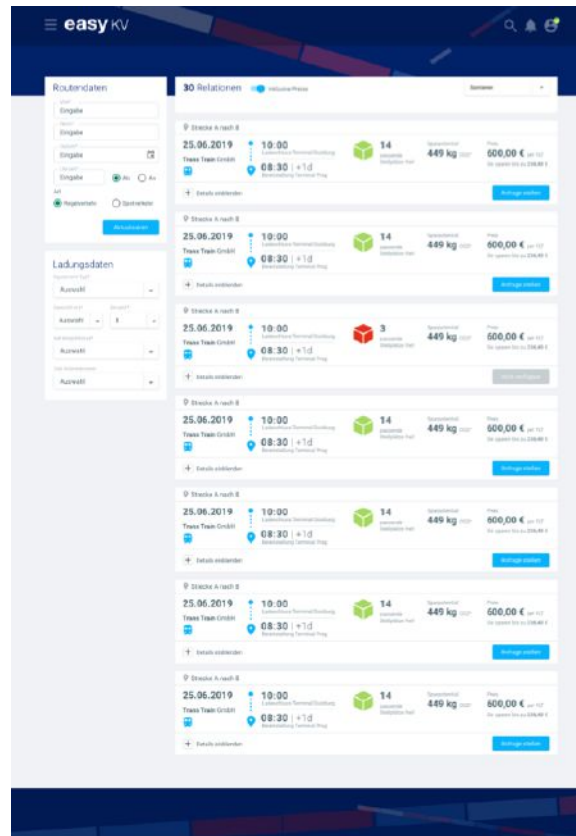
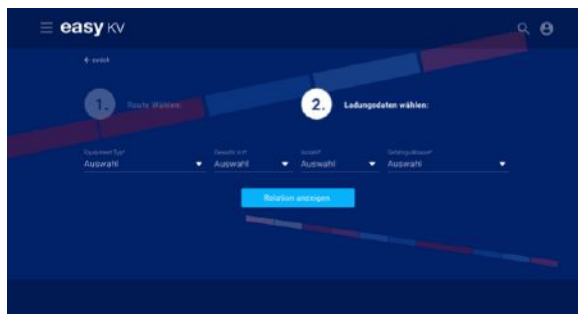
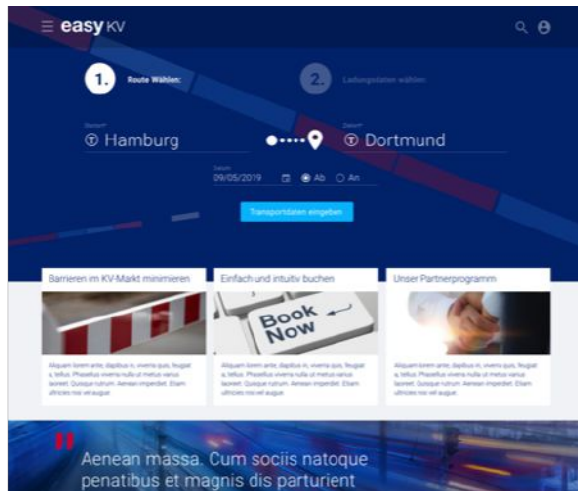
Order to Cash-Process (1-5)



Operating principle of the platform business model



FIRST FEATURES OF THE MVP HAVE ALREADY BEEN IMPLEMENTED



THE NEUTRAL INTERMEDIARY MODEL HAS FIVE KEY DIFFERENTIATING FEATURES

DIFFERENTIATING FEATURES „DIGITALES HINTERLAND“

- 1 Central, supplier-neutral entry point into the intermodal segment with a focus on rail
- 2 Neutral intermediary instead of a digital freight forwarder with own operational responsibility and liability
- 3 Focus on the first elements of the Order-to-Cash process during booking (inform - plan - book)
- 4 Very positive feedback from a wide range of market participants in CT
- 5 Open system through:
 - Business model: thought open from the beginning, many possibilities to integrate market players e.g. to increase functionality
 - Basis: Modular, flexible IT architecture with open interfaces
 - Methodology: Customer-centric, agile product development with many different market participants



**Development
partners are
welcome!**

THANK YOU!

INFRONT CONSULTING & MANAGEMENT GMBH

NEUER WALL 10
20354 HAMBURG

TEL. +49 (40) 3344 151-0

MOB. +49 160 9747 3829

MAIL A.MARSCHALL@INFRONT-CONSULTING.COM

WEB WWW.INFRONT-CONSULTING.COM

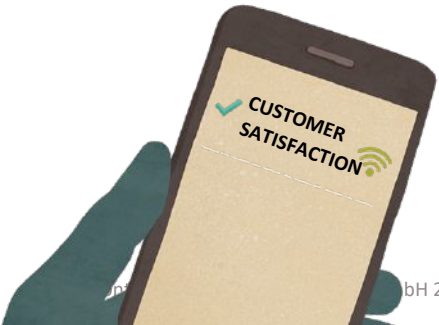
AXEL MARSCHALL
PARTNER



FOR OVER 15 YEARS WE WORK TRUSTFUL AND ON EYE LEVEL WITH SUCCESSFUL COMPANIES AND CORPORATES

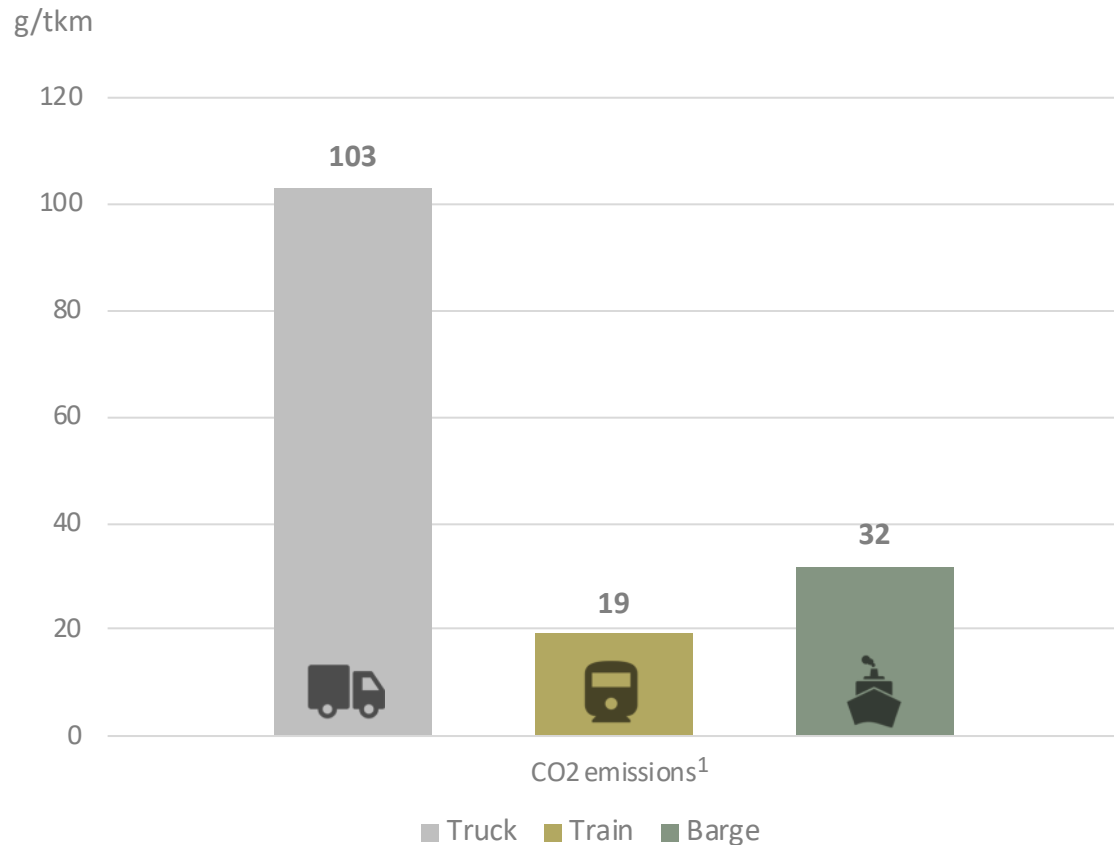
WE ENSURE CUSTOMER SATISFACTION

Mechanical & Plant Engineering / Components	Production Industry	Energy	Service	TIME	Retail & Consumer Goods
<div>wilo</div> <div>DIEBOLD NIXDORF</div> <div>wibutler</div> <div>EagleBurgmann.</div> <div>KRONES</div> <div>KSB</div> <div>TrelleborgVibracoustic</div> <div>VIESSMANN</div> <div>LINCOLN ELECTRIC</div> <div>Vaillant</div> <div>Webasto</div> <div>Electrolux</div> <div>MR</div> <div>HOERBIGER</div> <div>FRANKE</div> <div>KÄRCHER</div>	<div>SIEMENS</div> <div>Lohmann & Rauscher</div> <div>GE</div> <div>FUCHS</div> <div>brose</div> <div>EVONIK INDUSTRIES</div> <div>Continental</div>	<div>ENERGINET</div> <div>eprimo</div> <div>innogy</div> <div>PROGAS</div> <div>RWE</div> <div>HAMBURG ENERGIE</div> <div>entega</div>	<div>KKH Kaufmännische Krankenkasse</div> <div>SIGNAL IDUNA</div> <div>COMMERZBANK</div> <div>Raiffeisen Bank International</div> <div>Hamburg Commercial Bank</div> <div>VOIKSUDNIK</div> <div>DZ BANK</div> <div>GFKL</div> <div>SGS</div> <div>ADAC</div> <div>DEVK</div> <div>STORM</div> <div>Audi BKK</div> <div>LZK</div>	<div>vodafone</div> <div>ProSiebenSat.1 Media SE</div> <div>primacom</div> <div>E-PLUS GRUPPE</div> <div>Deutsche Telekom</div> <div>Telefonica</div> <div>O2</div> <div>BERTELSMANN</div> <div>vivendi</div> <div>MATERNA</div> <div>HD</div> <div>itsc.</div> <div>BITMARCK</div> <div>..T..Systems</div> <div>FIT</div> <div>SAP</div> <div>SITA</div>	<div>Dansk Supermarked Group</div> <div>hessnatur</div> <div>MEDION</div> <div>ELKJOP</div> <div>home 24</div> <div>LIDL</div> <div>kik</div> <div>XXX utz</div> <div>TROST</div> <div>CHRIST</div> <div>coop Norge</div> <div>EP</div> <div>globus</div> <div>Dreams</div> <div>s.Oliver</div> <div>Coca-Cola</div> <div>METRO</div> <div>BOSS</div> <div>DEICHMANN</div> <div>SportScheck</div> <div>zur Rose</div> <div>porta!</div>
Logistic	B2B Commerce				
<div>DB</div> <div>vossloh</div> <div>HHLA</div> <div>idem telematics</div>	<div>HELM</div> <div>HENRY SCHEIN</div>	<div>E/D/E</div> <div>BERNER</div>	<div>CITTI</div> <div>TOOLINEO</div>	<div>sonepar</div> <div>CHEFS CULINAR</div>	<div>PHOENIX group</div> <div>brakes</div>



INTERMODAL TRANSPORTATION IS SUSTAINABLE AND ENVIRONMENTALLY FRIENDLY

Emissions of individual transport modes*



¹ CO₂, CH₄ and N₂O expressed in CO₂-equivalents

Intermodal transportation as a "green" alternative

- Today **70%** of freight transport takes place **by road exclusively**
 - The result: **high traffic loads, rising maintenance costs and high CO₂ emissions**
 - A train **replaces up to 52 trucks** with one ride and is allowed to transport more weight per container. At the same time, it produces only about **one fifth of CO₂ emissions***
 - There is a **high potential** for shifting transport volumes from road to combined transportation (road & rail)
 - Intermodal transports use **different transport modes** and their advantages. This guarantees further spatial **flexibility** (mapping of door-to-door relations without sidings, no spatial restrictions, ...)
- For all these reasons, one partial objective of the project is to **simplify the booking of intermodal transport in order to make the advantages of the segment easily accessible**. By operating the main part of the route by train, the negative effects could be significantly reduced.

WE FOCUS FOR THE INITIAL PRODUCT (MVP) ON THE FIRST ELEMENTS OF THE ORDER TO CASH PROCESS – INFORM, PLAN AND BOOK

Development of functions

- The development focus will be on **typical order-to-cash processes**, further functions such as transport status, proof of delivery (POD) and invoicing should follow
- The platform should make **environmentally friendly intermodal rail and road transportation modes** easier accessible
- Higher **transparency in a complex market** reduces the hurdles for new customers and thereby gives them access to the market
- Simplification of planning and booking processes **increases the attractiveness and efficiency of intermodal transports**
- **Higher utilisation** of transport capacity and **reduced amount of empty runs**

Functionality of the MVP along the Order-to-Cash process

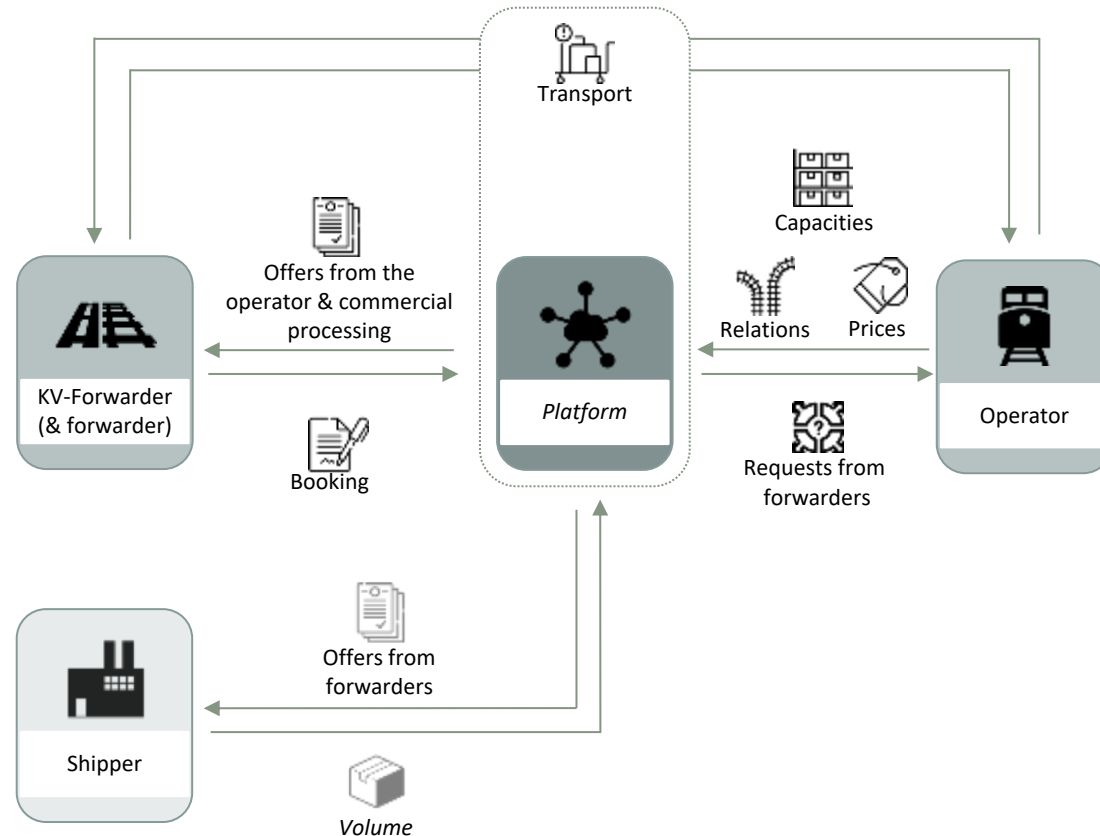
Order to Cash-Process (1-5)



OUR GOAL IS TO ESTABLISH A NEUTRAL B2B PLATFORM FOR COMBINED TRANSPORTATION

PRODUCT VISION

Operating principle of the platform business model



- The platform serves as a **neutral intermediary** and **simplifies the planning and booking** of multimodal transport chains
- The target customers are (1) **freight forwarders** who are looking for transport capacity and (2) **rail operators** who want to get more volume for their trains
- Overall, the platform will make it possible to book **door-to-door transports**, consisting of the main leg by train as well as pre- and on-carriage by truck
- The project initiator intends to operate the platform with other market participants in order to **ensure neutrality**