



Empowering Logistics with Intelligence™

LOGIT
ONE™

Digitization from a logistics perspective

ERFA/UIRR - Workshop on 'Rail Freight Digitalisation'

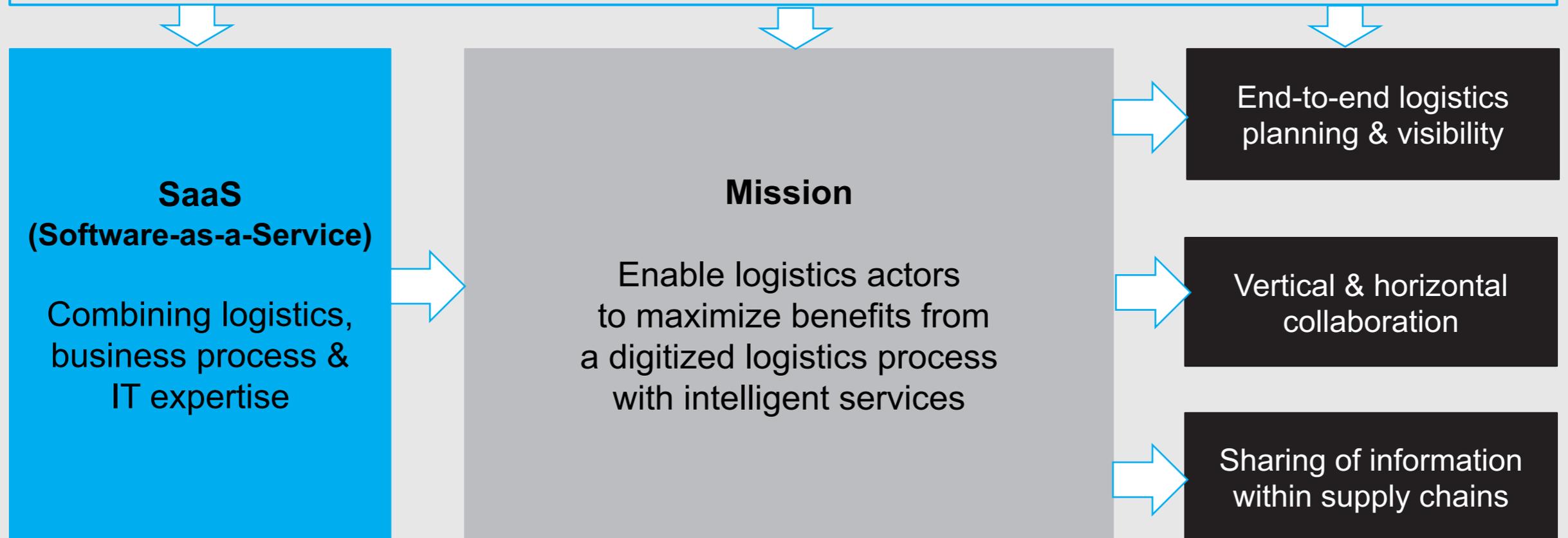
Business case: Rail-road combined transport

Brussels, 14th December 2016

Introduction



Empowering Logistics with Intelligence™



INTELLIGENCE

Data sourcing & sharing
consolidated for intelligence
to identify disruptions & inefficiencies

Big data for logistics
predictive capabilities
for value added services

SYNCHRO-MODALITY

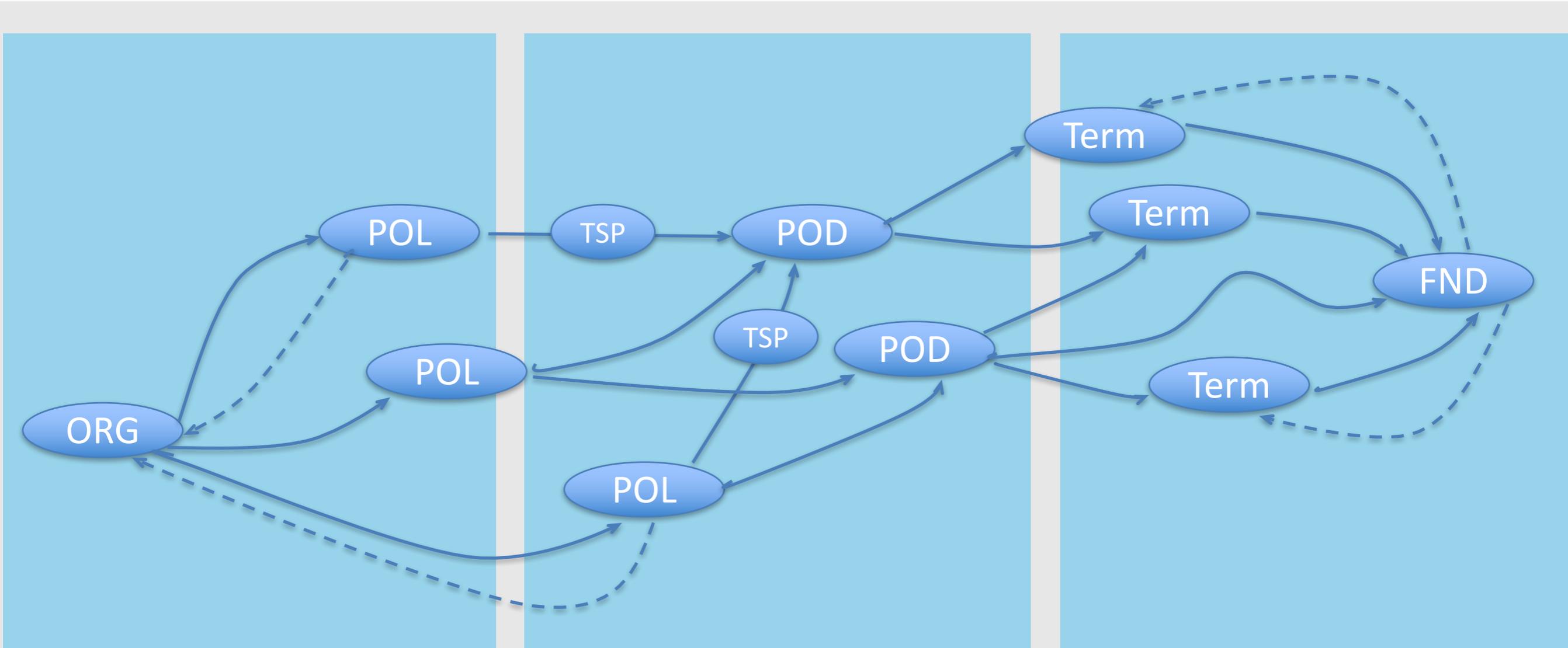
Services platform
for planning & execution
of multi-modal logistics processes

Bundling, intermodal & reuse
where individual companies are too
small to achieve it by themselves

Rerouting & rescheduling
dynamic & in-transit
to provide high levels of resilience

Capabilities

Logit One

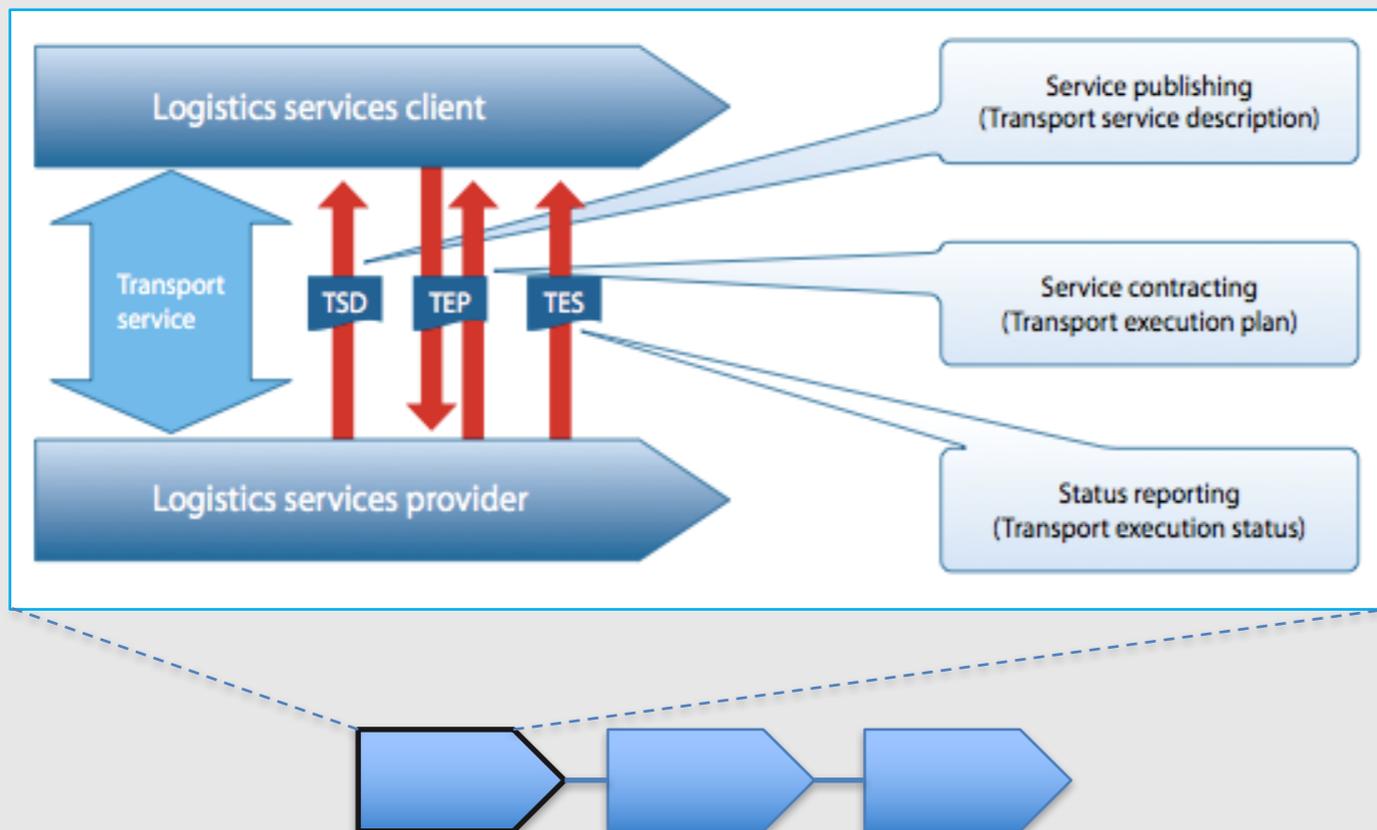


What's at stake? Logistics is not being managed as a network

Mission: Enable logistics actors to deploy a digitized logistics process through intelligent services

ORG = Point of origin
POL = Port of loading
TSP = Transshipment port

POD = Port of discharge
TERM = Inland terminal
FND = Final destination



These **eFreight Common Framework** interfaces are being included as standardized electronic documents in the ISO/IEC 19845 standard.

Incorporates requirements from:

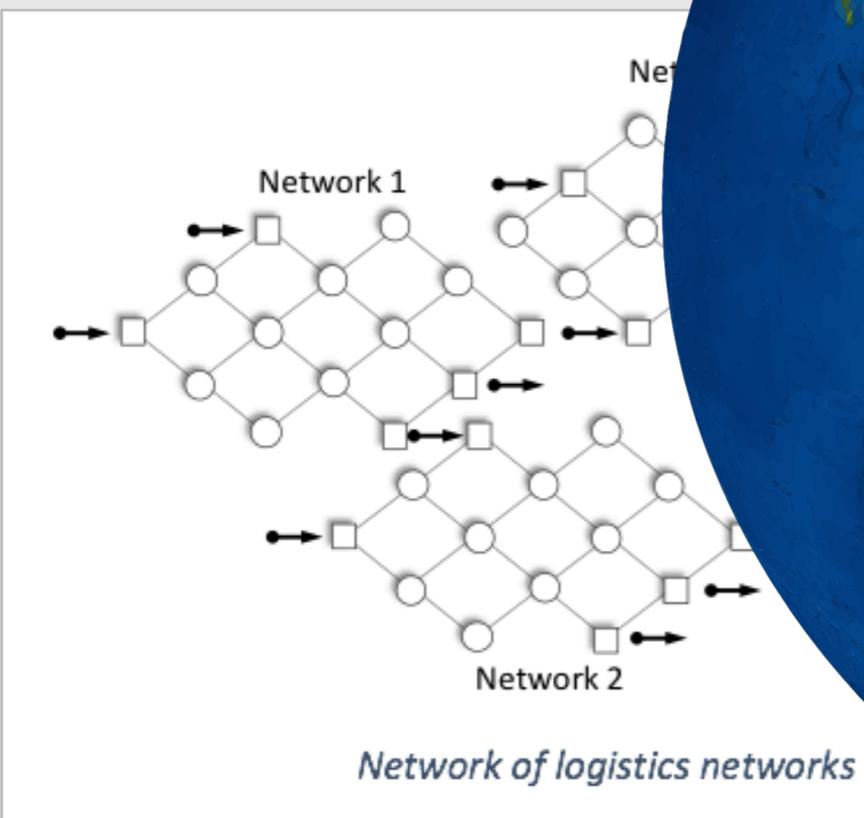
- WCO data model
- Multimodal framework ARKTRANS
- Requirements from all types of stakeholders
- Harmonised with **LIM from GS1**
- ITIGG (Int'l Transport Impl. Guidelines Group)
- Guide to UN/EDIFACT containers messages
- Ports of Singapore and Hong Kong
- US Dept. of Transport
- UN/CEFACT

European R&D: Freightwise – eFreight – iCargo *to be continued*

Building workflows from transport services

ORG

FND



Building a network of networks

Mission: Enable logistics actors to deploy a digitized logistics process through intelligent services

ORG = Point of origin
POL = Port of loading
TSP = Transshipment port

POD = Port of discharge
TERM = Inland terminal
FND = Final destination





Network 1:
Global routing
*By shipper's
forwarder*

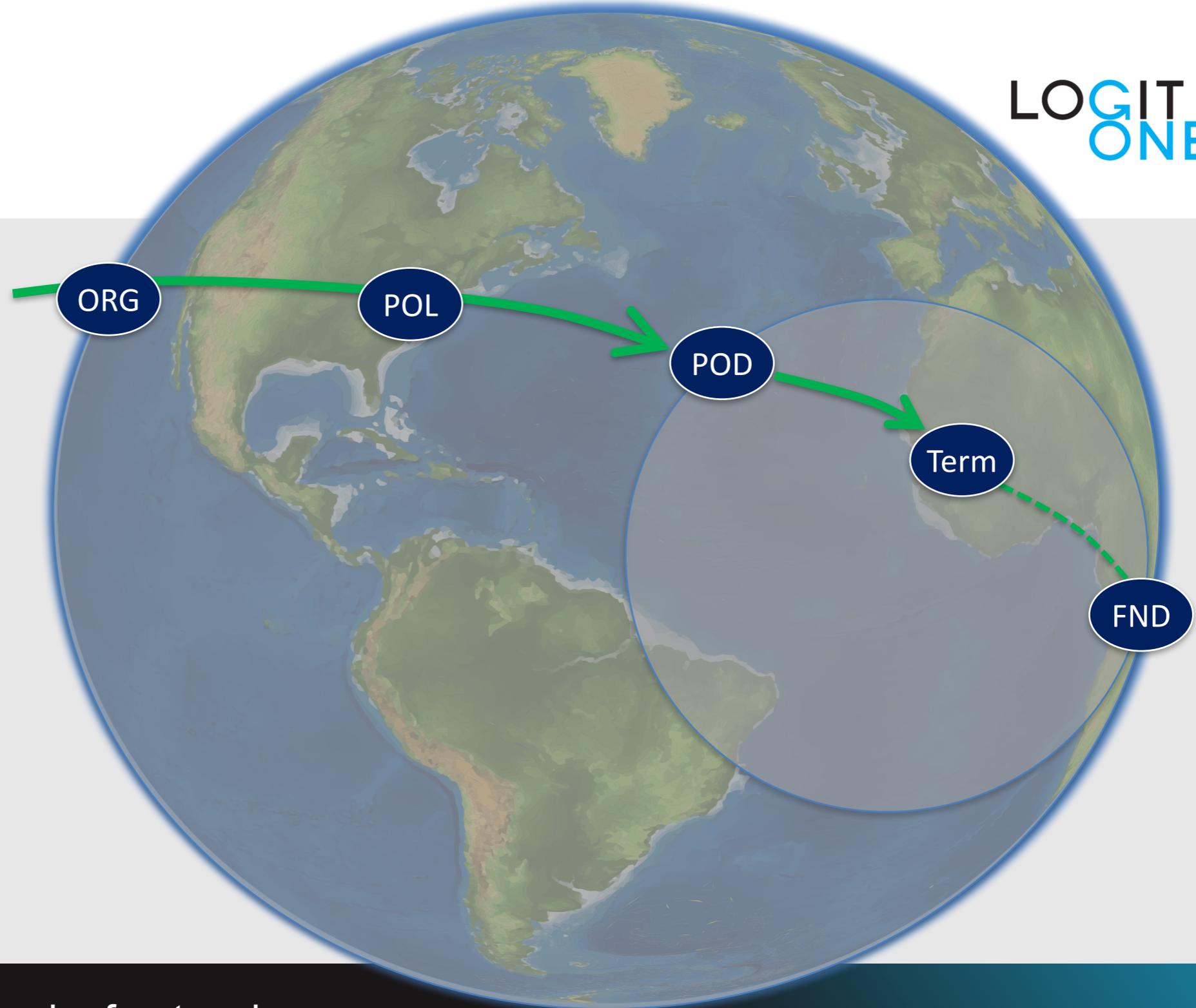
Building a network of networks

Mission: Enable logistics actors to deploy a digitized logistics process through intelligent services

ORG = Point of origin
POL = Port of loading
TSP = Transshipment port

POD = Port of discharge
TERM = Inland terminal
FND = Final destination





Network 1:
Global routing

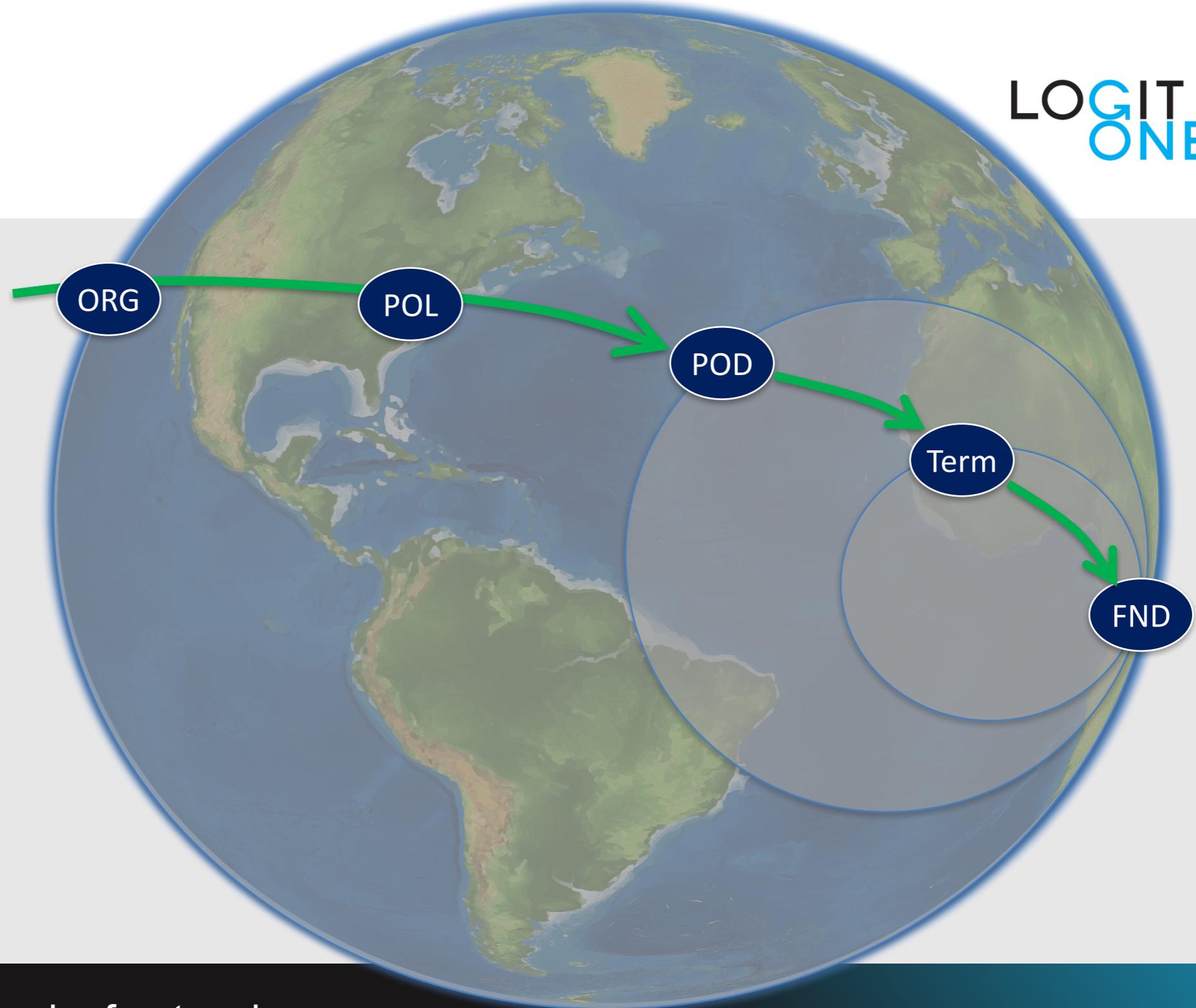
Network 2:
Hinterland
By local forwarder

Building a network of networks

Mission: Enable logistics actors to deploy a digitized logistics process through intelligent services

ORG = Point of origin
POL = Port of loading
TSP = Transshipment port

POD = Port of discharge
TERM = Inland terminal
FND = Final destination



Network 1:
Global routing

Network 2:
Hinterland

Network 3:
Last mile
By city distribution network etc.

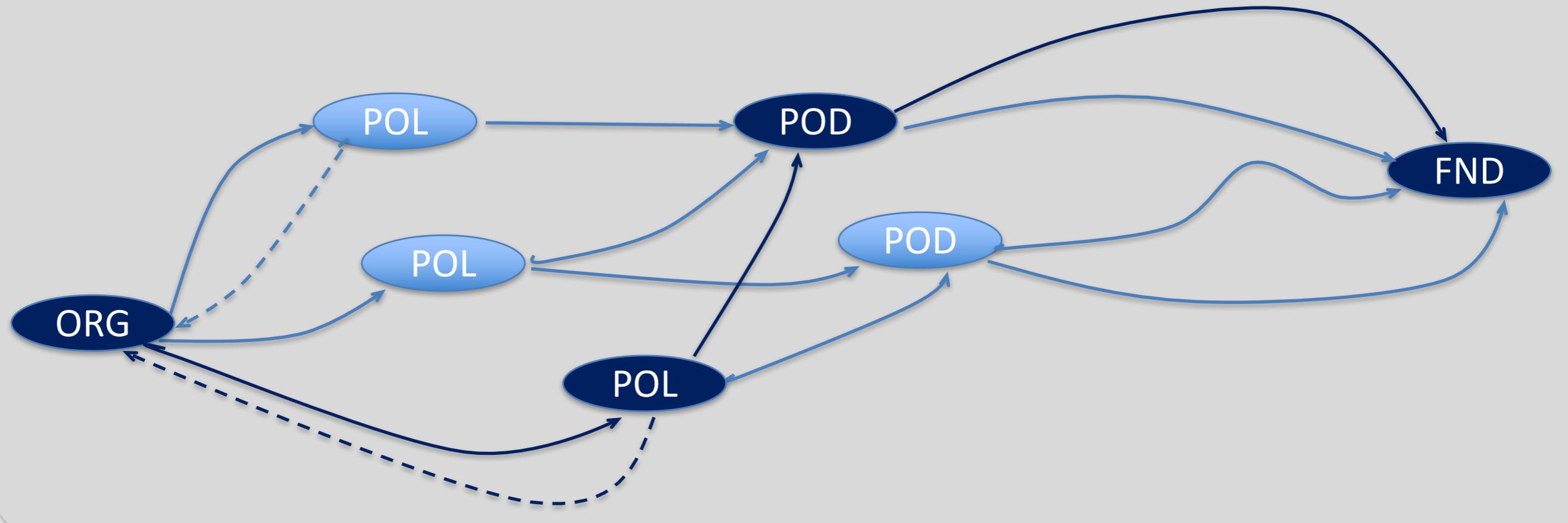
Building a network of networks

Mission: Enable logistics actors to deploy a digitized logistics process through intelligent services

ORG = Point of origin
POL = Port of loading
TSP = Transshipment port

POD = Port of discharge
TERM = Inland terminal
FND = Final destination

Global routing



Added value segments

Planning & execution: Global routing to choose an optimal path from origin to destination

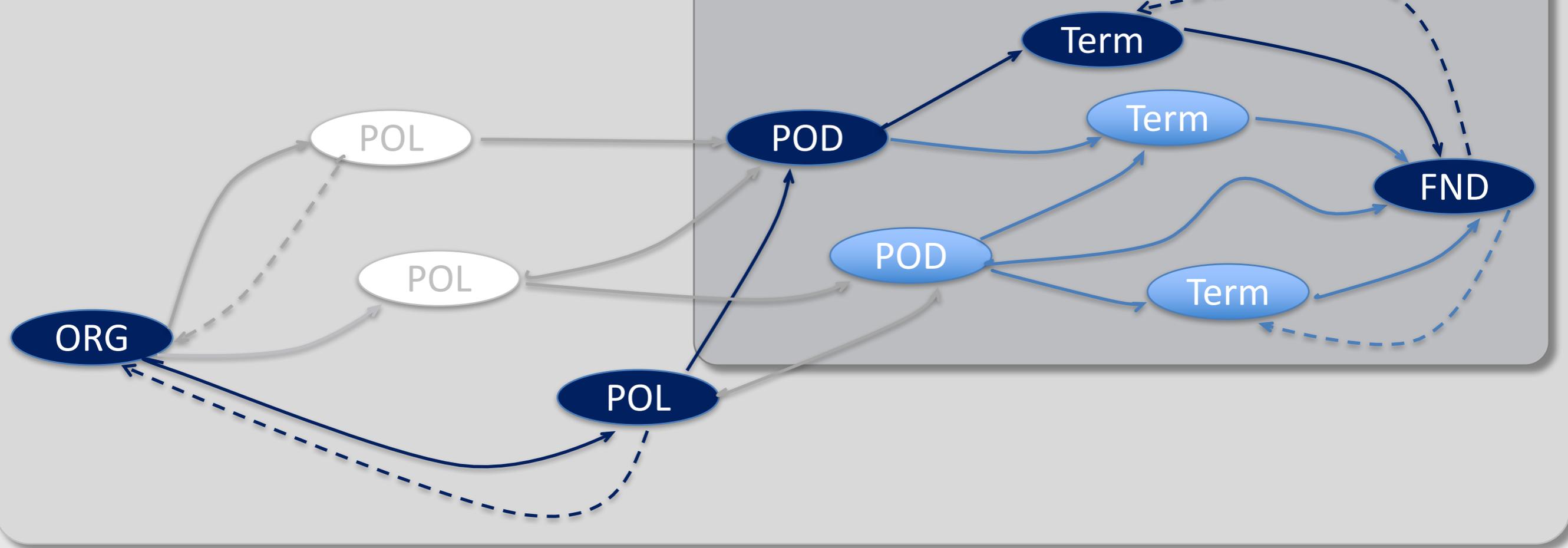
ORG = Point of origin
 POL = Port of loading
 TSP = Transshipment port

POD = Port of discharge
 TERM = Inland terminal
 FND = Final destination



Global routing

Hinterland management



Added value segments

Planning & execution: Hinterland management to optimize the first/last last mile

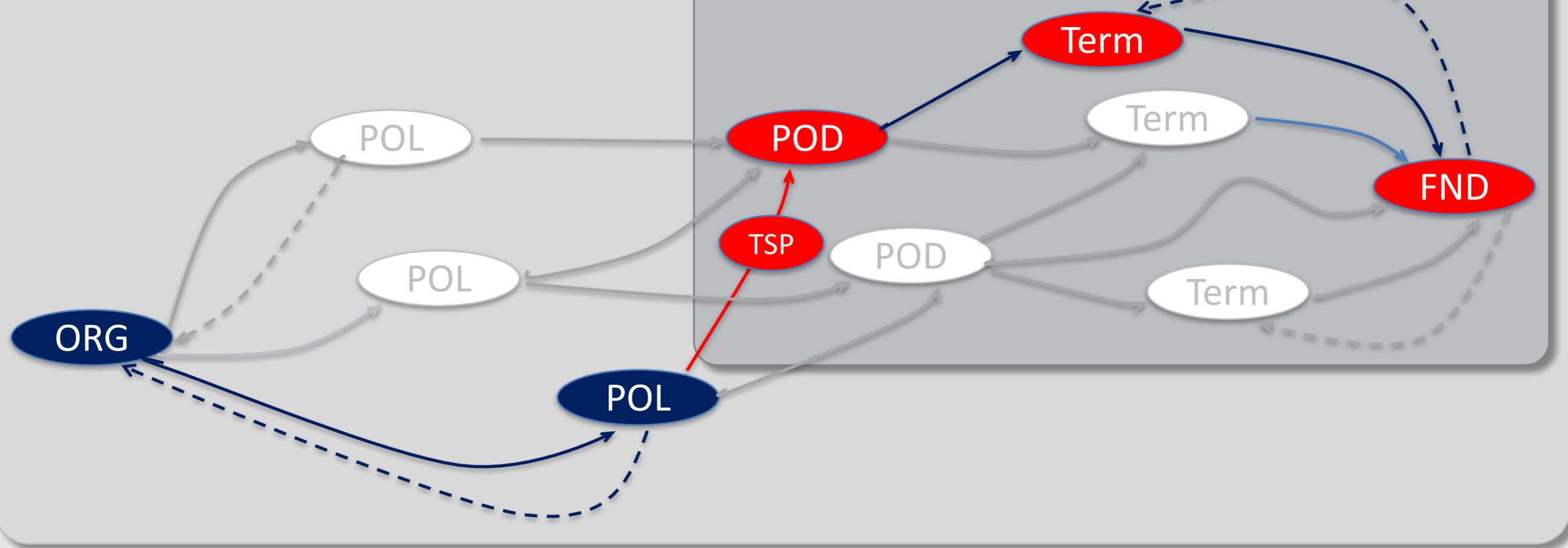
ORG = Point of origin
 POL = Port of loading
 TSP = Transshipment port

POD = Port of discharge
 TERM = Inland terminal
 FND = Final destination



Global routing

Hinterland management



Added value segments

Planning & execution: Visibility

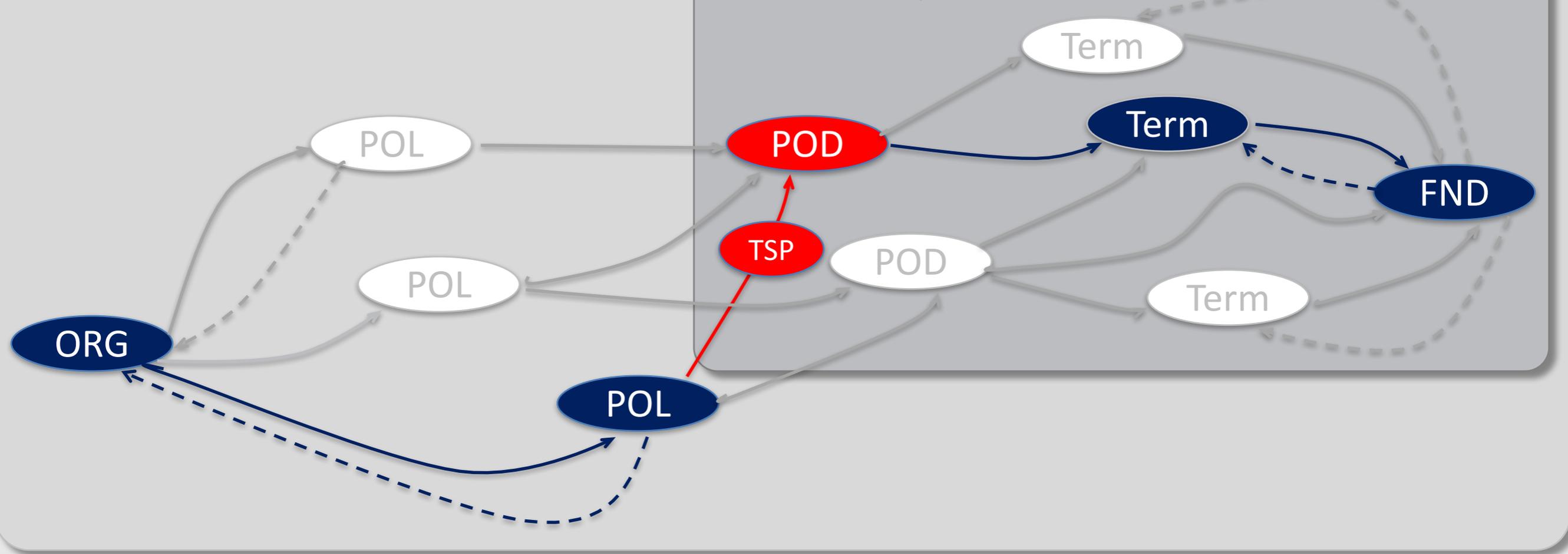
ORG = Point of origin
 POL = Port of loading
 TSP = Transshipment port

POD = Port of discharge
 TERM = Inland terminal
 FND = Final destination



Global routing

Hinterland management



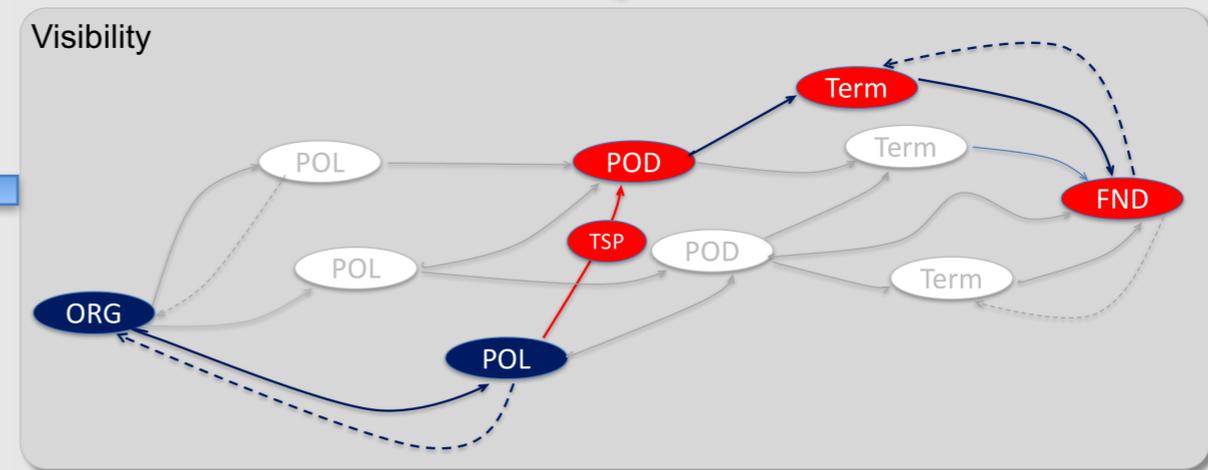
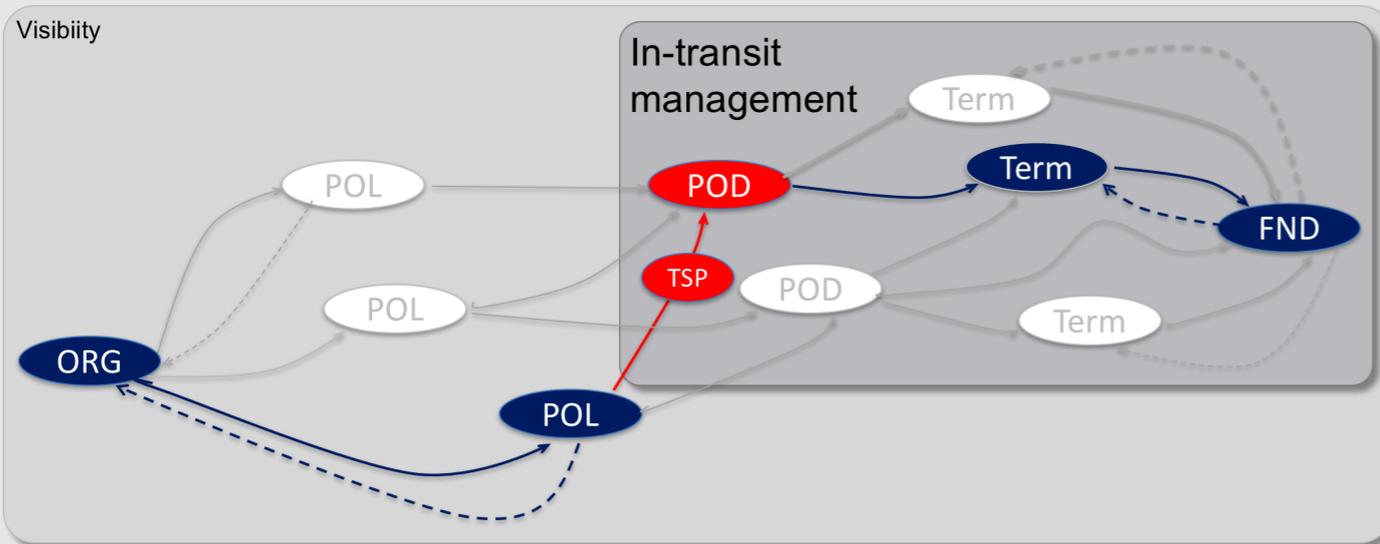
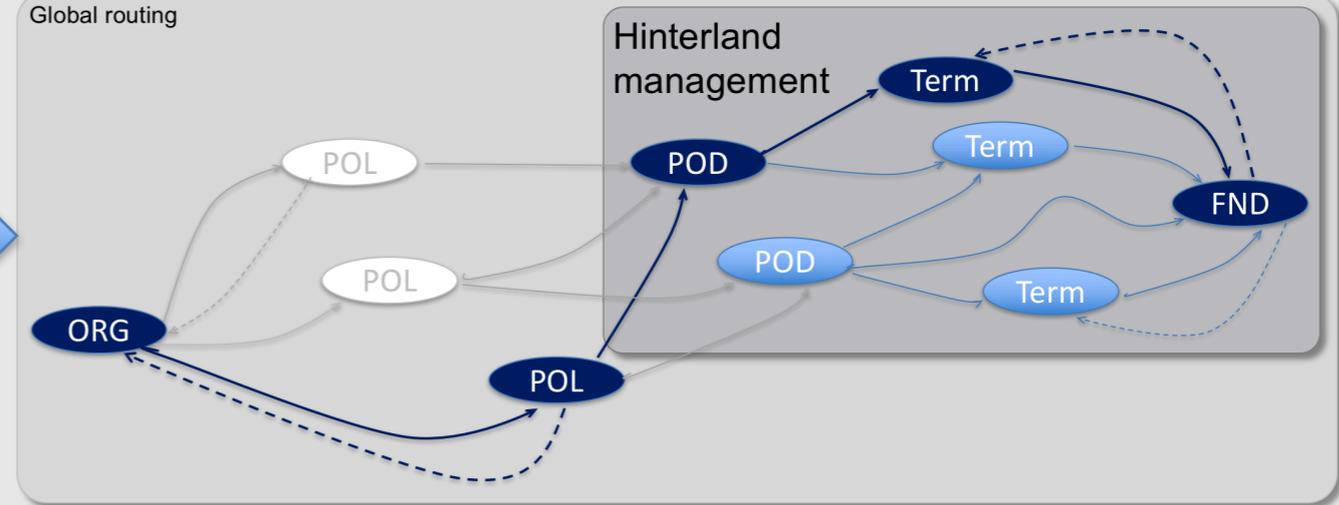
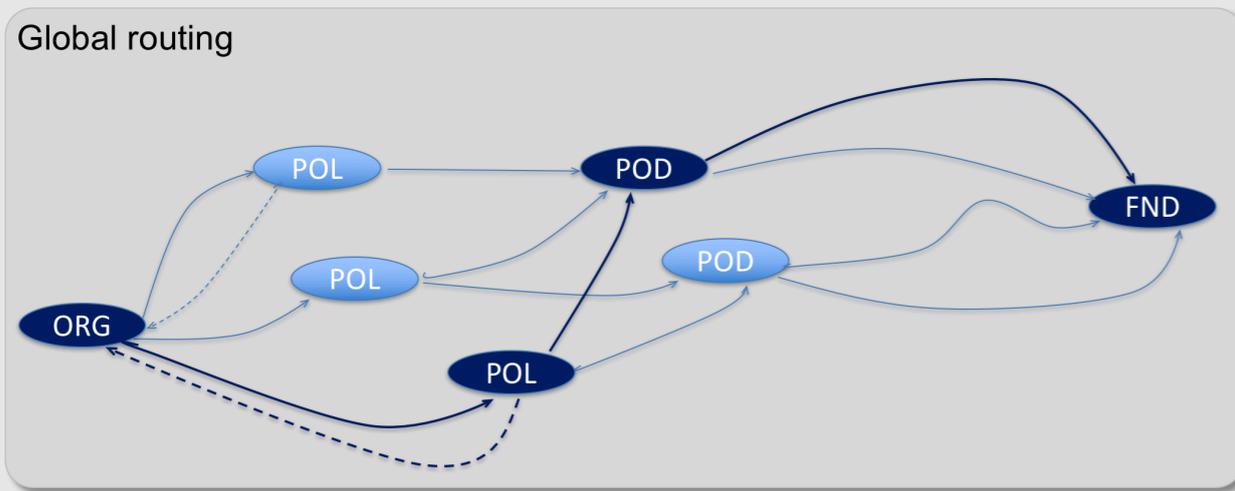
Added value segments

Planning & execution: In-transit management

ORG = Point of origin
POL = Port of loading
TSP = Transshipment port

POD = Port of discharge
TERM = Inland terminal
FND = Final destination



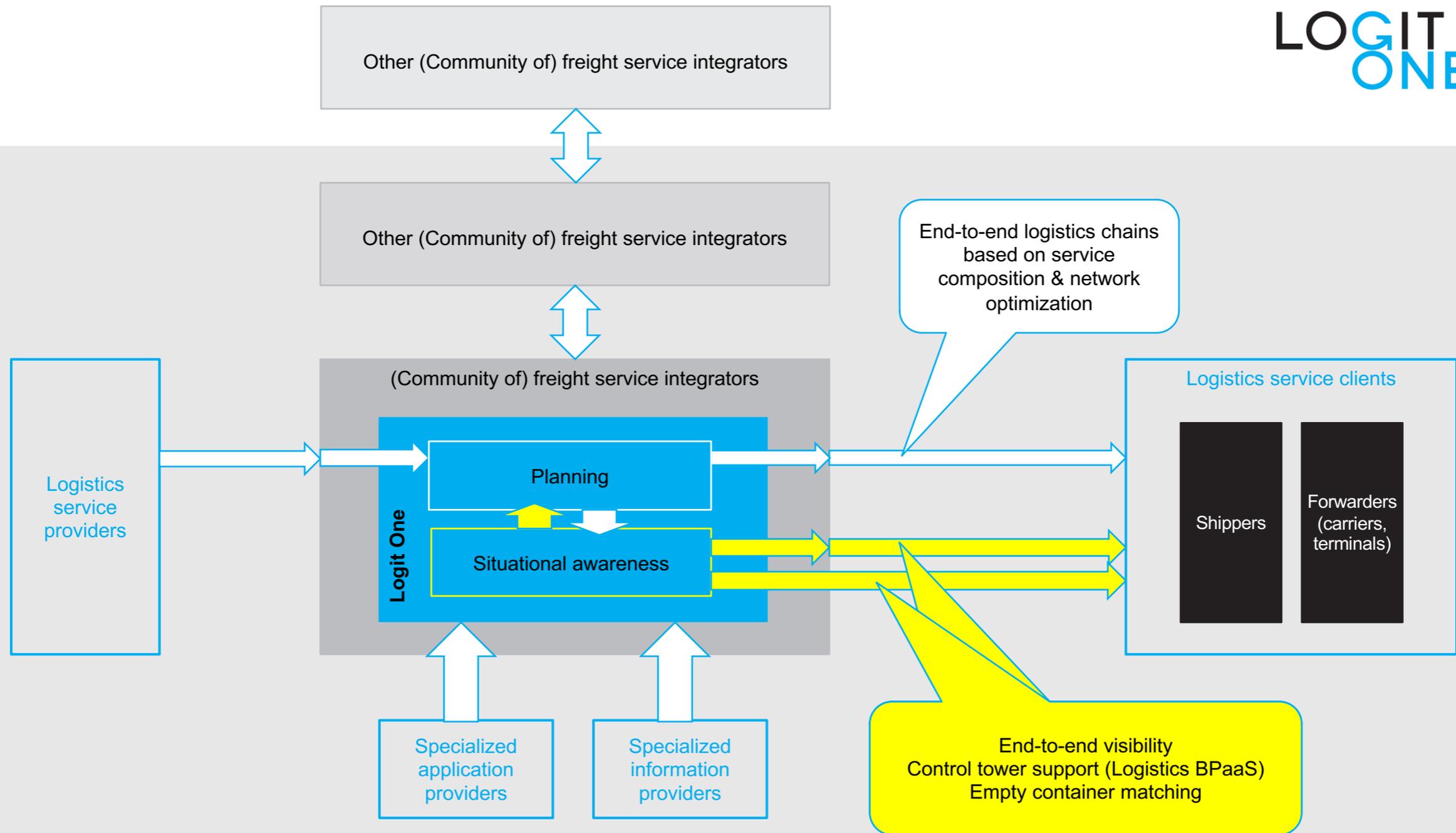


From planning to visibility to in-transit management

Mission: Enable logistics actors to deploy a digitized logistics process through intelligent services

ORG = Point of origin
 POL = Port of loading
 TSP = Transshipment port

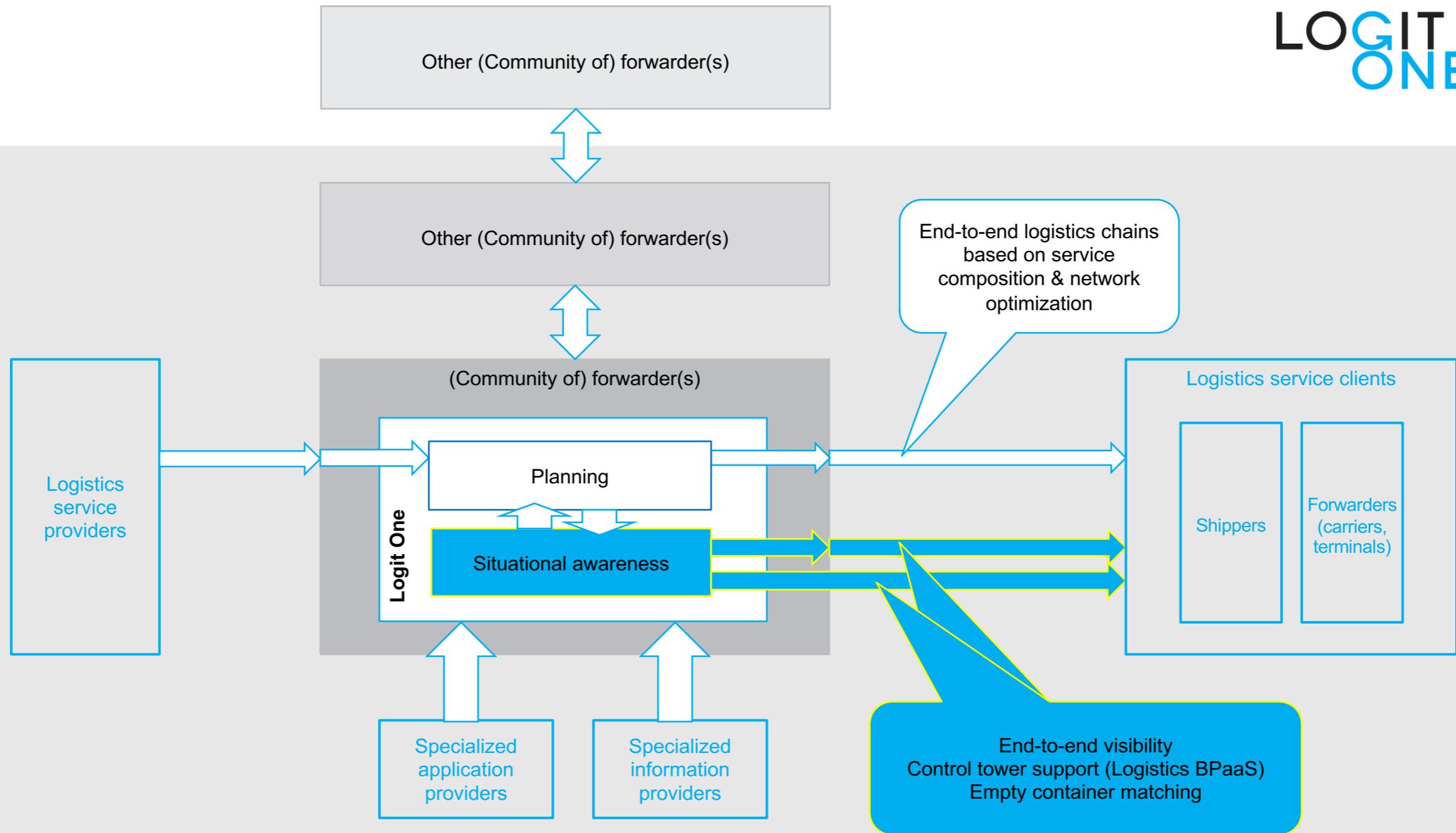
POD = Port of discharge
 TERM = Inland terminal
 FND = Final destination



Logit One
Value chain

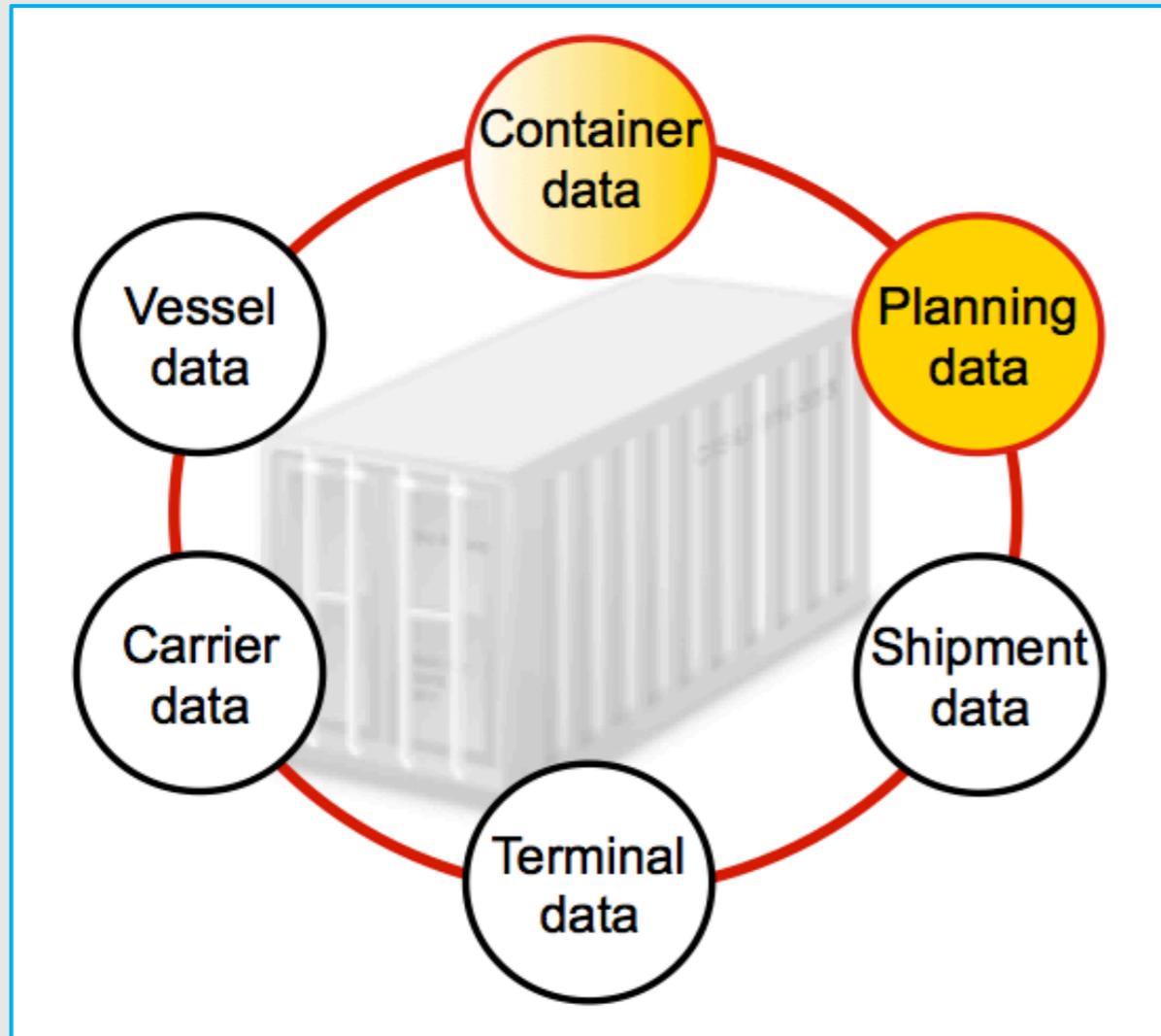
Visibility





Visibility
Value chain

- A. Solve the “Black Box” effect
- B. Provide consistent data
- C. Be proactive



Information from:

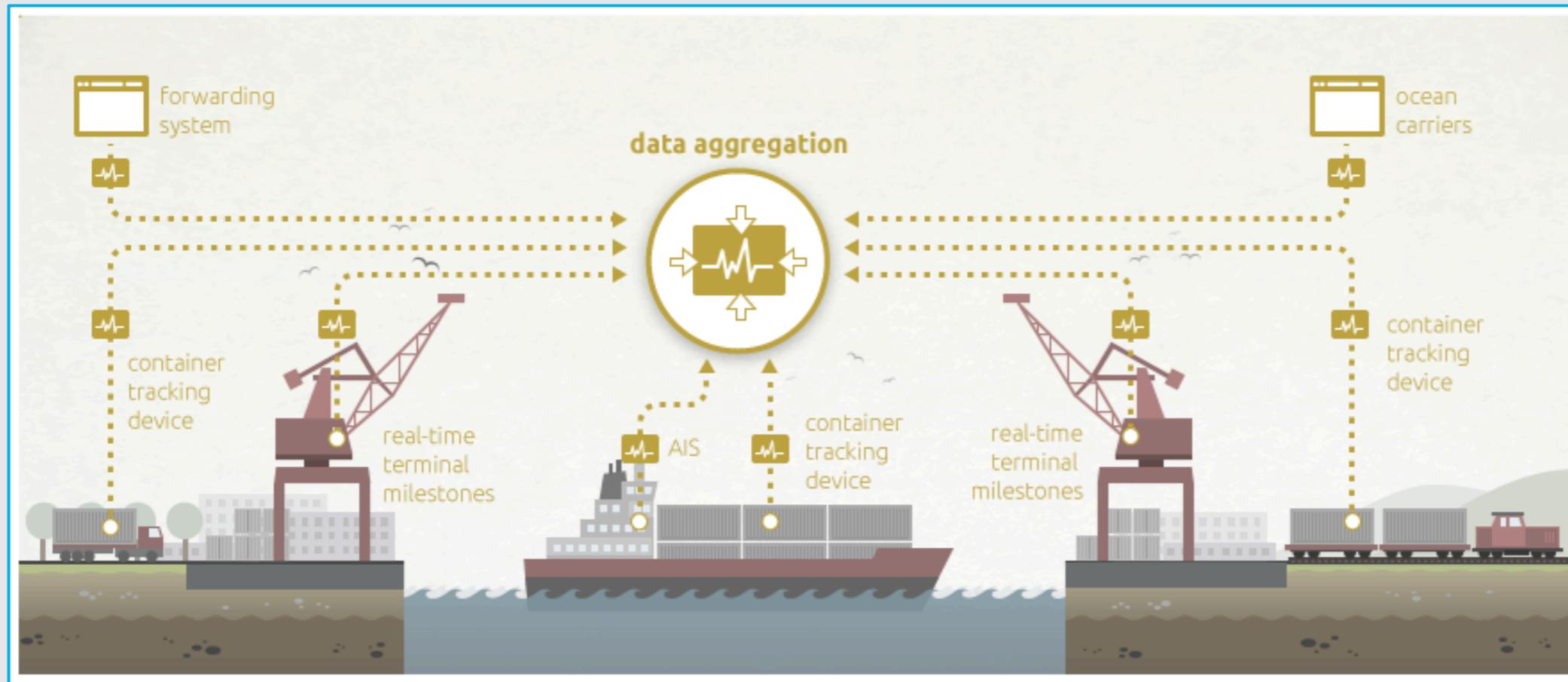
transport services
loading units
transport means
transshipment nodes

needs to be bundled & processed
to translate raw data into
business intelligence

Adding Intelligence to Visibility data

From Business Data to Business Intelligence

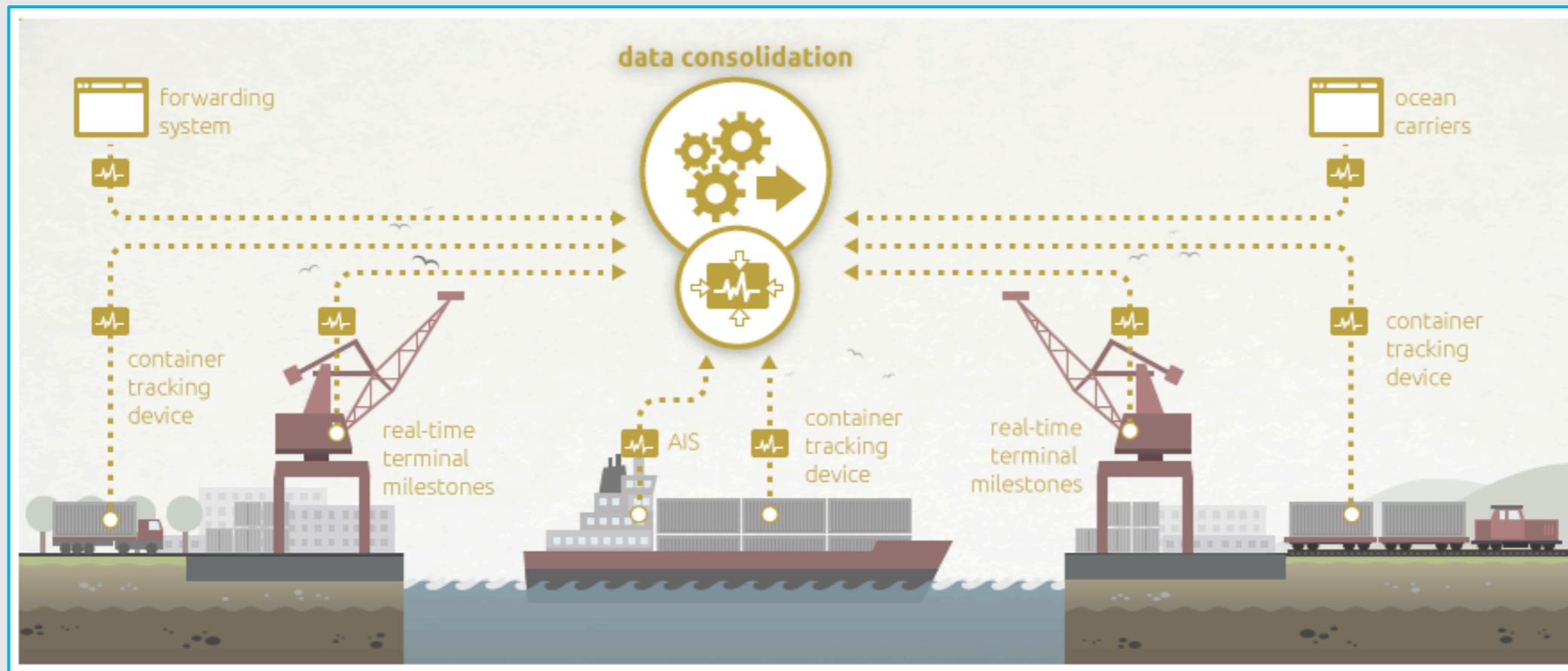
Forwarders orchestrate **many actors along the supply chain** which means information needs to be standardized



Adding Intelligence to Visibility data

Use data on transport units, transport means & services

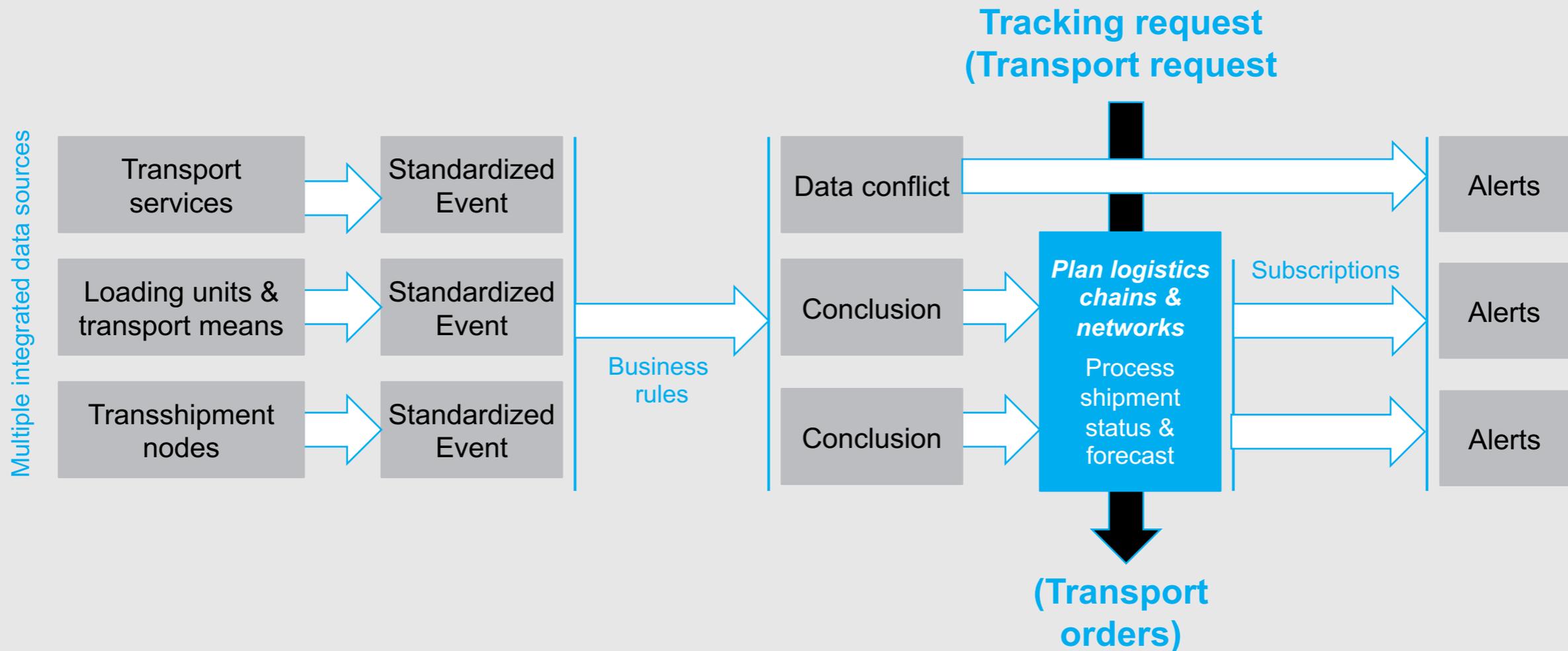
.. and consolidated to achieve **more reliable and complete** information for situational awareness.



Adding Intelligence to Visibility data

Create intelligence by interpreting & validating raw data

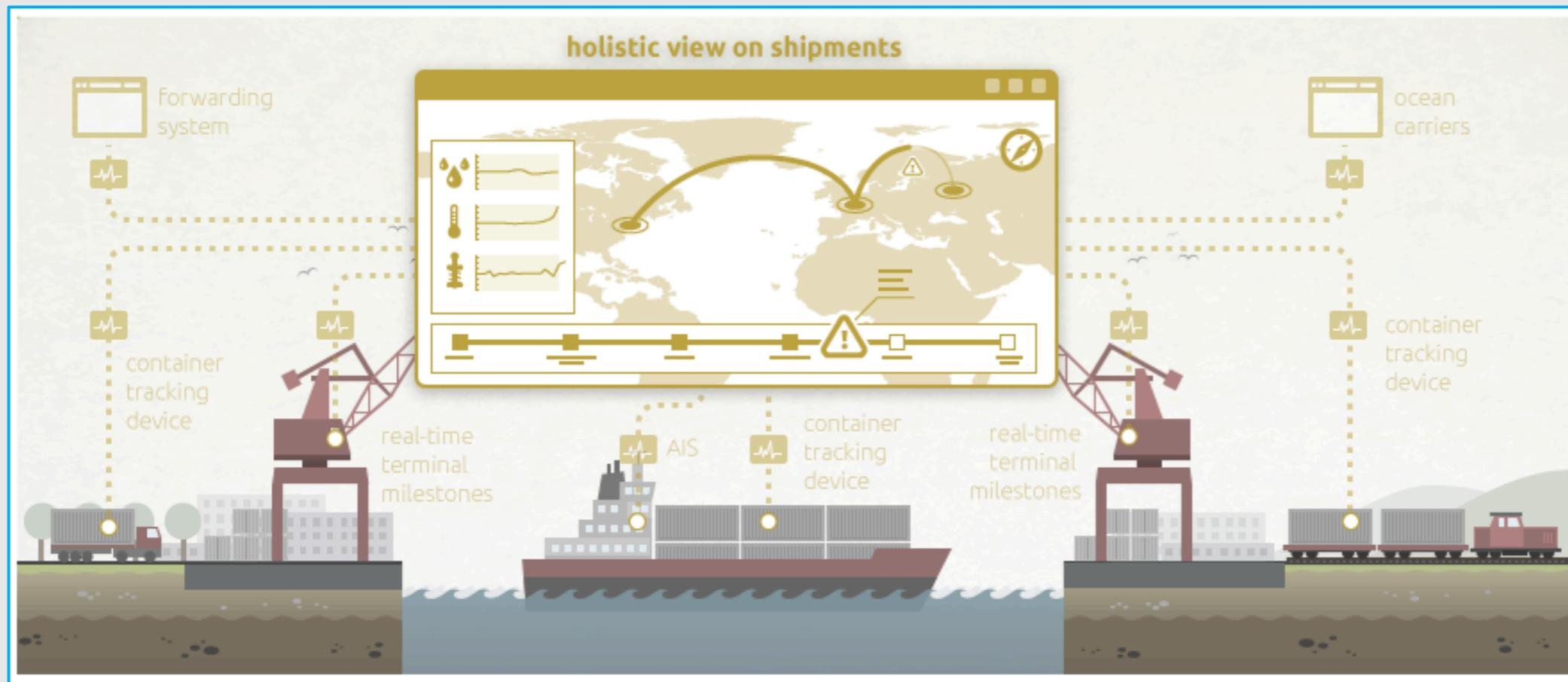
Create situational awareness by intelligent data **consolidation**
Business rules lead to **unambiguous conclusions**
Assess **knock-on effects** through forecasting



Intermezzo: How does it work?

Intelligence is being created based on logistics business rules

A **single service** supports pro-active control towers to avoid (or mitigate impact of) supply chain disruptions ...

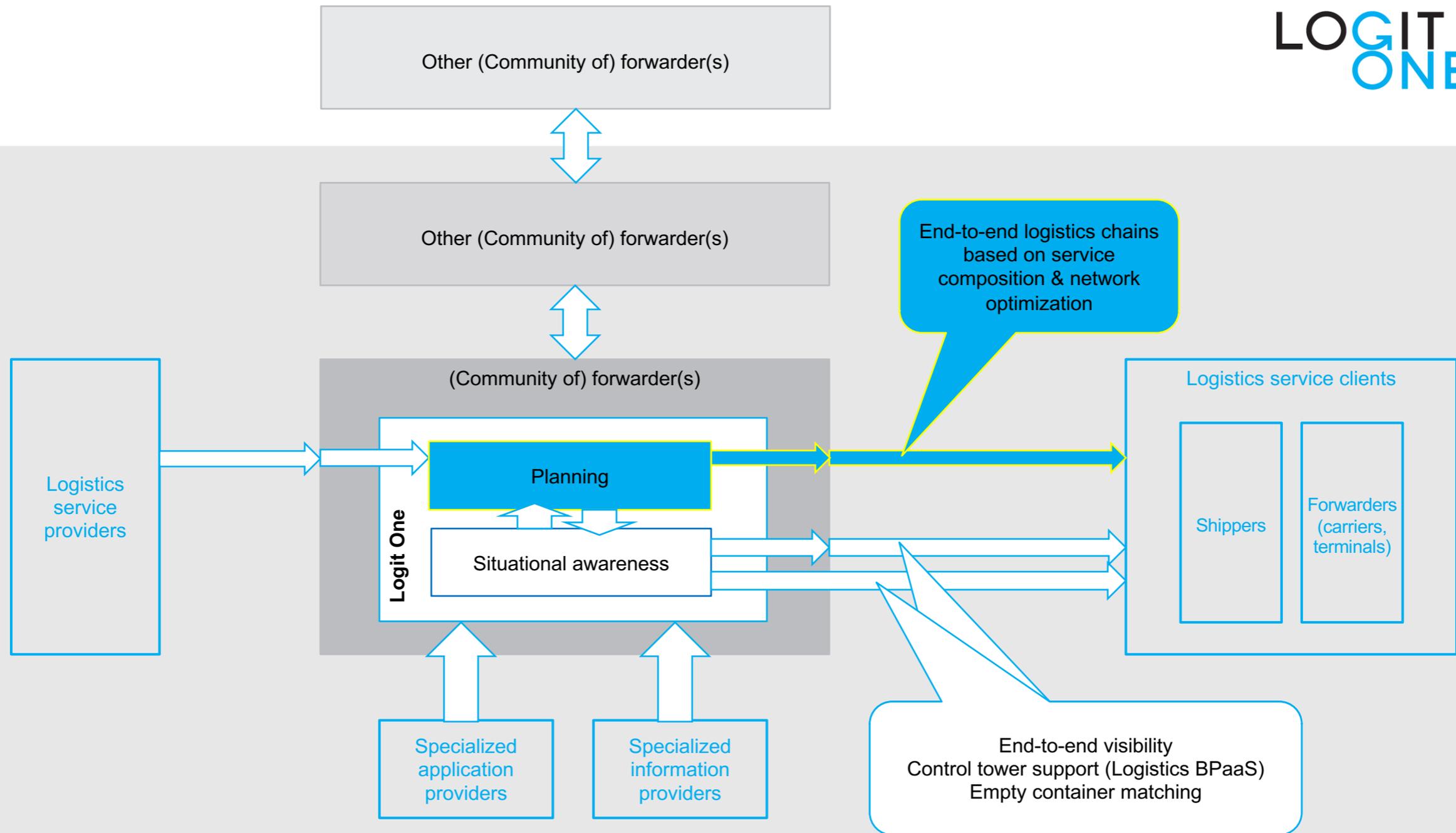


Adding Intelligence to Visibility data

Dashboard to drill-down, forecast & address conflicts of data

Planning

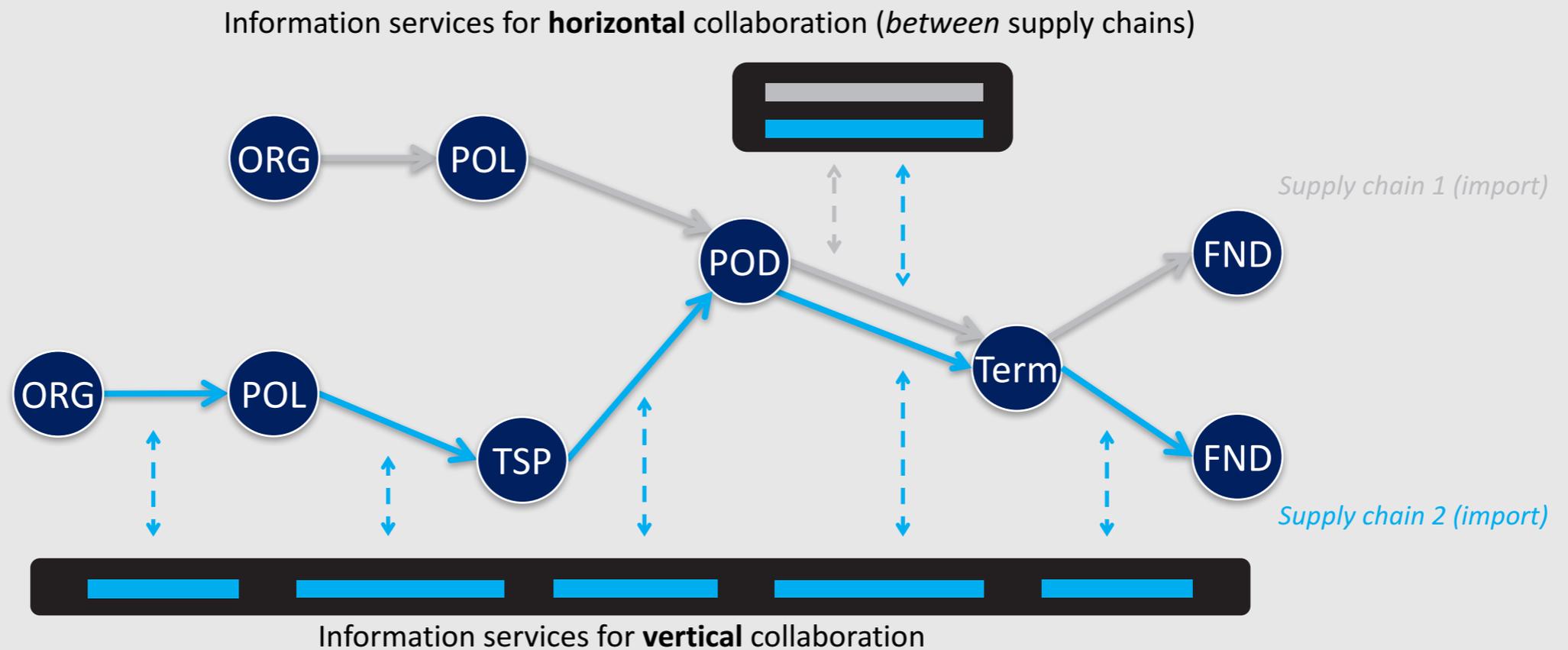




Planning

Value chain

- A. Bundled transport volumes
- B. Deploy intermodal expertise
- C. Re-use of empty containers



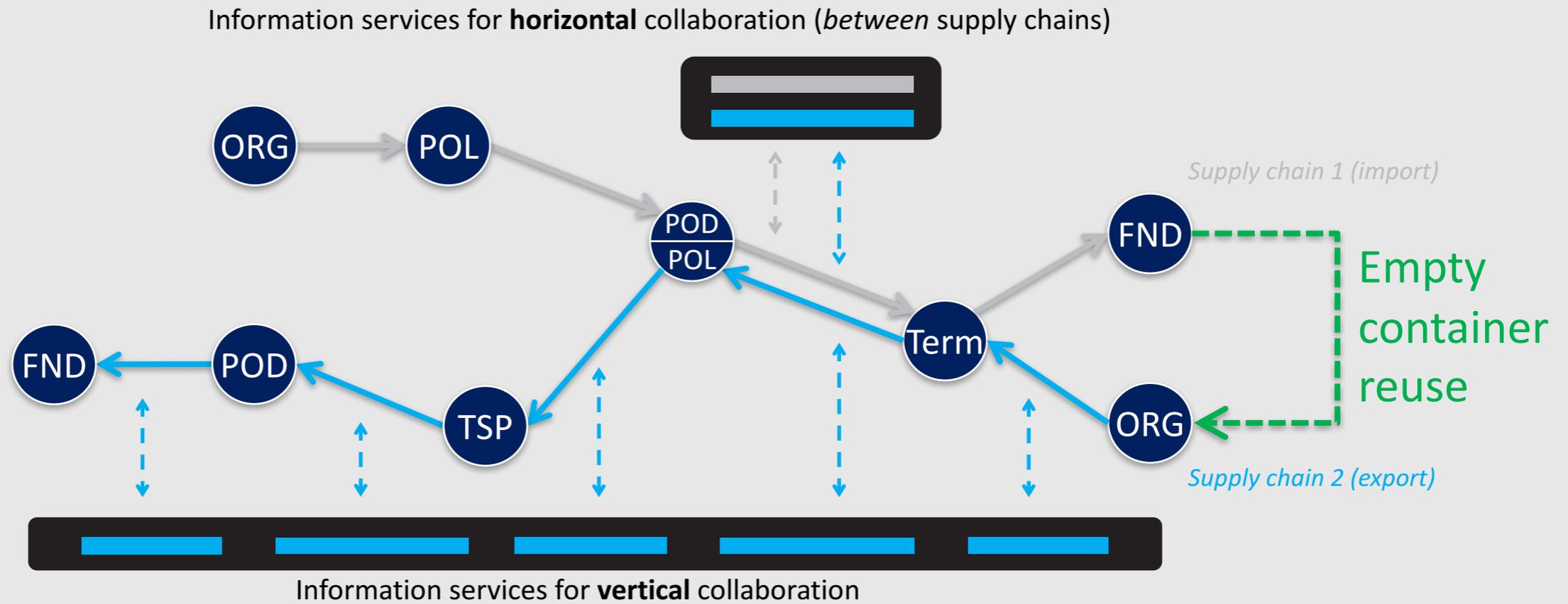
Increase operational efficiency

Optimize planning through collaboration

ORG = Point of origin
POL = Port of loading
TSP = Transshipment port

POD = Port of discharge
TERM = Inland terminal
FND = Final destination

- A. Bundled transport volumes
- B. Deploy intermodal expertise
- C. Re-use of empty containers



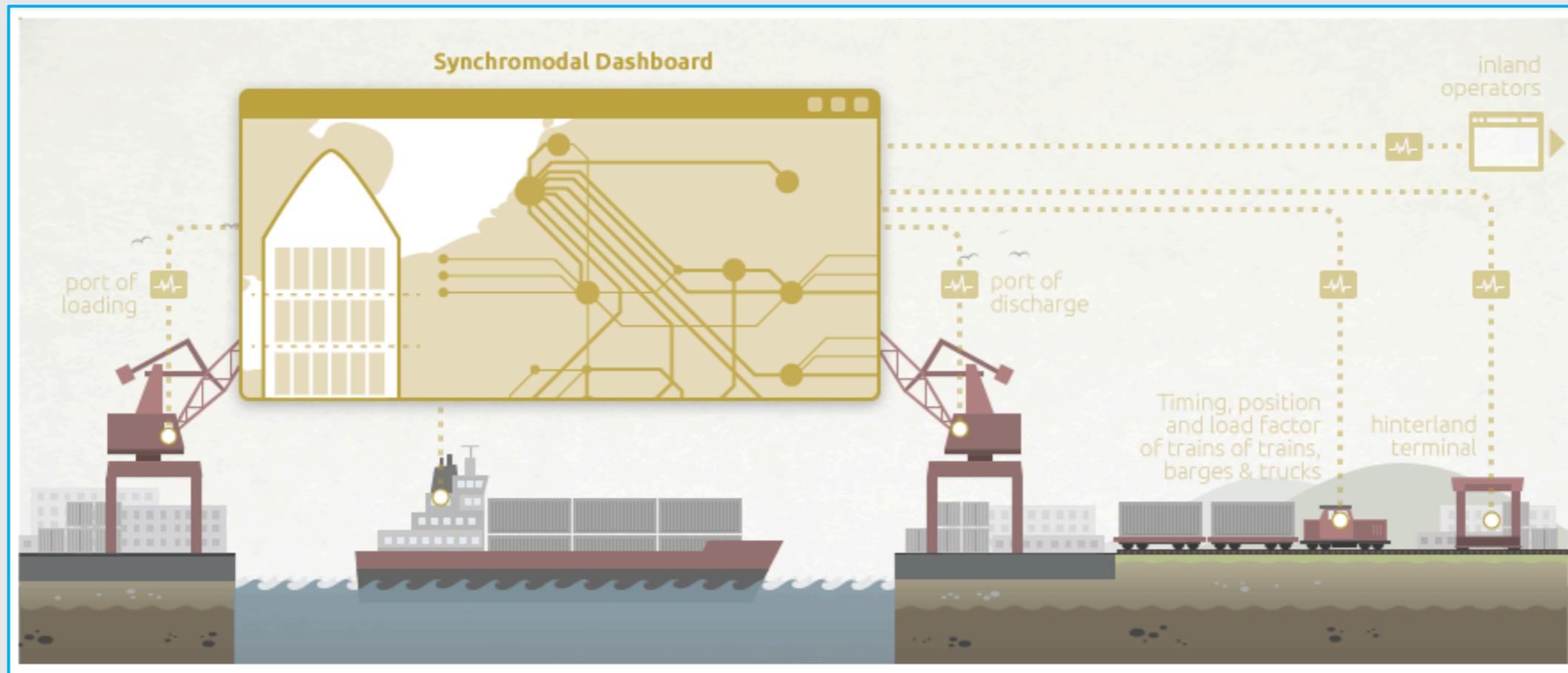
Increase operational efficiency

Optimize planning through collaboration

ORG = Point of origin
 POL = Port of loading
 TSP = Transshipment port

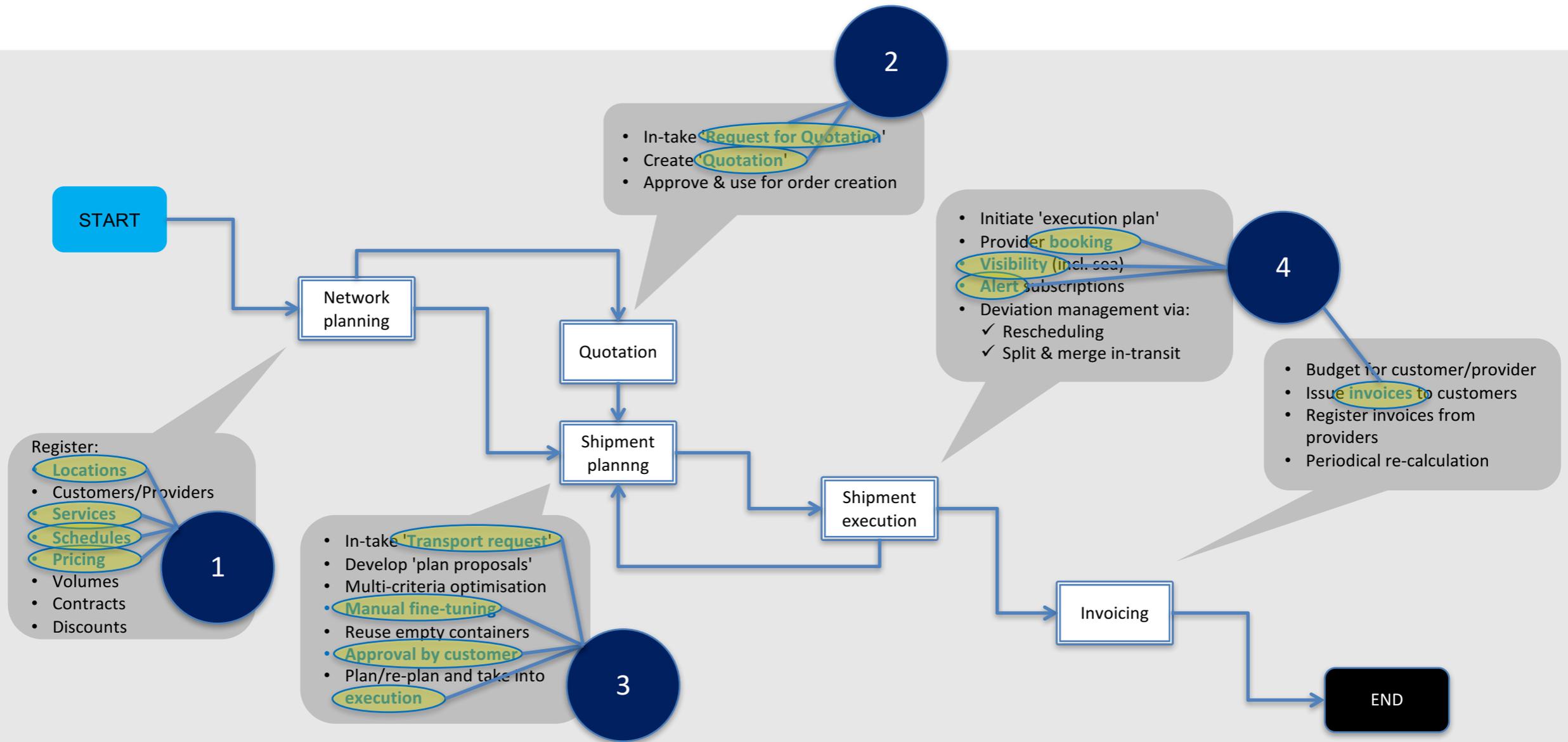
POD = Port of discharge
 TERM = Inland terminal
 FND = Final destination

... **easy access** to end-to-end transport options, empty containers, and dynamic planning of hinterland operations



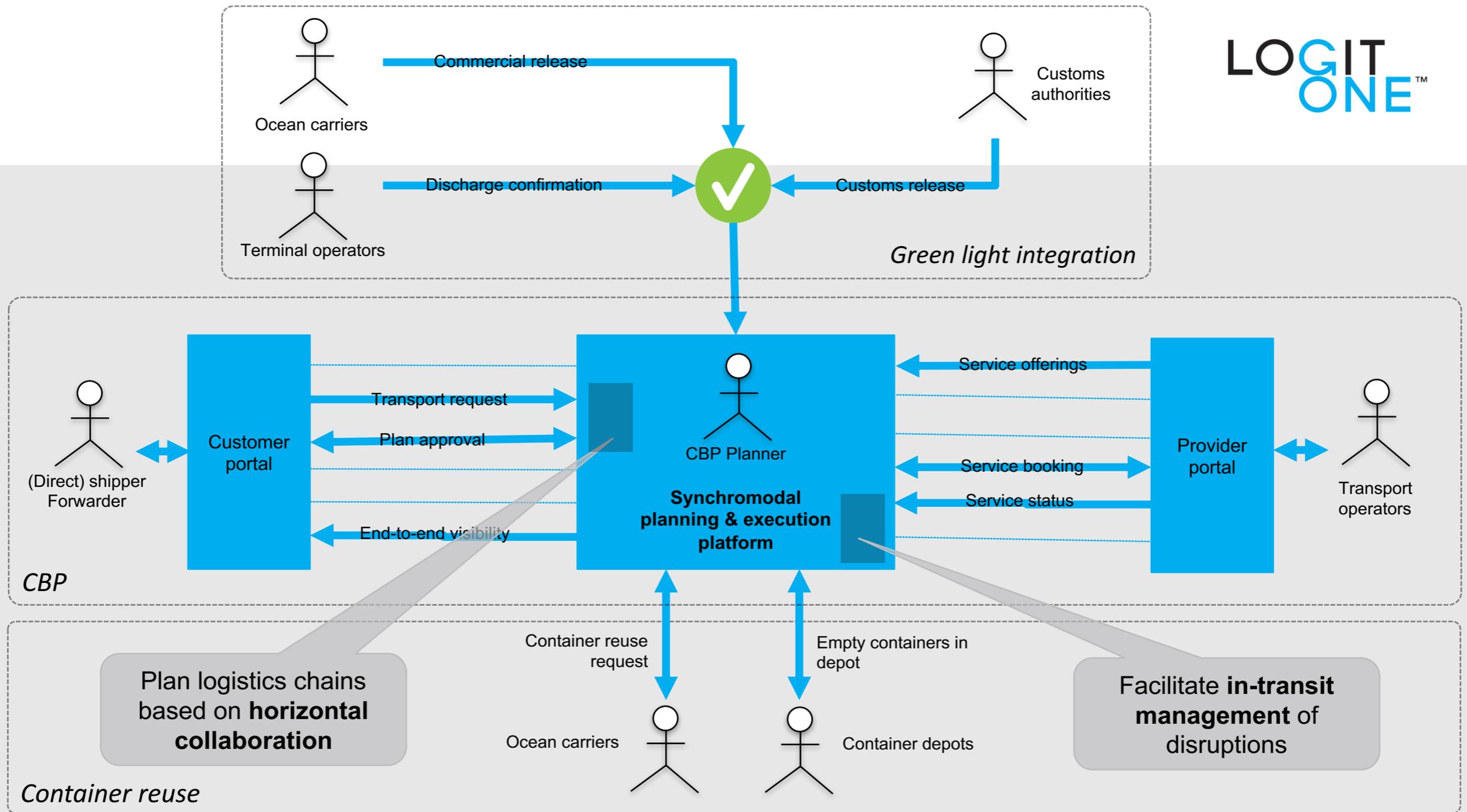
Adding Intelligence to Visibility data

Hinterland solution to support synchronodal planning based on accurate ocean visibility



Business process

Overview



Case study: Hinterland management services platform

VEA

NL EN 中文 Jobs | Nieuws | Evenementen | Publicaties | Mediacenter | Contact

Port of Antwerp BUSINESS OVER DE HAVEN RECREATIE DUURZAAMHEID CONNECTIVITEIT DIENSTEN EN INFORMATIE

Nieuws

Home > Nieuws > Het Centraal Boeking Platform als intermodale oplossing

■ Radar 76 - oktober 2015

Operational launch 18th April 2016

Donderdag 01 10 2015 | Logistieke spelers organiseren binnenkort hun goederenstromen op een efficiënte en duurzame manier via het nieuwe Centraal Boeking Platform (CBP) van het Havenbedrijf Antwerpen. Dit platform wordt ontwikkeld door de Vereniging van Expeditiebedrijven (VEA).



De Vereniging Expeditiebedrijven Antwerpen (VEA), Waterwegen & Zeekanaal, De Scheepvaart en het Gemeentelijk Havenbedrijf Antwerpen voorzien vanaf begin januari 2016 een Centraal Boeking Platform (CBP). Dit is een neutraal platform dat Vlaamse logistieke spelers moet toelaten om hun goederenstromen op een gebundelde manier te laten verlopen via de binnenvaart en het spoor. Hierdoor kunnen verladers beantwoorden aan de toenemende verwachtingen om hun goederenstromen op een "groene" manier te vervoeren.

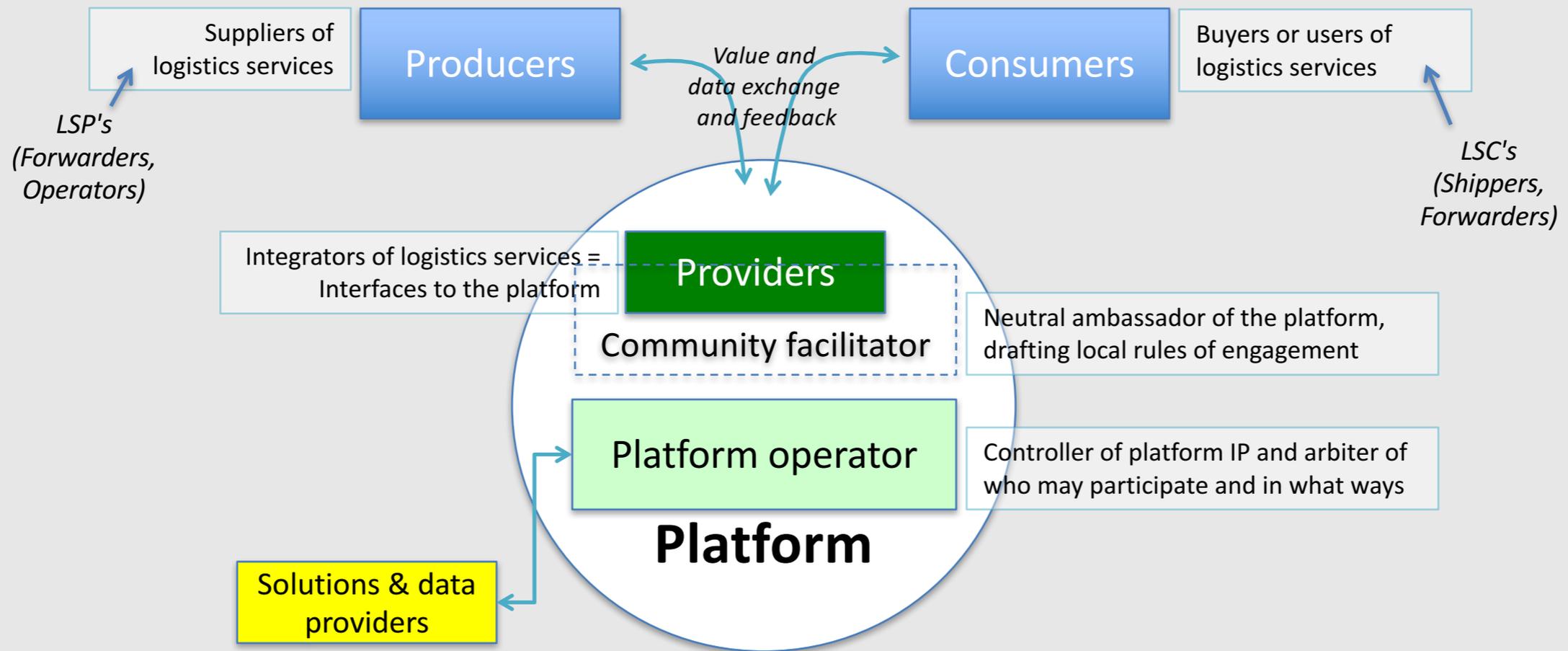
- Bedenk jij een nieuwe naam voor de grootste sluis ter wereld?
- Het Centraal Boeking Platform als intermodale oplossing
- Havenbedrijf blijft inzetten op schone scheepsbrandstof LNG
- Energiefonds voor meer energie-efficiëntie

Case study: Hinterland management services platform

VEA

Deployment

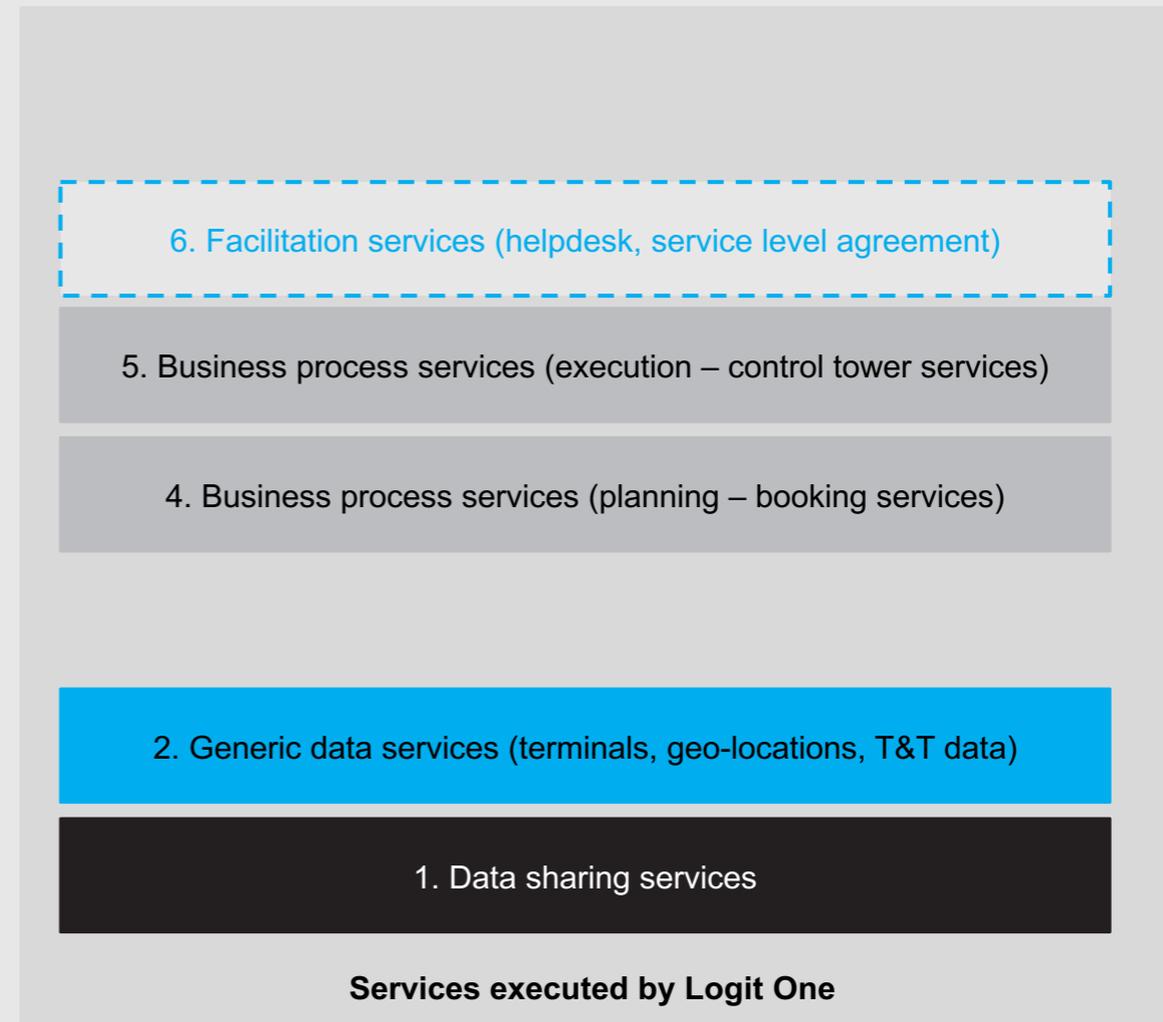
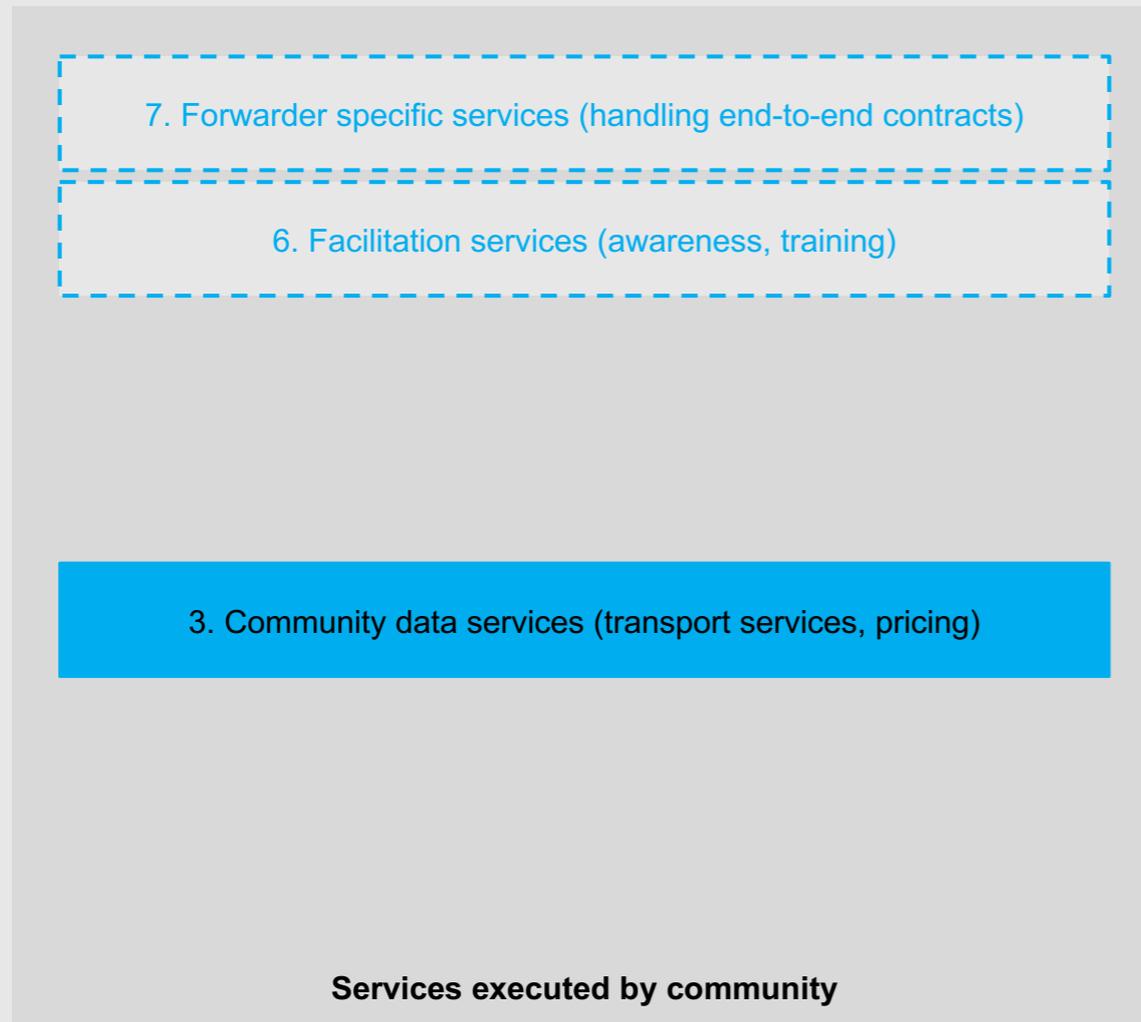




L1 Platform model

Enable logistics actors to maximize benefits from a digitized logistics process with intelligent services

Source: Van Alstyne, Parker and Choudary (2016). "Pipelines, Platform, and the New Rules of Strategy." *Harvard Business Review*, 2016(4), 54-62



Services included

L1 Platform model

Launch video: <https://vimeo.com/184297352>

Thank you for your attention!



Frank Knoors
Managing Director

E f.knoors@logit-one.com
T +32 14 570 604
M +32 475 722 056