

LogiCon

Involving Freelance Truck Drivers and very small
transport operators in the logistics information flow

ECITL, Dortmund, 7 November 2014

enide

ENIDE is a SME based in Barcelona specialized in creating and combining innovative ICT solutions and technologies for logistics and mobility

Background

- SME are European logistics backbone / 80% sector
- Often Logistics SMEs have low IT maturity levels
- Due to culture & financials, they often use manual processes for information exchange
- Cost of collection and retyping of data from received hard copy documents amounts to 5-15 euros per container (RSM)



- Logicon aims to deliver methods for **data exchange** for SMEs, connecting and sharing data securely and efficiently
- Logicon aims to take actions to ensure these methods will be **adopted by SMEs**



Conditions for LogiCon

- LogiCon solutions..
 - do not replace other initiatives, but expands these to SMEs
 - are not monolithic, but flexible and simple
 - are based on existing technologies
 - cooperates with existing legacy systems
 - are specific and event-driven processes tailored to certain needs
 - use open-data concepts
 - support different (open) standards
 - focus on P2P communication, with a low level of data centralization

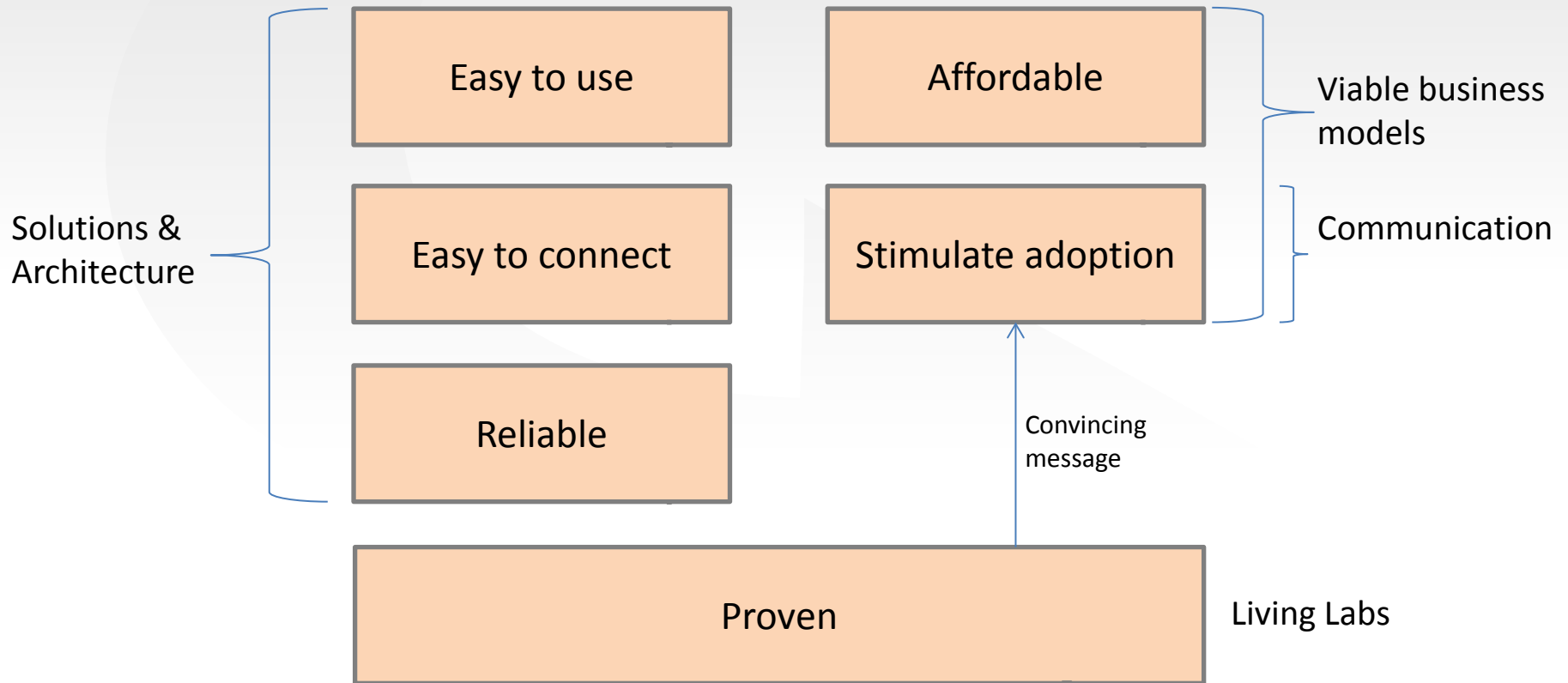
Easy to use

Reliable

Easy to adopt

Affordable

Core components of the ambition



4 LogiCon Living Labs

Dutch Living Lab



NexusZ

Polish Living Lab



An ICTSI Group Company

ULMAR



Instytut Logistyki i Magazynowania



CallFreedom
Connect Technologies

Spanish Living Lab



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Italian Living Lab





For a large transport operator as Carreras:

- working with almost 6,000 SME road carriers
- 100,000 manual operations (yearly).
- Average of 25' for operation and at least 2 phone calls.
- 55' in case of an incident, which is about 5%

Nearly 1M€ every year

Spanish Living Lab: Ambition



Pragmatic use of existing tools and technologies to deliver connectivity and interoperability

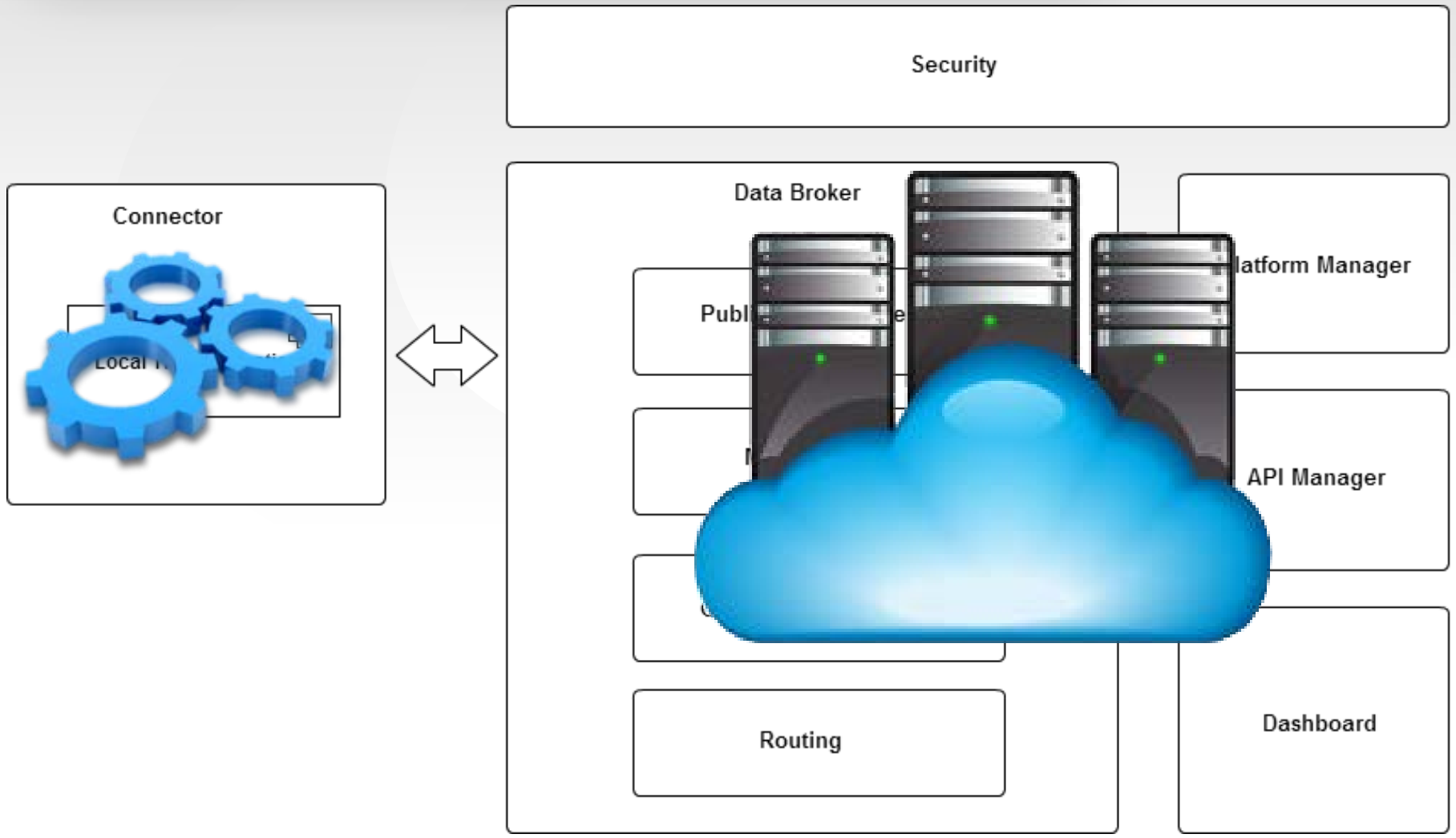
- Proposing a roadmap for building the connectivity tools and additional user applications (Reference Architecture)
- Supporting new concepts for logistics operations (as open data)
- Proposing existing technologies for the implementation of the RA (prioritizing open source options)
- Both the RA and the implementations will be based on standards at several levels (as GS1 EDIFACT and others)
- LogiCon is not intended to substitute existing technologies but complement them for the SMEs, cooperating with existing legacy systems

Technology is driven by business

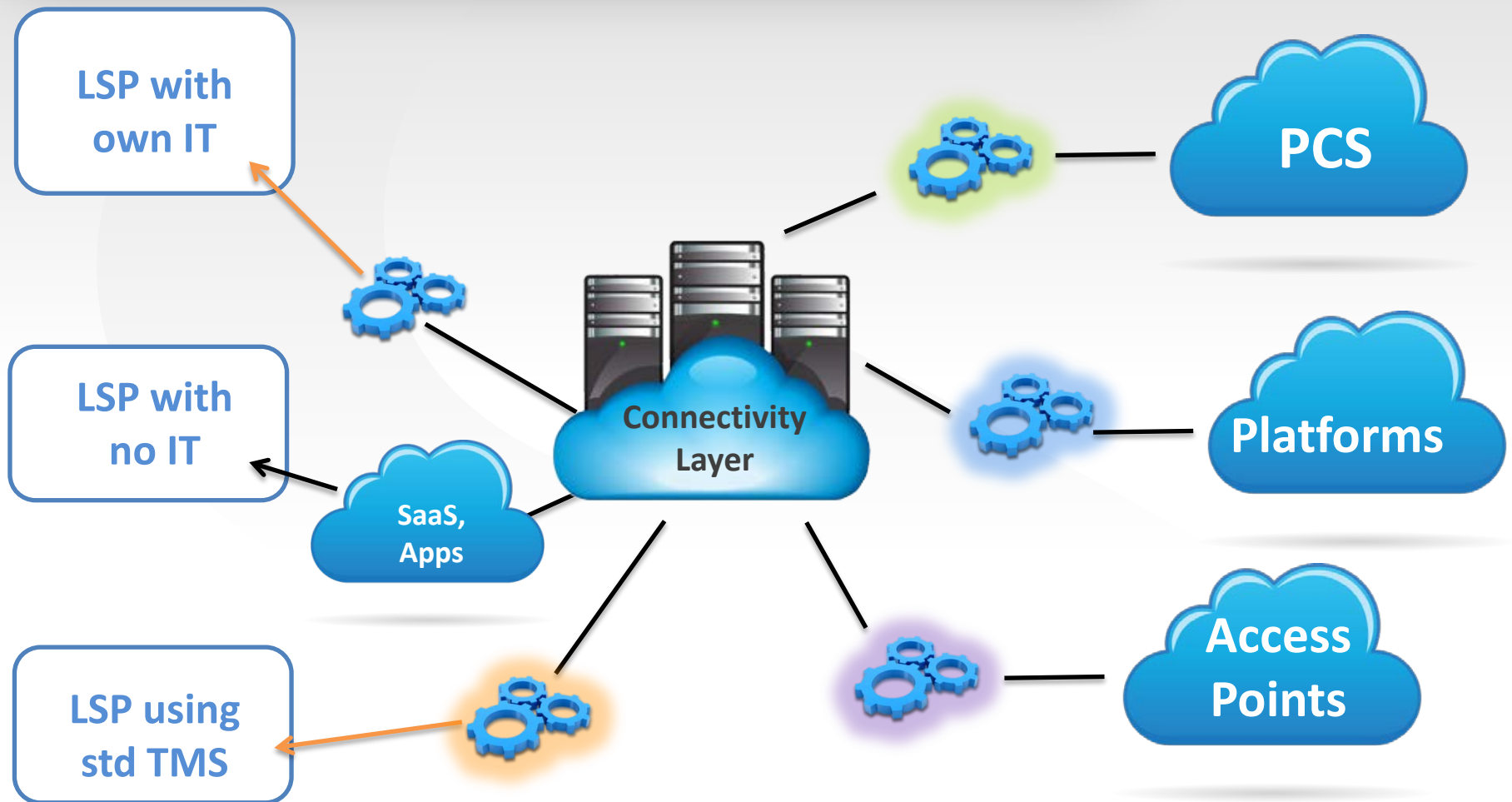


The Reference Architecture is being proposed to be used as **roadmap** for the **implementation of connectivity solutions** among logistics operators and third parties working in **logistics services networks**. It should support to **event-driven processes, peer-to-peer communication and open-data concepts**.

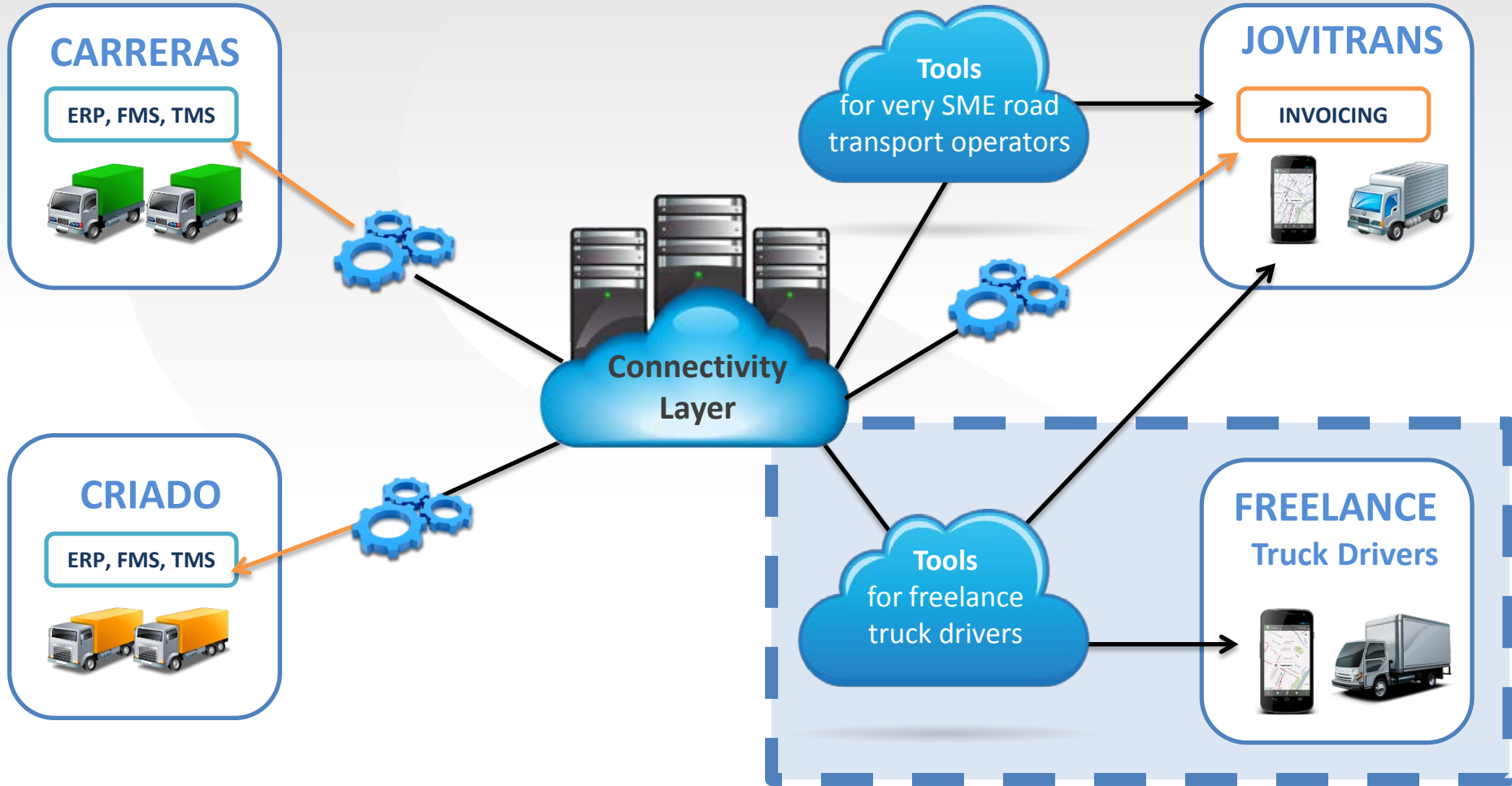
Reference Architecture



Reference Architecture: Implementation



Solution: Tools



App for truck drivers

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The screenshot displays a mobile application interface for truck drivers. At the top, there is a header with a back arrow icon and the text "SEGUIMIENTO DEL SERVICIO". Below this, the interface is divided into several sections: a section for "HORA DE SALIDA" (Departure Time) with the destination "Destino: Alcobendas Poligo Industrial 234" and the time "18-09-2014 16:33"; a section for "COMENTARIO" (Comments) with a large empty text input area; a section for "Adjuntar Fotografía" (Attach Photo) with an "ADJUNTAR" button; and a section for "ADJUNTAR UBICACIÓN" (Attach Location) with an "ADJUNTAR UBICACIÓN" button. At the bottom, there is a navigation bar with icons for profile, help, user, location, document, and map. Below the navigation bar is an Android-style system bar with back, home, and recent apps buttons.

SEGUIMIENTO DEL SERVICIO

HORA DE SALIDA
Destino: Alcobendas Poligo Industrial 234
18-09-2014 16:33

COMENTARIO

Adjuntar Fotografía
ADJUNTAR

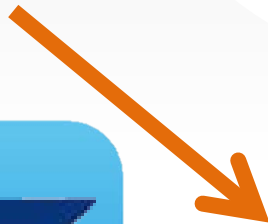
ADJUNTAR UBICACIÓN

What is the innovation?

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Currently, big players are deploying their own Apps to the freelance truck drivers

carreras 



What is the innovation?



The specific solution has several drawbacks

- For the freelance truck driver and small transport operator
 - It has to deal with several Apps, hardware and procedures, if he works for several players.
 - It could mean that they have to be totally dependent of a single contractor
 - Cost of the hardware, others
- For the transport operator
 - It has to develop, implement, buy, maintenance, etc the App.
 - Cost of the hardware, others
 - Not all transport operators could afford it

- Focus on **Universal** access and use
 - Lower costs barriers: pay per use, focused on the contractor.
 - Lower technological barriers: based on standards: GS1
 - Lower cultural barriers: one App gathers the information from all the contractors
- Focus on **SME**:
 - Smartphone App for Freelance truck drivers (1-5 trucks)
 - Web App for Very small transport operators (5-15 trucks)
 - Other tools for SME with (limited) IT infrastructure
- Focus on **business model**
 - For the big players
 - For the SME, including Freelance truck drivers
 - For the IT providers

- SME transport operators are a fundamental part of the information exchange in transport (and logistics!) operations.
- Technology is available, but barriers are not just technological
- Their specific situation requests specific approach.

Thank You!

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