Big Data & the future of the freight forwarding industry

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We are witnessing a REVOLUTION
Change & Revolution?
Kingdom of Zimivova
THE WORLD’S OLDEST PROFESSION?
The world’s second oldest profession

- Actors
- Casino Gambling
- Con Men
- Counterfeiting
- Gigolos
- Glassmaking
- Interpreters
- Journalism
- Moving Companies
- Pharmacists
- Pick Pocketing
- Pimpery
- Piracy
- Press Agents
- Spying
- Fake Medicine
What have changed since?

Think about it for a second.....
At the Warehousing front

- WMSs
- VMIs
- Automated Warehouses
- Pick to voice (VDW)
- Pick to light
- RFID, Wireless scanners
- NFC
- JIT
- Robots
Evolution

Ancient Rome
Speed of Communication
To be Fair

- Thomas Meadows and Company Limited of London
- established in 1836
What happened to industries who failed to innovate

- **Uber**: The world’s largest taxi company, owns no vehicles.
- **Facebook**: The world’s most popular media owner, creates no content.
- **Alibaba**: The world’s largest accommodation provider, owns no real estate.
- **Airbnb**: The most valuable retailer, has no inventory.

Something interesting is happening.

TOM GOODWIN

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CIPS

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Who is NEXT

• Is Freight forwarding on the list?
• Maybe not! Maybe not now?
• Nevertheless: CHANGE is NEEDED..... NOW
How to innovate?

- Big Data
- Internet of things
Big Data

big data

noun COMPUTING
noun: big data

extremely large data sets that may be analysed computationally to reveal patterns, trends, and associations, especially relating to human behaviour and interactions. "much IT investment is going towards managing and maintaining big data"

Translate big data to Choose language

Show less
DHL paper

• Utilizing data to predict crime hotspots
• Optimal shift planning in retail stores
• Social influence analysis for customer retention (now who wouldn’t want that?)
• Avoiding “out of stock” conditions for customer satisfaction
The Internet of Things (IoT) is a system of interrelated computing devices, mechanical and digital machines, objects, animals or people that are provided with unique identifiers and the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction.
Application in the freight world

- Fleet Management
- Human resources allocation
- Pricing optimization
- Customer experience
- Track and trace capabilities
Fleet Management

• Loading schedule
• Milk run
• Routing
• Fuel consumption
• Drivers shifts
• Maintenance
• Customer working hours
• Traffic, Weather...

Leading global excellence in procurement and supply
HR allocation

- Optimize resource allocation based on historic trends
- Moving cross trained operators between departments according to forecasted demands
Pricing optimization

- 1- Scheduled rates (ie: IATA)
- 2- Pre-negotiated rates
- 3- Spot rates

- Differential pricing?
- Customers grouping?
Customer experience

• Compare activity with market conditions
• Identify EVERY unhappy customer
• Single out “possible” unhappy customers by following interaction & operational trends
Track and trace capabilities

- Real time information
- Predictive analysis
- Track & Trace 2.0
- Security
- IOT add-ons
What’s next

• First, Freight forwarders need to change their attitude towards using IT and new technologies and become information driven businesses.

• In the past, data was used to validate decisions that have already been taken. The future needs to be looked at differently.

• Freight forwarders need to use IT to get better insights and make data backed decisions.

• So, how much should be invested? What platform should be used? What kind of infrastructure is needed to make the shift successful? That’s what we should be asking ourselves going forward.
Questions?

- “I hope not”
references

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