

Abstract

“Transport logistics digitisation”

Area

Digitisation, transport logistics

Keywords

Digitisation, transport logistics, shipping agent, freight forwarder, carrier

Study/project

Project, part of the “Retail Management Projects” module

Starting point/project assignment/objective

Digitisation is changing the general conditions in countless industries, sometimes disruptively so. Established business models are under pressure, while new digital or digitally enhanced offerings are appearing. In logistics, this especially influences the networking of partners within the supply chain and is the catalyst for new forms of cooperation. Vehicles are increasingly becoming a source of data within networks. Planning and control approaches are changing through this. The new general conditions require adjustments among shipping agents, freight forwarders and carriers in the transport market. As a particularly transport-intensive industry, retailing is especially affected by future market changes.

Procedure

- Analysis of the current market structures in the transport market
- Indication of the “typical” process flows in the transport market based on leading transport service providers
- Analysis of the existing digital business models and digital platforms available in and for the transport market
- Analysis of existing digital business models from other industries
- Merging of approaches
- Derivation of scenarios

Results/findings

Existing digital business models in other industries have shown that the “rules of play” in these markets have changed significantly. Initial digital approaches in the transport market have indicated that this will also undergo enormous change. Transparency in the transport market will increase and direct arrangements will be possible between shipping agents and carriers. Available transport capacity information will be visible in real time and pricing will be determined by supply and demand. There are various questions related to this, such as the future significance of freight forwarders where these act as transportation brokers. Furthermore, there is the question of the availability of the transport volume in the event of a larger foreseeable need for transport, the associated pricing and payment terms. Will transport and storage structures specific to transport chains be maintained or changed? What will be the impact on goods procurement and delivery? Will goods still be delivered to central warehouses or might there be direct delivery to retail spaces through cross-sectoral consolidation of intermodal transport?

Dealing with the topic yielded much food for thought. This was used as a discussion basis which will allow the consequences of transport chain digitisation to be addressed early on.

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