

iCargo: An ecosystem for logistic services

Paolo Paganelli
Bluegreen Strategy (I)
iCargo Project Technical Coordinator
6th ECITL Conference, Zaragoza 23/10/13

Agenda



- **Why (the business motivations)**
- **Who (the ecosystem)**
- **What (the three iCargo functions)**

An **open freight management ecosystem**, where:

- Specialized logistic services are globally accessible,
- Services can be easily combined into door-to-door chains,
- Clients get acceptable performance and cost, regardless of the shipment size and frequency,
- Overall, less CO₂ is generated.

Why joining iCargo?



- For sustainability

- Increased load factor
- Less emissions
- Better utilized resources



*Collaborative Planning,
Open logistic networks,
the “Physical Internet”*

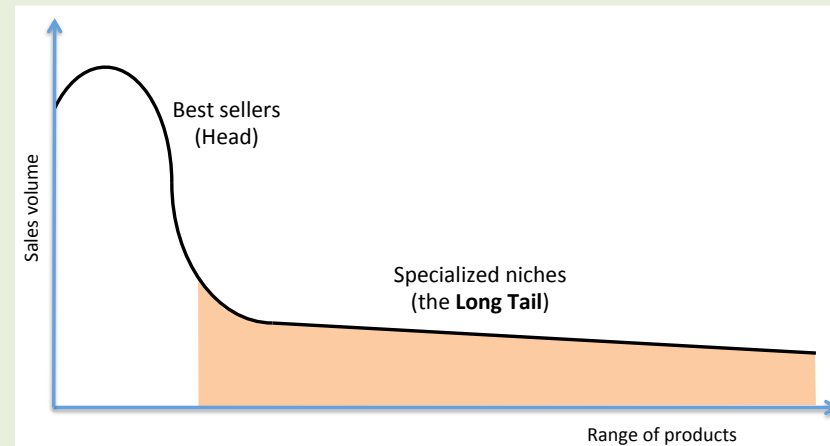
www.physicalinternetinitiative.org

- For market evolution

- Faster and more efficient delivery of smaller shipments
- Specialized logistic services, globally accessible, integrated but maximizing efficiency on a local scale



the “Long Tail” (C. Anderson, 2006)



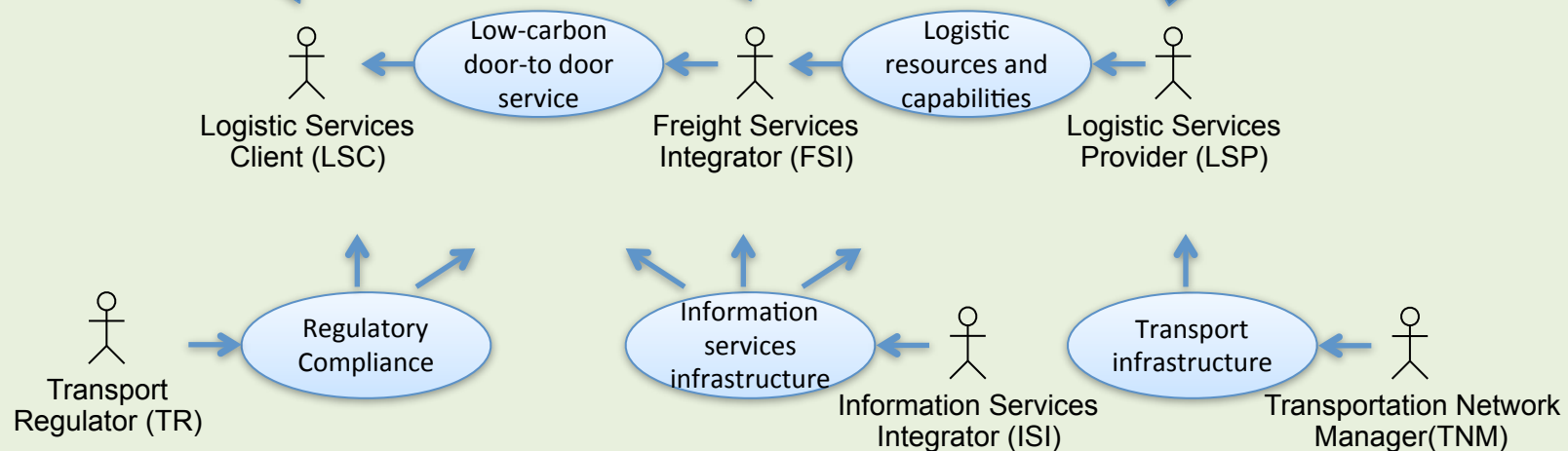
Who should join?



Needs goods delivered with lower emissions, good performance and no extra cost

Needs to deliver door-to-door service by organizing logistic resources and capabilities

Needs to make own resources and capabilities accessible and well utilised



- To be in iCargo
1. Find your role in the ecosystem
 2. Connect with the other roles for necessary services

What do I get from iCargo?



- **Logistic chain composition**

- Open logistic network based on common definition of transport *and* logistic services.
- Collaborative planning support.
- Taking into account 3 dimensions: cost, effectiveness, emissions.

- **Logistic network awareness**

- Monitoring infrastructure based on Intelligent Cargo, vehicle and infrastructure connectivity.
- Re-planning triggered by automated monitoring and deviations.
- Dynamic alignment of individual service providers plans.

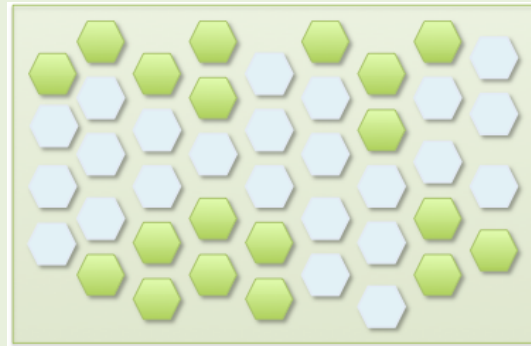
- **Emissions monitoring**

- Monitoring infrastructure includes collection of energy consumption data.
- Real-time calculation of emissions at shipment level.

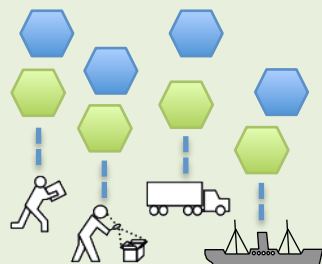
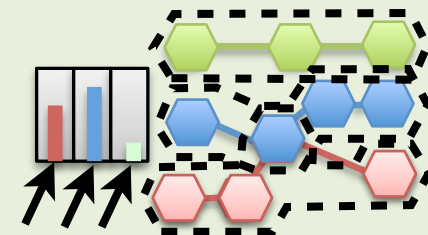
Logistic chain composition



Integrate services
into the ecosystem



Discover and
compose services



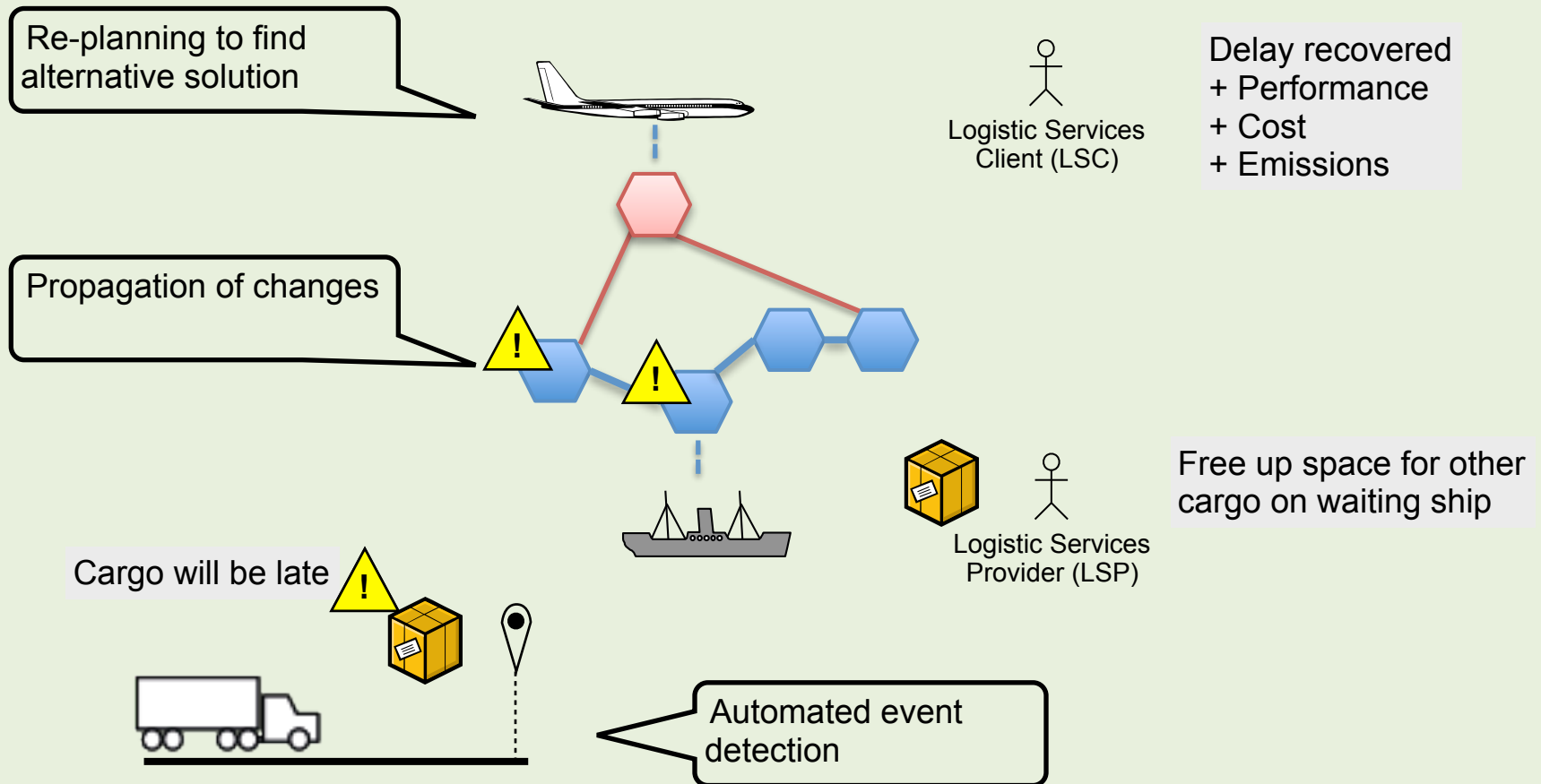
Publish services

Logistic Services
Provider (LSP)

Find best door-to-
door solution

Logistic Services
Client (LSC)

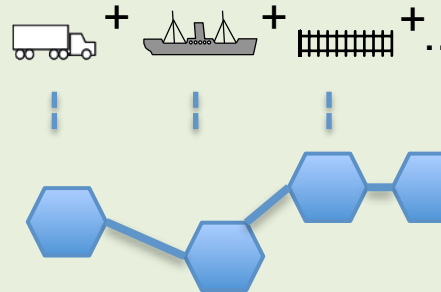
Logistic network awareness



Emissions monitoring

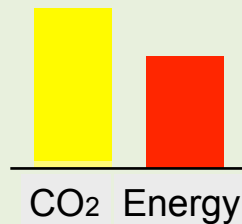


Transport chain emissions per shipment



Logistic Services Client (LSC)

More accurate carbon footprint



Automated monitoring of environmental parameters

Logistic Services Provider (LSP)

Certified emissions based on actual data

Thank you for the attention!

paolo.paganelli@bluegreenstrategy.com