SEVENTH FRAMEWORK PROGRAMME

LogiCon

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

ECITL, Dortmund, 7 November 2014

ENIDE

enide

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

Background

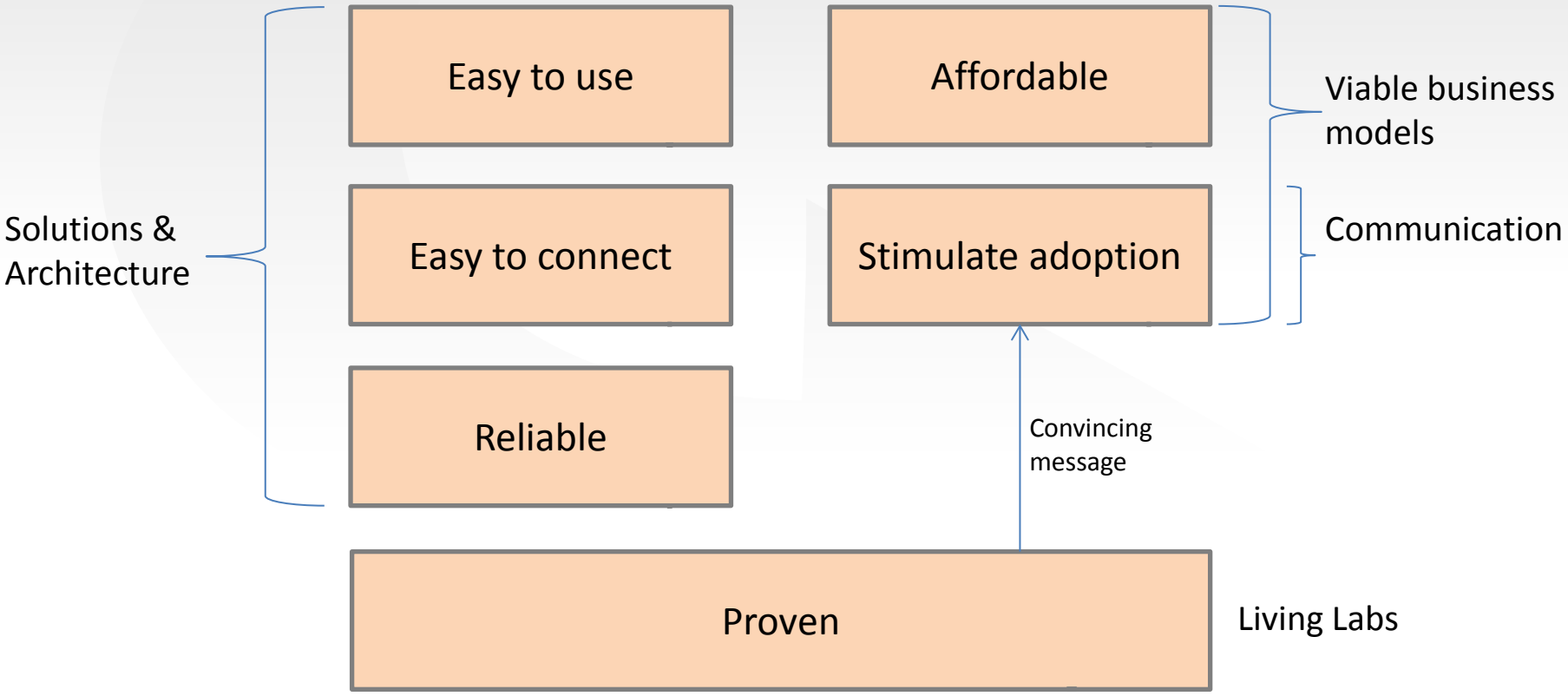
- SME are European logistics backbone / 80% sector
- Often Logistics SMEs have low IT maturity levels
- Due to culture & financials, they often use manual processes for information exchange
- Cost of collection and retyping of data from received hard copy documents amounts to 5-15 euros per container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

FP7 LogiCon

- 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**

Core components of the ambition



4 LogiCon Living Labs

Dutch Living Lab

CTT INTERMODAAL TRANSPORT

TNO

NexusZ

Polish Living Lab

BCT BALTIC CONTAINER TERMINAL GDYNIA
An ICTSI Group Company

Instytut Logistyki i Magazynowania

ULMAR

CallFreedom Connect Technologies

Spanish Living Lab

ita

carreras GRUPO LOGISTICO

enide

CRIADO GRUPO LOGISTICO s.l.
transportes frigoríficos

TRANSPORTES JOVITRANS

Italian Living Lab

bluegreen

Middleware Evolution

CONSORZIO IB INNOVATION

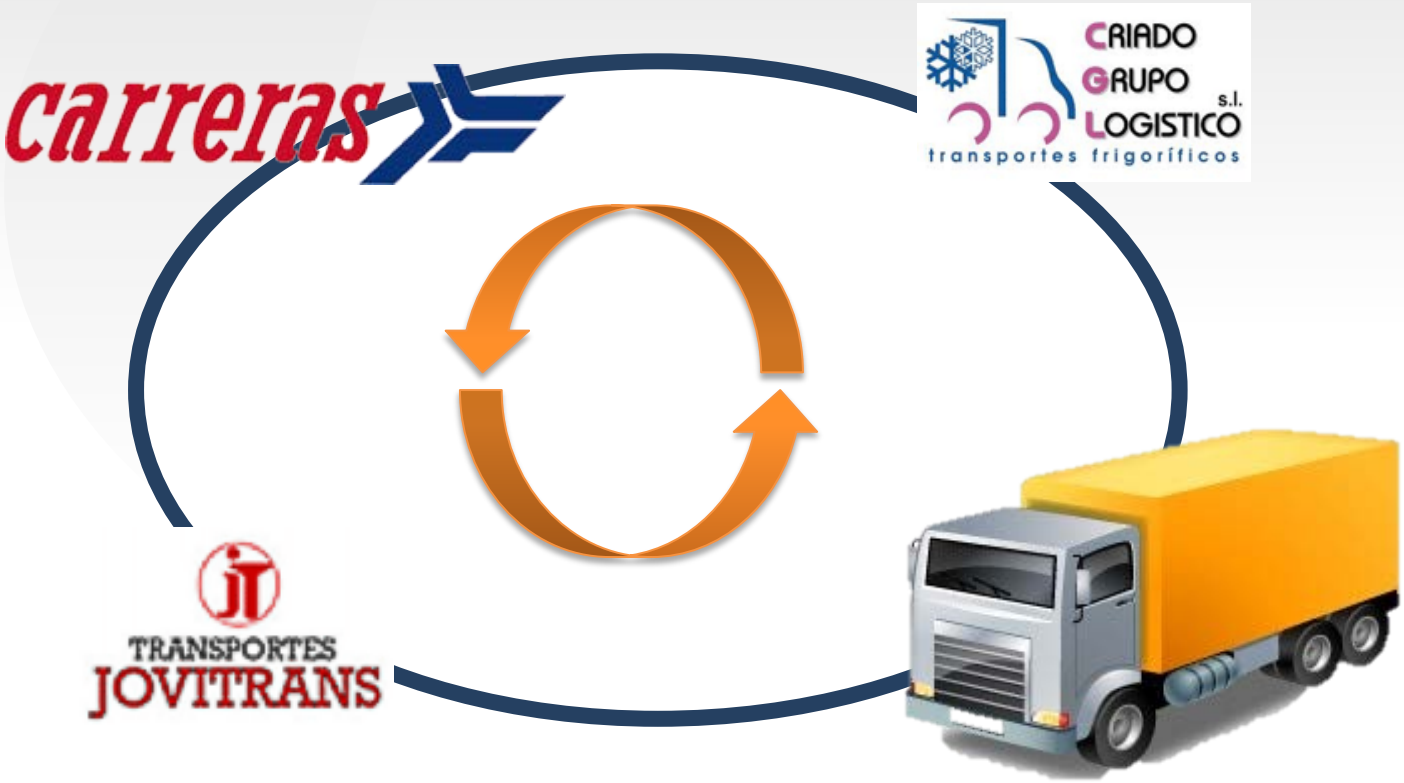
Spanish Living Lab: Initial situation

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



App for truck drivers

What is the innovation?

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

What is the innovation?

What is the innovation?

The specific solution has several drawbacks

- For the freelance truck driver
  - It has to deal with several Apps, hardware and procedures, if he works for several transport operators.
  - 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

What is the innovation?

- 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

Conclusions

- 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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