



Innovation through cooperation *in smart logistics*

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Our Dutch (historical) background ...

- Geographical position of the Netherlands (gateway to Europe)
- 2 Excellent Mainports, Rotterdam and Schiphol / Amsterdam
- Excellent Hinterland Connections - roads, trains, barge, (several) inland terminals, hubs, ..
- Excellent sector of Logistic Service Providers, 1PL – 4PL
- Legislation, legal aspects, financial aspects are world class
- High level of knowledge, leadership position in Science and Education
 - 8 Universities with specialization in logistics / supply chain management, with over 45 professors (and their groups) in this field
 - 11 Polytechnics with over 150 specialized teaching staff with specialization in logistics / supply chain management

Current total of GDP in The Netherlands, related to logistics and transport is approximately 42 billion (appr. 7.5 % of GDP);

Appr. 750.000 jobs in this sector!

De sense
of urgency!!!



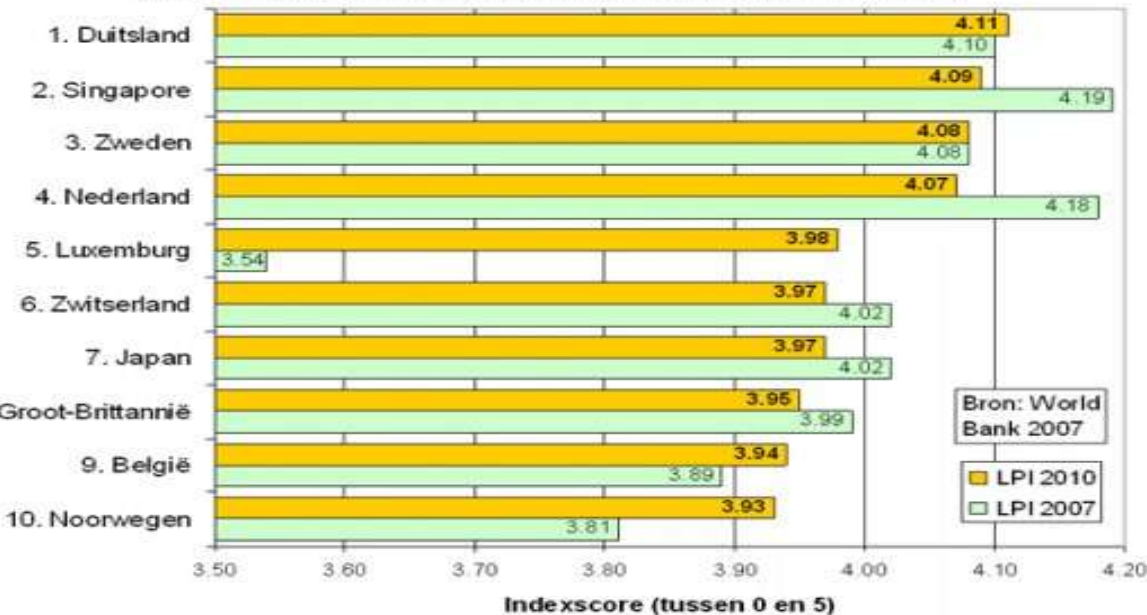
2012 LPI

Economy

- Singapore
- Hong Kong SAR, China
- Finland
- Germany
- Netherlands
- Denmark

Rank	Score	% of highest performer
1	4.13	100.0
2	4.12	99.9
3	4.05	97.6
4	4.03	97.0
5	4.02	96.7
6	4.02	96.6
7	3.98	95.3
8	3.93	93.8
9	3.93	93.7
10	3.90	92.7
11	3.89	92.5
12	3.85	91.2
13	3.85	91.2
14	3.85	91.1

Top-10 Logistics Performance Index World Bank 2010 vs. 2007



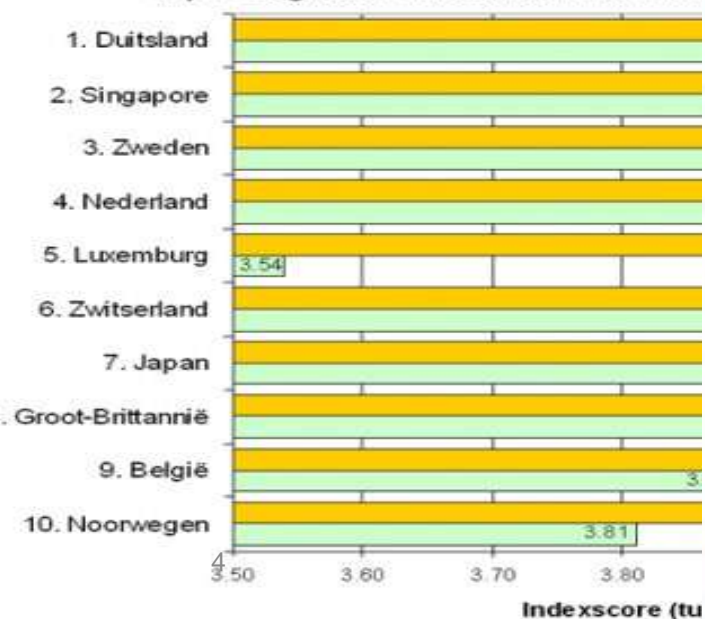
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United Kingdom	10	3.90	92.7
Austria	11	3.89	92.5
France	12	3.85	91.2
Sweden	13	3.85	91.2
Canada	14	3.85	91.1

Top-10 Logistics Performance Index World







"Sorry, the world as we knew it
has already ended."



Some trends in logistics and (road) transport (1)

- Transport sector under pressure; low margins; huge competition;
- Upscaling of companies; Outsourcing of drivers to Eastern Europe; many small independents as contractors;
- Pressure of governments, modal shift as goal; single modality to multimodal transport to ***synchromodal***
- Increasing volume; over 100% increase in next 20 years
 - Because of increasing population, ecommerce, individualisation, ...
- Sustainability as an issue; also for economic reasons
- Safety and security as an important issue
- Changes in regulatory framework; on European level



Some trends in logistics and (road) transport (2)

- Always & everywhere connected ...; not only assets, but also the cargo itself; connected via “the cloud”; Internet of things, tracking & tracing, ..., intelligent objects ...
 - Instead of planners ordering transport, the cargo calls the truck
- Labour market under pressure, at all levels
- The truck / the vessel / the train is not the important object; the cargo and the reason of transport is important Outside in thinking ...
- From “global for global” thinking to “local for local” thinking
- Logistics control instead of distribution and transport ... transport is, even if always necessary, side effect; anyone can do that



Some trends in logistics and (road) transport (3)

- Supply Chain Finance; who funds what part of the value chain / supply chain? Who helps who? Where are what assets and parts / supplies? Who (pre-)funds what? Who is buying assets and capacity? Outside in thinking!
- Service logistics as a relatively new topic; selling a service during operations instead of selling a product or machine?! How does this affect the logistic challenges?
- A lot of potentation in VAL / VAS!!
If we do touch the cargo for (un)loading and transport, than add value in the meantime ...



3 types of entrepreneurs

1. Those who change things / make things happen
2. Those who follow and copy what is happening
3. Those who wonder what is happening

We have to fight the battle for talent!!





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THERE'S NO HEAVIER BURDEN
THAN A GREAT POTENTIAL!



Dinalog Ambition & Goals:

Facilitating industries to obtain benefits from centralization, collaboration, and innovation



From Dutch Transport and Distribution to Dutch Logistics Control



One ambition, three themes

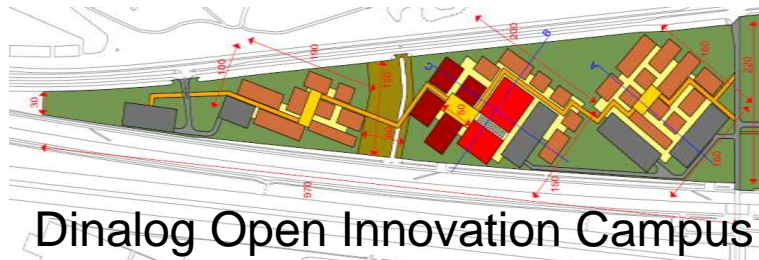


Theme 1:
The Netherlands
as one coherent
logistics network

Theme 2:
Supply Chain
coordination

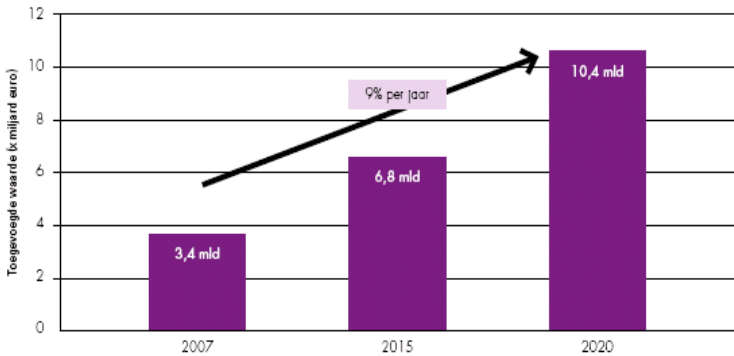
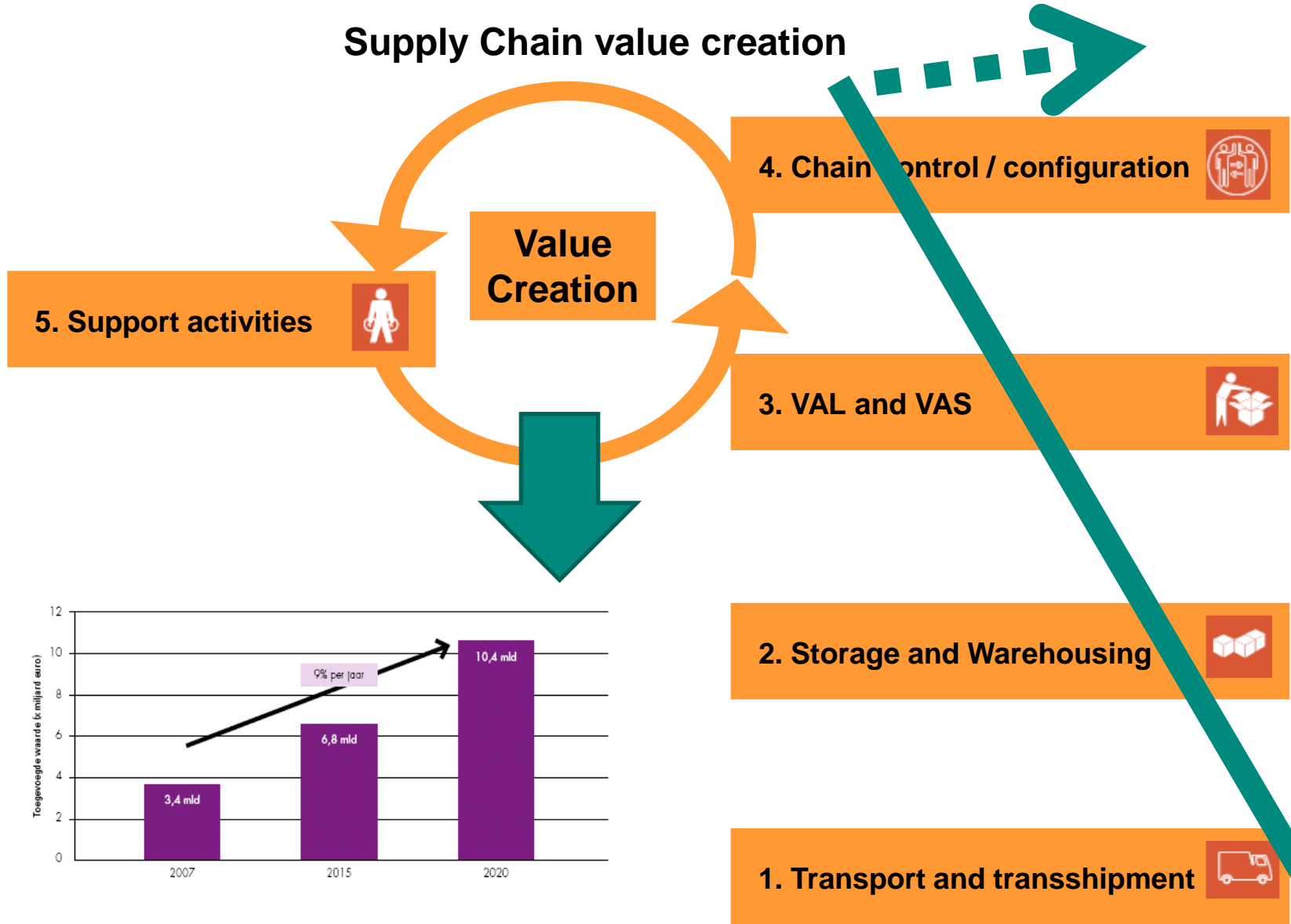


Theme 3:
Innovation & Business climate





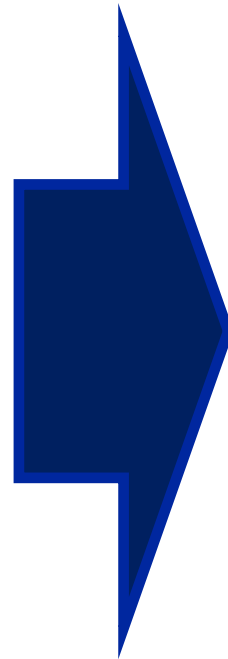
Supply Chain value creation





Transport and logistics companies face the following challenges

- Product / transport centric
- Everything for everybody
- Passive / waiting / reactive
- Unstructured / ad hoc
- Everyone in isolation
-



- Customer / solution centric
- Making choices, focus, choose
- Active / initiative / innovate and surprise
- Systematical
- Teamwork / partnerships
-



The Netherlands:

**European
Market Leader
in Logistic
Control**



But be vigilant



**The competition
isn't sleeping
either.....**



Dinalog, themes and programs

■ Themes:

- 4C (Cross Chain Control Centers)
- Main Ports and Hubs Control function
- Service Logistics
- Synchromodality
- Supply Chain Finance
- ...

■ Program lines:

- Highly qualified (Applied) Research & Development
- Investment in Human Capital and Knowledge Dissemination
- Valorization, demonstration and experimental projects / pilots
- Open Innovation Campus



1st, 2nd and 3rd R&D Call 2010 / 2011: 9 projects (plus 3)

4C (Cross Chain Control Centers)	SL (Service Logistics)	THC (Transport Hubs in Control)
4C4More	ProSeLo: Proactive Service Logistics for Advanced Capital Goods	Extended Single Window: Information gateway to Europe: New information and governance models in international trade & logistics
Cross-chain order fulfillment coordination for internet sales		ULTIMATE: Efficient Multimodal Hinterland Networks – new concepts for design and operations
Value creation by closing the loop		Da Vinc ³ i: Dutch Agricultural Virtualized International Network with Coordination, Consolidation, Collaboration and Information availability.
4C4D (4C for Distribution)		SALOMO Situational Awareness for LOGistic Multimodal Operations

Plus 3 European projects (CO3, SOCool@EU, Grenzeloze Logistiek)



1st, 2nd and 3rd Experimental development Call 2010 / 2011: 7 projects (plus another 8 through regional / EU funding)

4C (Cross Chain Control Centers)	SL (Service Logistics)	THC (Transport Hubs in Control)
Logistics in building: (Prefab building and bundling supplies)		
Sense and response: (Sense and Response in distribution of high-sensitive products)		SIEEG: (Secure Information Exchange Extended Gate)
IZI Motive: (4C concepts in Automotive Aftermarket)		
Smart grouping at the source: (4C in fashion retail all over the value chain)		
4C in Health: (Cross Chain Health Logistics)		
Planning Services: (Spare Parts Planning Control Tower Service Solution (SPPCT)).		

Plus 4 Demonstration projects in project Dinalog Labs (national funding and local government)
Plus 4 Demonstration projects in Logistic Accelerator (EU and national funding and local government)



Warning....



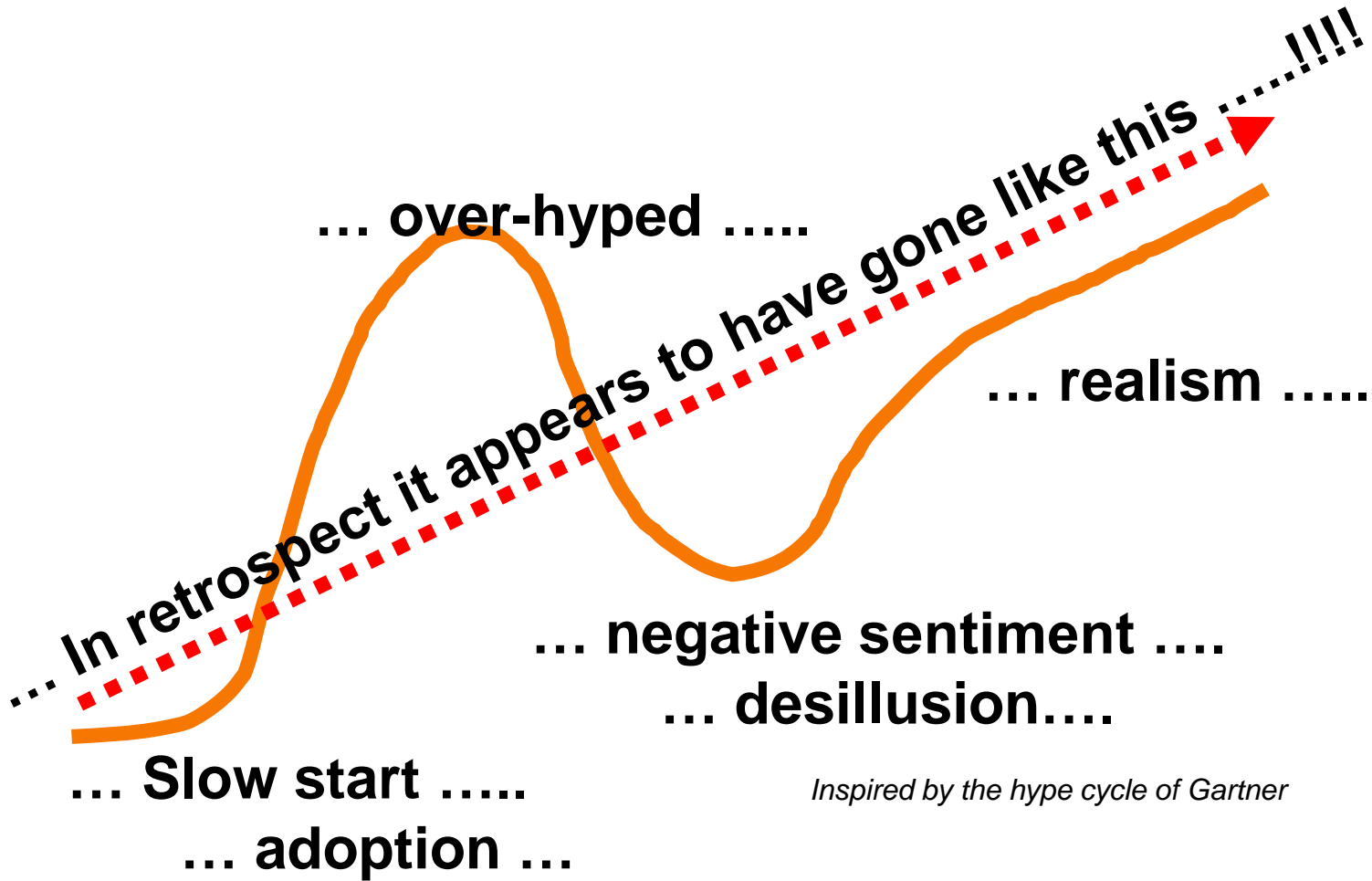
Stagnation means decline

Innovation =

**Creation of new
ideas that are
*implemented
in practice***



Innovation process....



Inspired by the hype cycle of Gartner



Speed of innovation

- Every morning in Africa, a gazelle awakens. It knows it must run faster than the fastest lion or it will be killed.
- Every morning in Africa, a lion awakens. It knows it must run faster than the gazelle or it will starve.



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- When the sun comes up, no matter who or what your role is, you better run!



**Customer
Centric**



Some inspiring examples ...

**APM and ECT
terminal
2*20 containers
Duisburg**

**Construction
logistics
Try to picture 20
construction sites
as 1**

**Albert Heijn XL
13 full trailers per day
Shopping mall
1900 cars per day**

**A58 daily
trailer with 4
concrete piles
and trailer with 20m³
polystyrene**

**A58 daily
East - West trailer
filled with
thermopane glass
and West-East too??**

THERE'S NO
HEAVIER BURDEN THAN
A GREAT POTENTIAL!





**Innovation is
not only
about intelligence,
but about
drive, guts
and above all**

**Cooperation
And
Collaboration**



**Money
lies in front of
you on the streets
up for grabs**

**But you'll have
to see it**

**Act on
Opportunities**

Don't fear threats



LSP's join forces; Building partnerships with shippers?!?!





Shippers are very impressed about innovative and surprising solutions of their LSP's



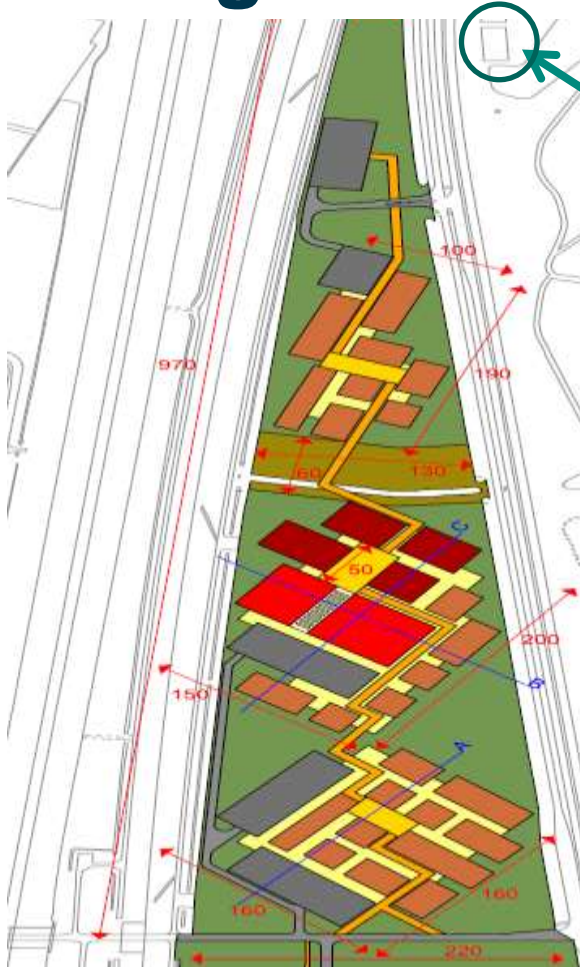
Dinalog Campus



**Building an Open Innovation Eco
System and Campus for Logistics
and Supply Chain Management**



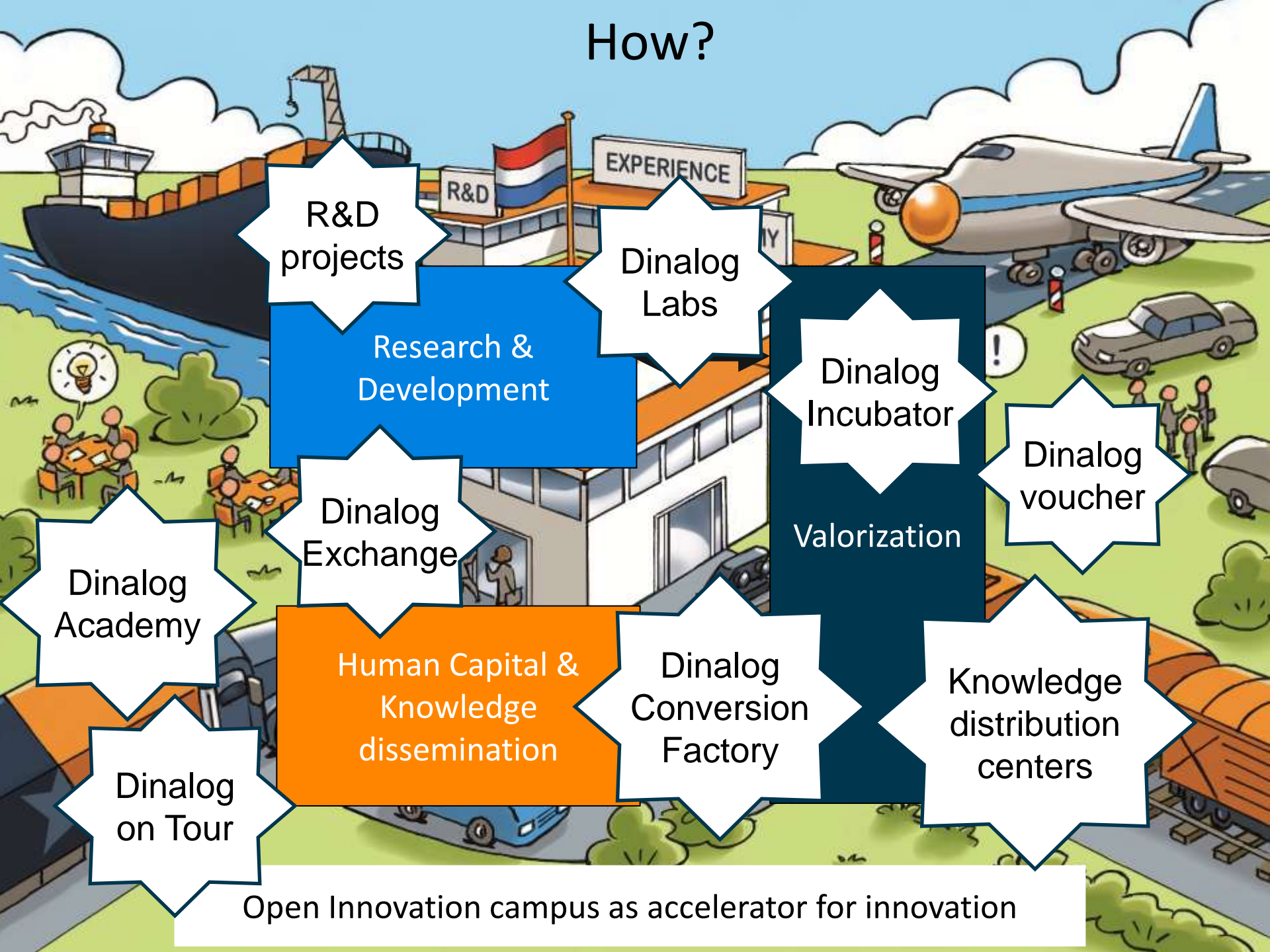
Dinalog: National function based in Breda



Dinalog Campus

Dinalog Office

How?



Open Innovation campus as accelerator for innovation



Dinalog Open Innovation Campus

- **The place to be for innovations in logistics and supply chain management**
- **Start building Mid 2012; Opening up Mid / End 2013**
- **First settlers: DHL, Jan de Rijk Logistics, Psion, 12return, Cass Europe, Chain Balance, Transsmart, FreightLive, TLN, Ewals Logistics, EVO, NDL, DB, One Logistics, Post.nl, Versteijnen Logistics, Dinalog Experience/LogiXperience (with >50 partners), Dinalog Labs (with >45 partners) and many others....**
- **The place where supply chains are innovated and from which several transnational supply chains are managed**
- **Where is your European control tower?.....**



Dinalog “Brand Family”

- Dinalog Institute
- Dinalog Campus
- Dinalog Friends
- Dinalog Venture Fund
- Dinalog Incubator
- Dinalog Awards
- Dinalog Experience
- Dinalog Meeting Place
- Dinalog Academy
- Dinalog Exchange
- Dinalog Food Court
- Dinalog Conversion Factory
- Dinalog Accelerator
- Dinalog Fellows
- Dinalog Test Labs
- Dinalog Demonstrator
- Dinalog International
- Dinalog Student Awards
- Dinalog Data Warehouse
- Dinalog Value Center
- Dinalog Bootcamp
- Dinalog Logistic Knowledge DC's
- Dinalog
- Join us

**Multiplying
starts with sharing**





Any Questions?



Please contact info@dinalog.nl