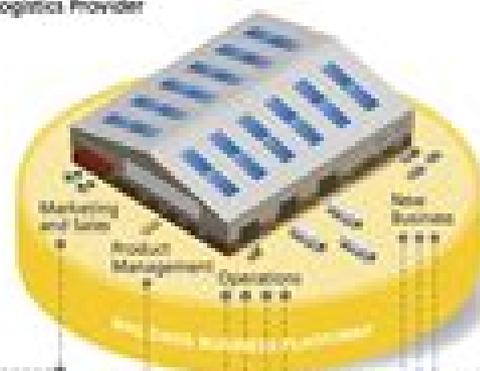


Big Data in Logistics

The Data-driven Logistics Provider



- Commercial Data Services**
- Address verification
 - Market intelligence
 - Supply chain forecasting
 - Environmental statistics



Existing Customer Base

Customer Loyalty Management
 High customer retention is a key indicator of success. Loyalty programs can be used to reward and incentivize customers.



Service Improvement and Product Innovation
 A comprehensive view of customer behavior and preferences can be used to improve services and develop new products.

Strategic Network Planning
 Data can be used to optimize the network structure and to identify areas for expansion or contraction.

Market Intelligence
 Data can be used to monitor market trends and to identify new opportunities for growth.

Environmental Management
 Data can be used to monitor and reduce the carbon footprint of the supply chain.

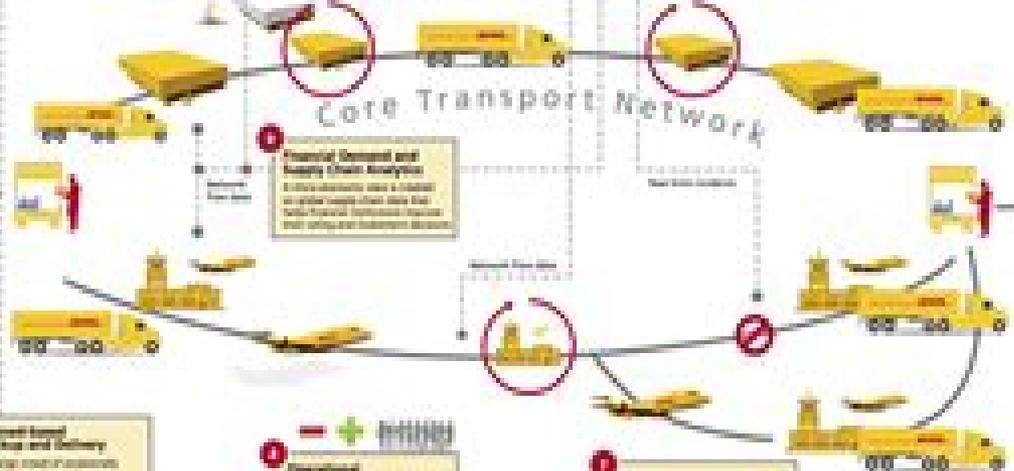
Real-time Route Optimization
 Data can be used to optimize routes in real-time based on traffic conditions and other factors.

Address Verification
 Data can be used to verify the accuracy of customer addresses and to reduce delivery errors.

Smart Parcel Allocation and Delivery
 Data can be used to optimize the allocation of parcels to delivery vehicles and to improve delivery efficiency.

Operational Capacity Planning
 Data can be used to forecast demand and to plan the capacity of the logistics network.

Risk Evaluation and Business Planning
 Data can be used to evaluate the risks of different business scenarios and to plan accordingly.



..... Flow of data
 ———— Flow of physical goods

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VM Jensen



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