

time:matters Round Table "High Performance and Special Speed Logistics are 100% digitizable. Or are there limits?"

transport logistic 2019 was a complete success - 4 days full of interesting discussions with customers and partners and exciting industry insights.

On Thursday, June 6, time:matters hosted a cross-industry round table on the topic "High Performance and Special Speed Logistics are 100% digitizable. Or are there limits?". In a lively round, Oliver Neumann (Founder & Managing Director cargo.one), Dr. Matthias Deindl (Chief Product Owner Bosch Connected Industry Nexeed Track & Trace) and Jan Kleine-Lasthues (Global Head of Airfreight Hellmann Worldwide Logistics) discussed the opportunities and risks of digitization in Special Speed Logistics. Beginning with a keynote speech, Gleb Tritus (Managing Director Lufthansa Innovation Hub), reported on the current developments in the field of digitization in the logistics industry. The discussion was moderated by Alexander Kohlen, CEO time:matters. Numerous customers, among others from the automotive, aviation and logistics sectors, accepted our invitation.

After Gleb Tritus' keynote speech, it quickly became clear: In logistics, digitization is only in its first stage. While the travel industry was 5 years late with digitization, there's another 5-year delay in the logistics sector. Gleb Tritus' advice therefore is: "It's Chapter One - build APIs!". This assessment was also shared by the other participants of the discussion. While "Nexeed Track and Trace", the solution offered by Bosch's Connected Industry, makes the "goods talk for themselves", for Dr. Matthias Deindl it's important that logistics provider as well as consignors and consignees can access the data via cloud application. His outlook for the future goes even further and he predicts the growing importance of AI for the logistics industry. For Oliver Neumann, APIs are already a big part of his business model. cargo.one is an airline independent booking platform for airfreight. By connecting freight forwarders with airlines, the platform is "replacing the tedious email and telephone booking process. The freight forwarders can access live capacity and live prices and book them instantly."

While digitization is fundamental for the business models of Bosch and cargo.one and linked to API's and transport management systems, classical logistics providers like Hellmann and time:matters started to put digitization in their strategic focus.

The digitization pressure is higher than ever, nevertheless digital companies and startups started to recognize that it's a tough journey as the freight forwarding industry is not easy to disrupt due to its high complexity. Traditional market players have realized the necessity and have been investing billions into the digital transformation recently. "We have made already a big step forward into a more digital and automatized logistics world as this will be the key to stay competitive in the future." states Jan Kleine-Lasthues. Building a reliable transport management system with mature technologies is the key to success – on this, every participant concurred.

On the question of whether digitization would eventually replace personal contact with real people, all participants agreed unanimously: "No! It's a people's business! ". Especially in the field of emergency logistics, where irregularities and deviations are dealt with, there always will be a need for a personal contact to a real human.

time:matters has already taken the first step of "Chapter One" years ago and offers its customers a seamless connection via APIs: tracking, invoicing & API for Onboard Courier platform airmates. The company offers also another valuable asset which emerged during the discussion: the Experts for High Performance and Special Speed Logistics who work 24/7/365 to make the impossible possible, always reachable, responsive and proactive. With this outlook, time:matters feels confirmed in its actions and looks forward to the future with confidence.