

The Live Market Perspective

THE CASE FOR AEOLIX

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Living Lab Perspective

- We have heard and seen how firms like Mondelez and Unilever many others all have large and complex networks for production and distribution.
- Product lines change faster than ever before, competition is fiercer and more globalized, and the companies that make them are continuously changing their structure, morphing to meet consumer demand.
- The result is an unstable demand side, impacting a fragmented transportation market as production networks change and consumers alter buying habits, from shopping on the high street to shopping on the internet.



The Challenge

- A primary tenet of management: you can't manage what you can't measure. Extending this to the AEOLIX living labs, you can't manage what you can't see: hence the need for visibility to *end to end* shipment lifecycles .
- Today, logistics “actors” produce and consume volumes of information, in parallel and simultaneously, all required to facilitate the movement of goods in the supply chain
- The recurring theme across AEOLIX living labs: how to connect/access required information to/from service providers, public authorities, e.g. customs.

AEOLIX Corporate Responses

- Mondelez and Unilever have responded by organizing themselves to address the situation, to create a much stronger transport management culture, and to create much more powerful analytic capabilities to support it.
- Their control towers need to connect production networks to transport systems to public authorities and to markets, solving the problems exposed by the AEOLIX living labs.



AEOLIX living labs will address the challenges in dramatic fashion, testing the AEOLIX information ecosystem that shifts many-to-many ad hoc fixes to a many-to-one and one-to-many paradigm.... validating and solving local problems ***with the information ecosystem that is AEOLIX***



	Logistics Orientation		
	Hub, port , terminal	supply chain visibility and vertical control oriented	Network Optimization
Management Needs	Process control, customs clearance	End-to-end visibility and exception management	Load factor, capacity optimization
	Capacity planning, scheduling	Vertical cooperation, mode conversion	Horizontal collaboration
Relevant LL	LL1. Intermodal Logistics Management (Hamburg)	LL5 Inland Waterway Doneau	LL9 Cross chain collaboration
	LL2 TermiLab	LL6 Intelligent Port and City (Bordeaux)	LL10 Collaborative automotive industry
	LL3 Multimodal information exchange collaboration (Thessaloniki)	LL7 Coop retail inbound	LL11 Load Center Control
	LL4 Intermodal e-Customs (Trieste)	LL8 EU-China Logistics	
Data needs and outputs (examples)	Vessel Load Berthing schedule Load plan ETA Container location Customs Clearance Status	Load size and format, origin, destination Asset availability Capacity availability Schedule Voyage reports Travel authorization Shipment location Shipment status ETA	Combined Demand Combined Loads Combined Locations, Combined Destinations Corridors Combined Lanes, Schedules
Application, intelligence level needed	Data availability, visibility, document transfer	Data availability, visibility, document transfer On-line booking links, confirmations Intelligent agent, exception alerts	Lane analysis Optimization algorithms Cost analysis



Thank you!

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