

VERTRAUENSWÜRDIGER DATENAUSTAUSCH IN DER SUPPLY CHAIN – POTENTIALE EINER VERNETZTEN LIEFERKETTE UND WIE SIE DIESE HEBEN

Sven Löffler

Webseminar, 17.10.2019

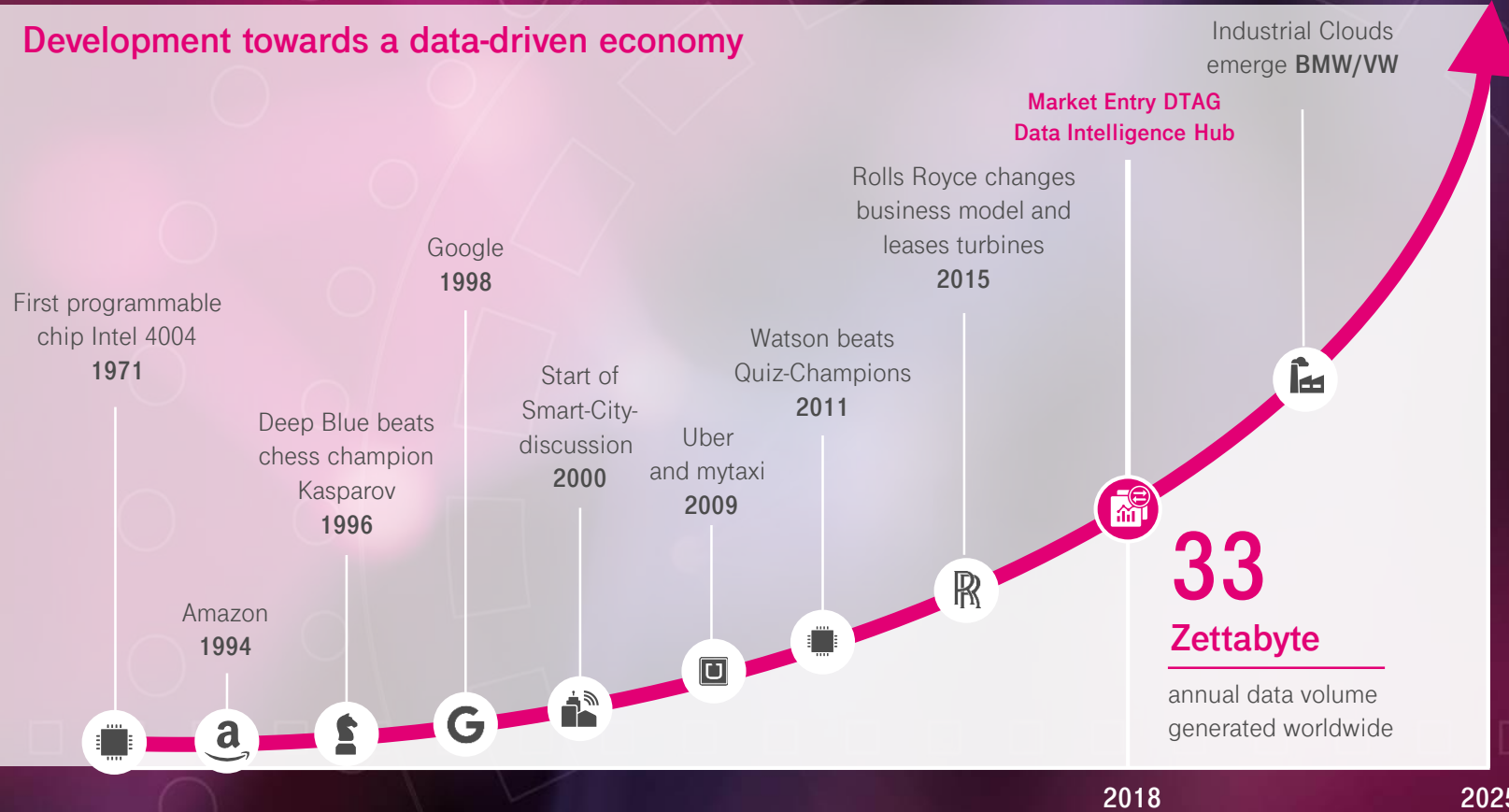


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ON THE WAY TO THE AGE OF DATA EXCHANGE & DATA ECONOMY

Development towards a data-driven economy



175
Zettabyte

of which 60% in companies, 90 Zettabyte from IoT devices

„A new kind of company – we call them insights-driven businesses – has formed. They are growing at an average of more than 30% annually and are on track to earn \$1,8 trillion by 2021.“

Forrester, 2018

Development of Big Data and data-driven ecosystems – data marketplaces for data economy are emerging



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Data Intelligence Hub

17.10.2019

CURRENT CHALLENGES IN THE DATA ECONOMY

Data is the new oil & Control over data is as crucial as oil and gas for industry!

However, companies can only fully exploit the potential of their data if they link it intelligently across companies and industries. PwC, 2018



08.05.2019 - Link

Germany's plan to control its own data

Europe's largest economy relies on foreign cloud providers to store sensitive data. Leaders say that needs to change.

By JANOSCH DELCKER | 9/12/19, 6:55 AM CET | Updated 9/25/19, 8:13 PM CET

BERLIN — German lawmakers and industry leaders warn their country is too dependent on foreign-owned digital infrastructure — and they have a plan to break free.

The strategy, which includes a project to develop a European cloud-hosting service named Gaia-X, aims to address growing alarm over the reliance of large firms, government services and even police forces on hosts such as Amazon to store their data.

Berlin is gathering support for its idea across Europe, with France signing on last week to the idea of a European cloud infrastructure that would allow companies to store sensitive data with homegrown providers. The effort comes amid a broader push by European Commission President-elect Ursula von der Leyen to bolster the bloc's "strategic autonomy" — defending EU interests thanks to a stronger home-grown industry, more innovative technology and more powerful defense capabilities.

The ability to store sensitive information with trusted hosts, or cloud providers, is seen as particularly key to German interests.

“Control over data is as crucial as oil and gas for industry.”

25.09.2019 - Link

Challenges



DEUTSCHE TELEKOM'S VISION OF A DATA-DRIVEN ECOSYSTEM

Establish an **“EUROPEAN DATA-DRIVEN ECOSYSTEMS”** for **ALL ANALYTICS MATTERS**, including **SECURE DATA EXCHANGE** between companies and enabling **DATA-DRIVEN PRODUCT & SERVICE INNOVATIONS**, in which the **DATA OWNER KEEPS CONTROL OVER DATA USAGE**



**CLOSE DATA
GAPS**

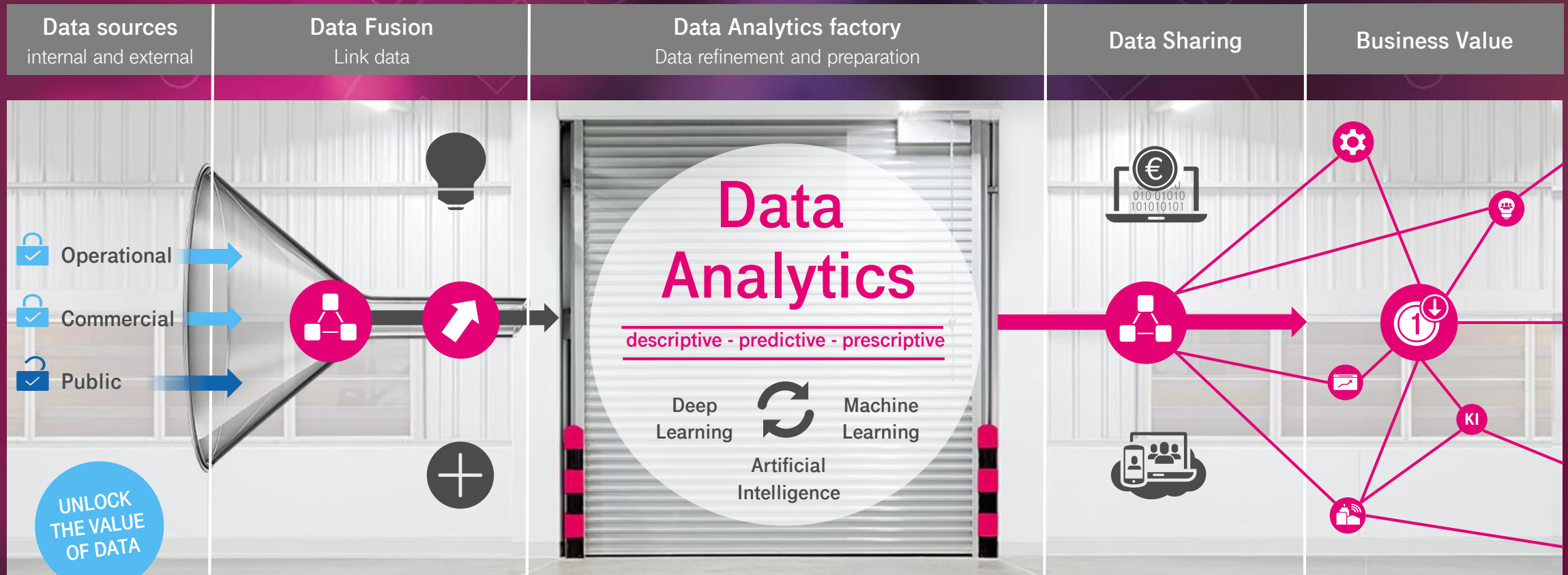


**OPTIMIZE PROCESS
CHAINS**



**INCREASE ADDED
VALUE**

DATA - VALUE CREATION & REFINEMENT



Increasing complexity requires new analysis options

ADVANTAGES OF DATA ECONOMY AND ANALYTICS



POSSIBLE USE CASES IN MANY MICRO MARKETS

Logistics



Shipping
ETA precision

USE CASE

Transport
Route optimization

Port logistics
Process optimization

Material order
Optimization

USE CASE

Manufacturing



Real Estate



Operational analysis
Optimize use of buildings

USE CASE

Smart City



Environmental protection
Determination of air quality

USE CASE

Retail & Food Production



Needs analysis
Order optimization

Drinks
Production Optimization

USE CASE

Maintenance

Analyze train data
Analyze aircraft data

Supply Chain
Optimization

Automotive



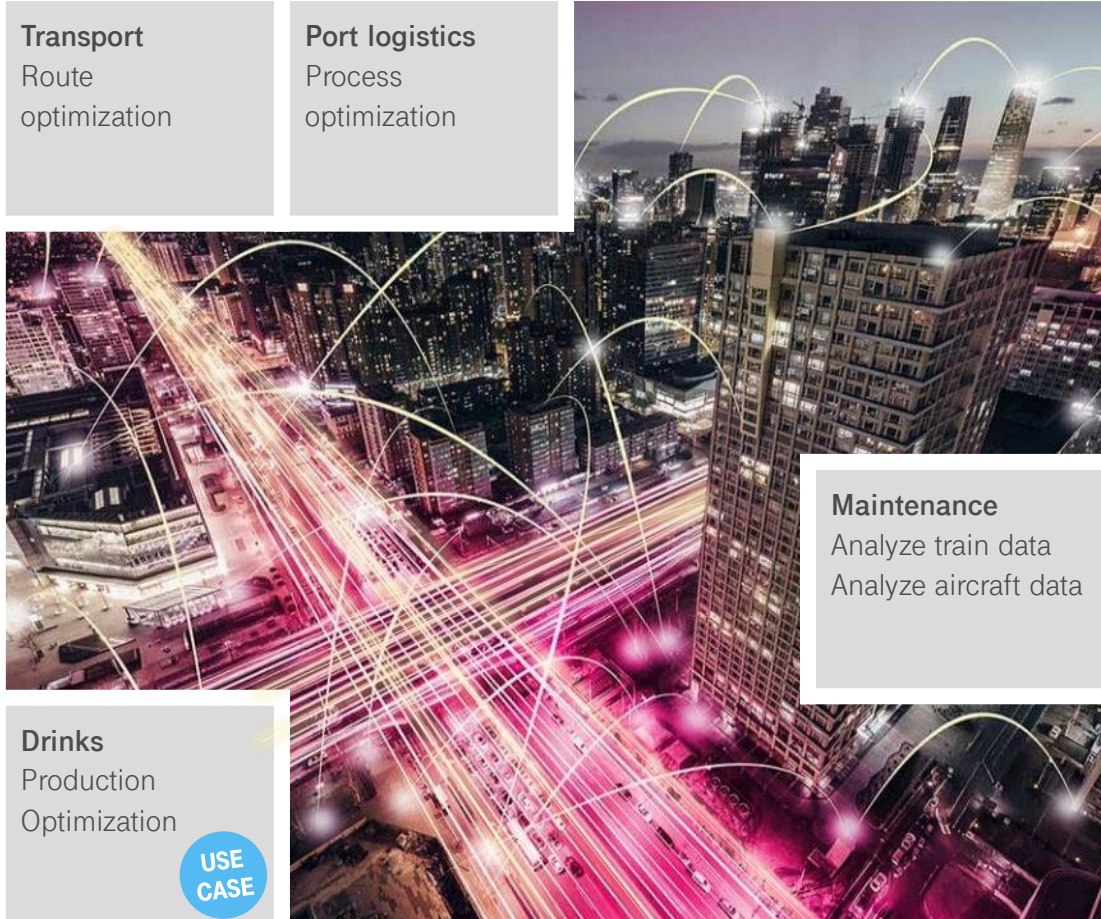
Public transport
Intermodal travel

Public Transport



Risk profiles
Individual offers

Insurance



EXPERIENCE THE DATA INTELLIGENCE HUB LIVE



Now live!

From Data to
added value



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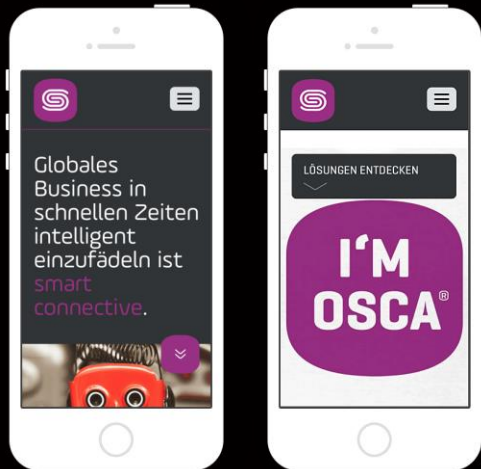
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SETLOG

COLLABORATIVE PREDICTING LEAD TIMES



Solution

SETLOG, together with OSCA®, develops tailor-made SCM and VCM software. Many of the software developer's customers come from the textile and consumer goods industry: companies that buy and produce goods globally. Because of individual customer requirements, reduced product life cycles and increasingly volatile demand, companies are being put under more and more pressure. When delivering their products, however, they still rely on planning data as no real-time data are available. This complicates the control of the processes that are part of procurement and distribution logistics. It is difficult to predict when goods will actually arrive at their destination. That leaves little scope for planning further steps, such as door and warehouse planning or (pre-) order picking. The resulting planning uncertainties lead to increased buffer times in the supply chain. The consequence is a lack of transparency influencing further processes and therefore invalid planning for goods deliveries. Delayed deliveries cost time, money and resources.

Problem Solved

The application scenario "Predicting Lead Times" aims to plan supply chains in an intelligent and cost- and process-optimised way. Transport data from the past are combined with planning data from the enterprise resource planning system, actual data from OSCA® and public data in order to obtain an exact statement of transport time and delivery time. INTERNATIONAL DATA SPACES helps the companies involved in the supply chain to connect to each other. The data gathered for the companies are anonymised in the process so that they do not disclose any company secrets but nevertheless offer added value for other companies. The participating companies and their data are protected by the IDS architecture.

Partners/Ecosystem

- Deutsche Telekom
- Mannesmann Line Pipe GmbH
- Salzgitter Flachstahl GmbH

Main Technology/IDS Component

- Internal and external IDS Connectors
- Broker
- App Store



BENEFITS

» *Efficiency in planning processes*

» *Reduction of planning insecurities and slack times in the supply chain*

» *Optimisation of capacity and resources planning*



◀ DATA FOUR POINT ZERO IN SHIPPING

DATA INTELLIGENCE HUB, E.G. FOR LARGE SHIPPING COMPANIES



Problem

- Keeping the current location of ships secret
- Unclear when goods will arrive
- Difficult to plan delivery chain
- Longer, inefficient waiting times

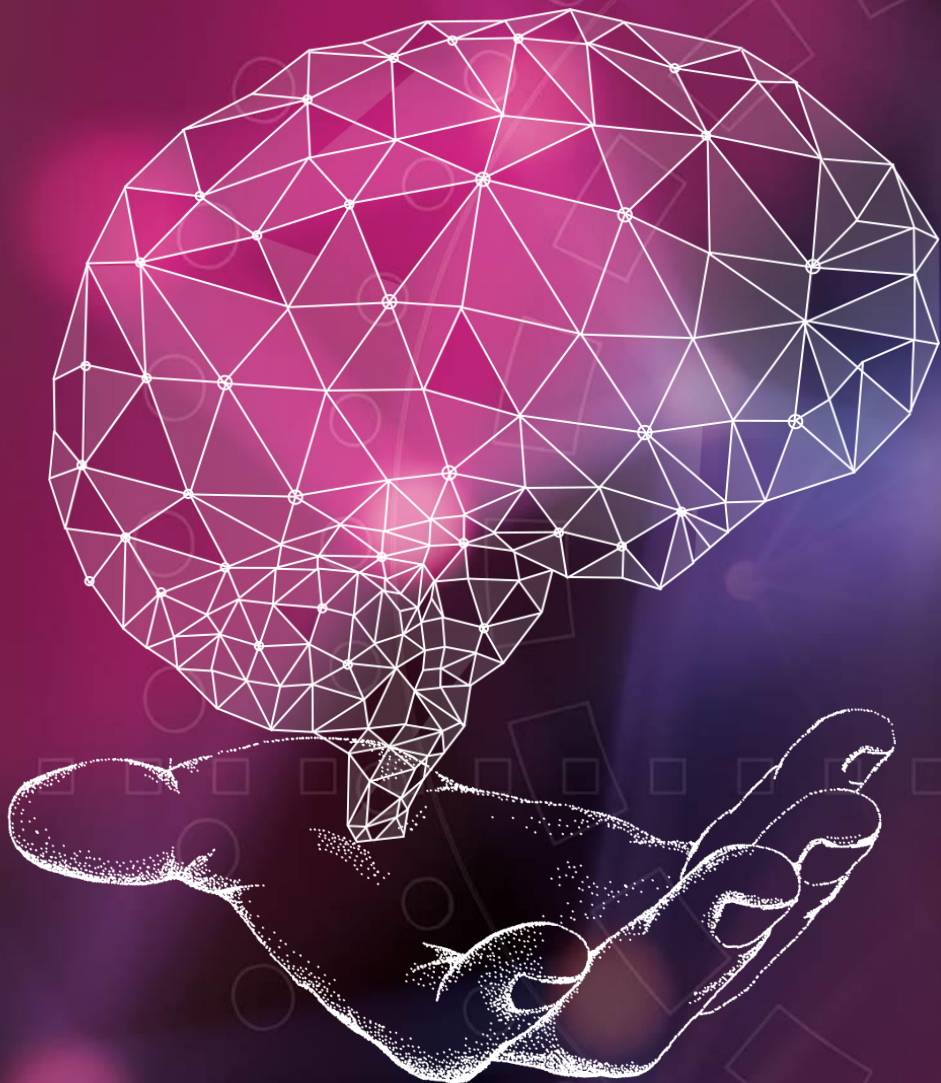
Planning intercontinental routes

- A new product from Setlog combines data for ports, shipping history, weather, traffic volume, and waiting times
- ETA precision for logistics companies without tracking data from shipping companies

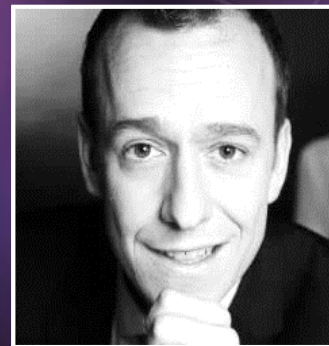
Win / Win

- Provider markets their new service
- Logistics companies know when the freight will arrive at the destination port
- **More transparency and efficiency throughout the entire transport chain**

THANK YOU!



I look forward to continuing our dialog



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REFERENCES

SETLOG

PLANNING INTERCONTINENTAL ROUTES

Problem

- Shipping companies keep the current whereabouts of their ships secret.
- Participants in the supply chain do not know the exact time of arrival of the goods
- Supply chain planning is difficult, resulting in longer, inefficient waiting times.

Setlog optimized the transport chain

- Setlog's new offer combines the data of port, shipping history, weather, traffic volume and waiting times
- Precision of ETA for logistics companies without tracking data of shipping companies

Win / Win

- Saving of waiting times for logistics companies
- Higher delivery reliability
- Foresighted planning of delivery times

