

Project title: An Innovative Big Data Empowered Business Platform for Modern Logistics Services in Europe

Project short form: **iDeliver**

H2020 Societal Challenge 4: smart, green and integrated transport

Type: Outline proposal (H2020-MG-2014-TWOSTAGES)

Call: MG-7.1-2014: connectivity and information sharing for intelligent mobility

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Abstract:

Modern logistics is like the pulse and blood vessel of the business world which holds the key to economy growth. To pursue operations excellence and customer satisfaction are among the most important performance objectives for logistics business, whether being supply chain services, warehousing services or transport and distribution services. However, today's logistics providers have to effectively manage a massive flow of goods to achieve the best performance and at the same time create vast data sets. For example, big logistics companies have millions of shipments every day, their origin and destination, size, weight, content and location etc. need to be tracked across global delivery networks. Modern logistics therefore faces a number of key challenges: gathering data from information silos within different logistics providers – inability to “connect the dots” between data sources; lack of logistics domain knowledge around the data – inability to analyse the data with logistics business sense; lack of an integrated management approach for targeted audience via various views – inability of personalisation and customisation.

This project aims to investigate approaches to empowering modern logistics network performance by using big data analytics, aiming to develop an **innovative big data logistics business platform** that can offer new business models to support improved performance such as strategic logistics network design, operational capacity planning, risk evaluation and resilience planning, supply chain analytics, customer personalisation and loyalty management, and emerging businesses including real-time delivery route optimisation and crowd-based pickup and delivery. The following Figure 1 illustrates the key idea of the architecture for big data logistics business platform.

