



Digitizing the global trade business ecosystems

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Companies have three focus areas for digital optimization



Internal optimization - Where you ensure your internal processes are digitally supported











External optimization - Where you easily connects digitally with your immediate business partner



Eco-system optimization - Where you focus on optimizing the full eco-system you are part of.

Digital Platforms – Facilitates ecosystem collaboration

 ons	 U B E R Largest taxi service owns no taxi vehicles.	 facebook Largest media company no content.
 & s, nor	 YouTube Largest entertainment company produces no content.	 Alibaba.com Largest global retailer has inventory, and no stores.
” has no	 Google Leading software & services brand monetizes people, not software.	 airbnb Largest hospitality company owns no real-estate.

The typical operating model of most of the largest Internet companies

Piggy backing on the incumbent's investment in assets and services

Network effect means a winner takes it all paradigm

Controlling the interface between the customer and the provider of the goods/services is where the power sits

The best platform will control the industry, creating new market leaders

Draining the profits and revenues of incumbent companies.

Digital platforms create the biggest risk to incumbent's profits here and now

Is any industry safe from their attack?

Do not be surprised - Be prepared for future digital platforms

Every industry will be disrupted by digital platforms.

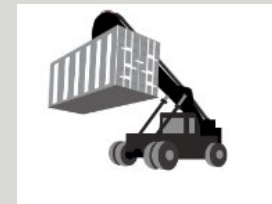
The incumbents in the Industry should protect themselves



The world's largest drayage provider that owns no trucks



The most valuable carrier that owns no vessels



The largest container repair shop that does no repairs?



Logistic actors
internal system



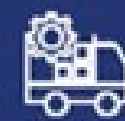
Port Community
Systems; Terminal
Operating Systems



Importing/exporting
customs Systems



Supply Chain
Visibility Systems



Supply Chain/
Transportation
Management
Systems

Connect once to share with everyone everywhere

Global Trade
Identity
- GTID

Shared Visibility
- SV

Port Call
Optimization
- PCO

Financial Flow
- FF

Customs
Cross Border
Interoperability
- CCBI

The five commercially, politically and competitively neutral Logistic Internets



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