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IS COLLABORATION NECESSARY?

Might the Physical Internet be Implemented by Internalization?

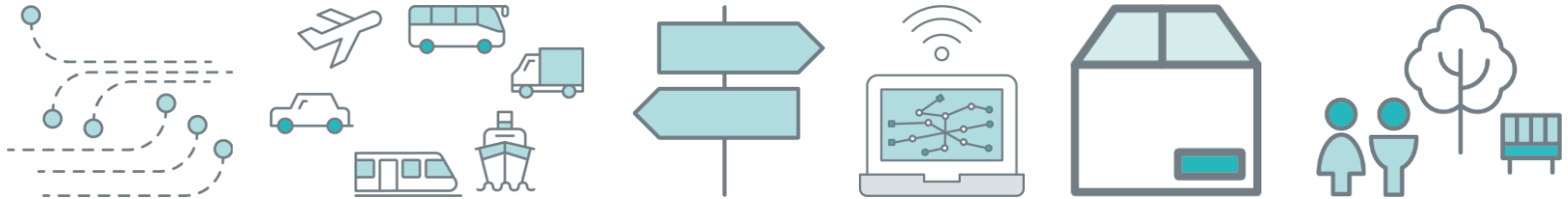


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WHAT ARE THE MAIN IDEAS OF PI?

- standardized containers
- standardized transport “protocol”
- hubs as decentralized decision points
- distribution of warehouses “close to the customer”
- synchromodal transport planning
- collaboration & cooperation



WHAT DOES AMAZON DO?

- standardization for every order is not possible
 - e.g. sewing needles vs. full-size rhinoceros
 - e.g. physical books vs. e-books
 - e.g. groceries vs. electronics vs. “stuff”
- expectation: collaboration is needed
 - since no logistics service provider is expected to cover that range of services

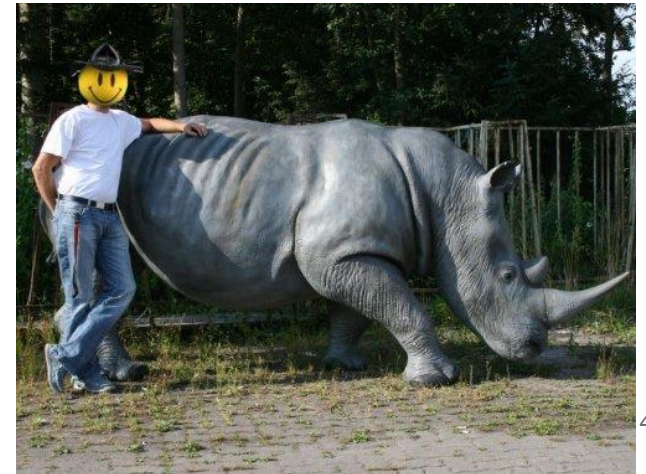


amazon



WHAT DOES AMAZON DO?

- internalization of all services
 - warehouses and distribution centres at strategic important locations
 - incl. (very) last-mile deliveries
 - started in Vienna in autumn/winter 2018
- argument:
 - reduction of delivery times as there is no handing-over to delivery partners

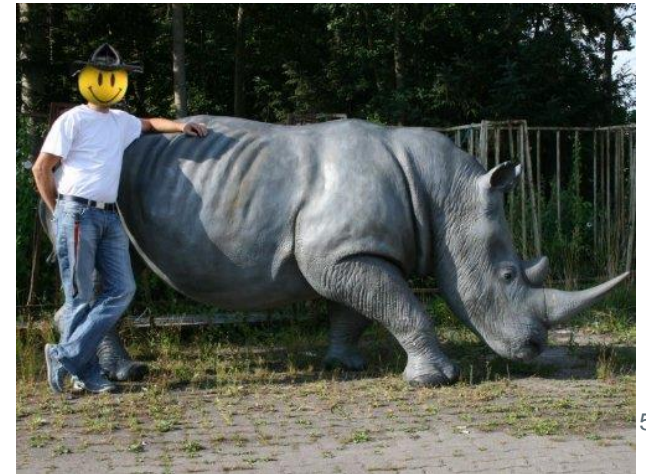
The Amazon logo, consisting of the word "amazon" in a bold, black, lowercase sans-serif font, with a curved orange arrow underneath it pointing from the letter 'a' to the letter 'z'.

WHAT DOES AMAZON DO?

- marketplace concept
 - collaboration of small and medium sized companies by using the same selling platform as well as collaboratively used warehouses
- reason (among others):
 - transfer of commercial risk (!)



amazon



WHAT ARE THE IMPACTS OF AMAZON'S STRATEGY?

- increase of customer satisfaction
 - guaranteed next-day (or same-day) deliveries
- better consolidation of individual parcels
- reduction of transport kilometres due to avoidance of multiple deliveries by different companies through consolidation (e.g. amazon plus products)
- unified transport process



amazon



LET'S DISCUSS THIS

- What is your opinion?
- ALICE Meeting planned in Vienna 12-13 Feb. 2020
- discussion on novel/current logistics concepts and their implementation
 - impacts of amazon, alibaba, etc. on the European market/logistics sectors
 - (and Vienna is always worth a visit)



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