

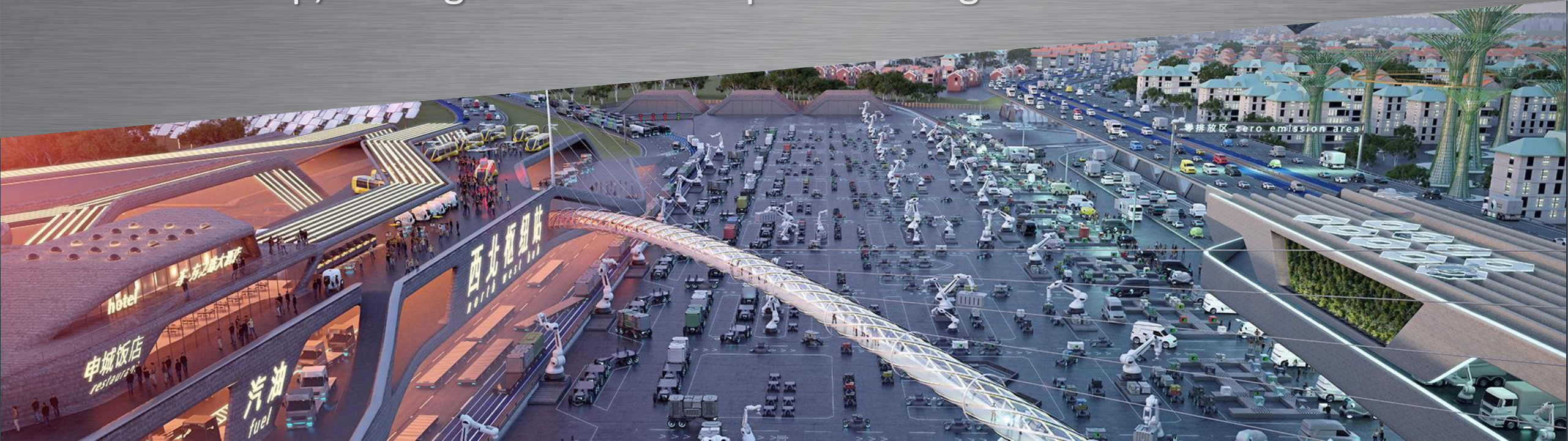
DAIMLER

Advancing the Next Steps towards Physical Internet

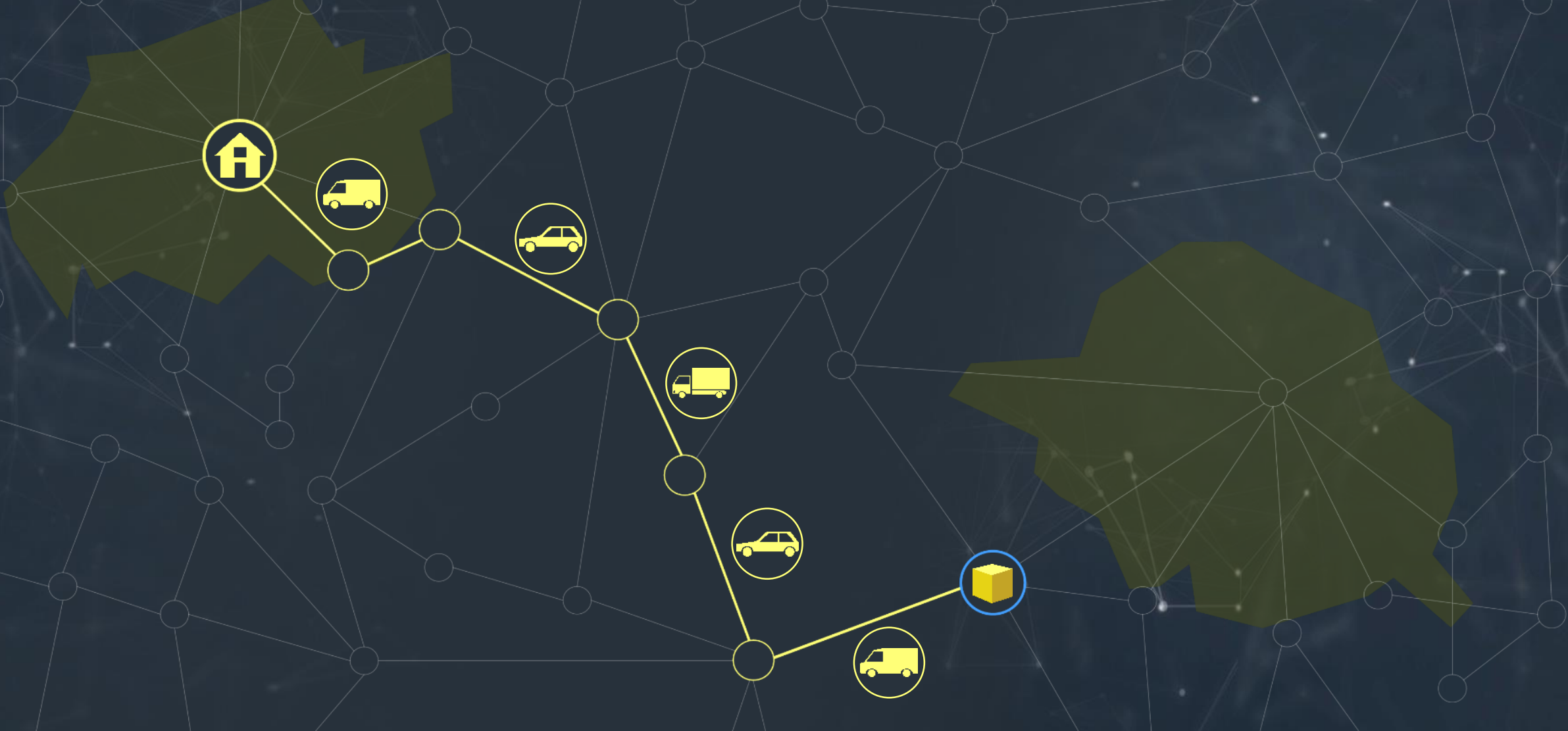
11.07.2019

Daimler AG

Steffen Kaup, Manager Future Transport and Logistics



Up to now: Physical Internet as an optimization of transport route utilization



Three-Tier-Nutshell Analogy

Service on Customer FrontEnd

Internet Service Providers

Infrastructure

Similarity
in
transport
area?

Three-Tier-Nutshell Analogy



Service on Customer FrontEnd

This tier is represented by a light blue horizontal bar. To its left, three hexagonal icons are stacked vertically: the top one shows hands holding a smartphone, the middle one shows a person's profile with a speech bubble, and the bottom one shows a grid of social media app icons including WhatsApp, Telegram, and Snapchat.



Internet Service Providers

This tier is represented by a light blue horizontal bar. To its right, three hexagonal icons are stacked vertically: the top one shows a black wireless router, the middle one shows a bundle of multi-colored fiber optic cables, and the bottom one shows a single fiber optic cable with a connector.



Infrastructure

This tier is represented by a light blue horizontal bar. To its left, three hexagonal icons are stacked vertically: the top one is the T-Mobile logo, the middle one is the AT&T logo, and the bottom one is a Wi-Fi signal icon.

Transport / Capacity
as a Service

Digital Freight Management

Infrastructure
(Dyn. Roadpricing, Hubs,
Pipelines...)

Infrastructure: New Modalities, Hubs

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as a Service

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Infrastructure: Dynamic Road-Pricing based on traffic volume or pollution

Transport / Capacity as a Service

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Source: concept of mobility vision and storyline: Daimler AG, PIONEERING Next. Visual concept and realisation: xoio GmbH.

Digital Freight Management

Transport / Capacity
as a Service

Digital Freight Management

Infrastructure
(Dyn. Roadpricing, Hubs,
Pipelines...)

Trends

Increasing
collaboration of freight
forwarding companies



Upcoming Startups,
developing holistic
intermodal transport
platforms



CROOVE



Digital Freight Management: Challenges



Transport / Capacity
as a Service

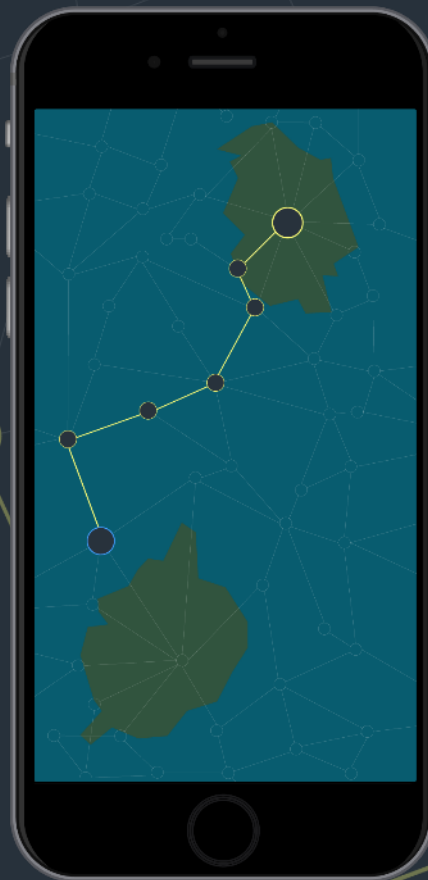
Digital Freight Management

Infrastructure
(Dyn. Roadpricing, Hubs,
Pipelines...)

Everything as a Service

Transport
as a Service

Transport
on Demand



Capacity as
a Service

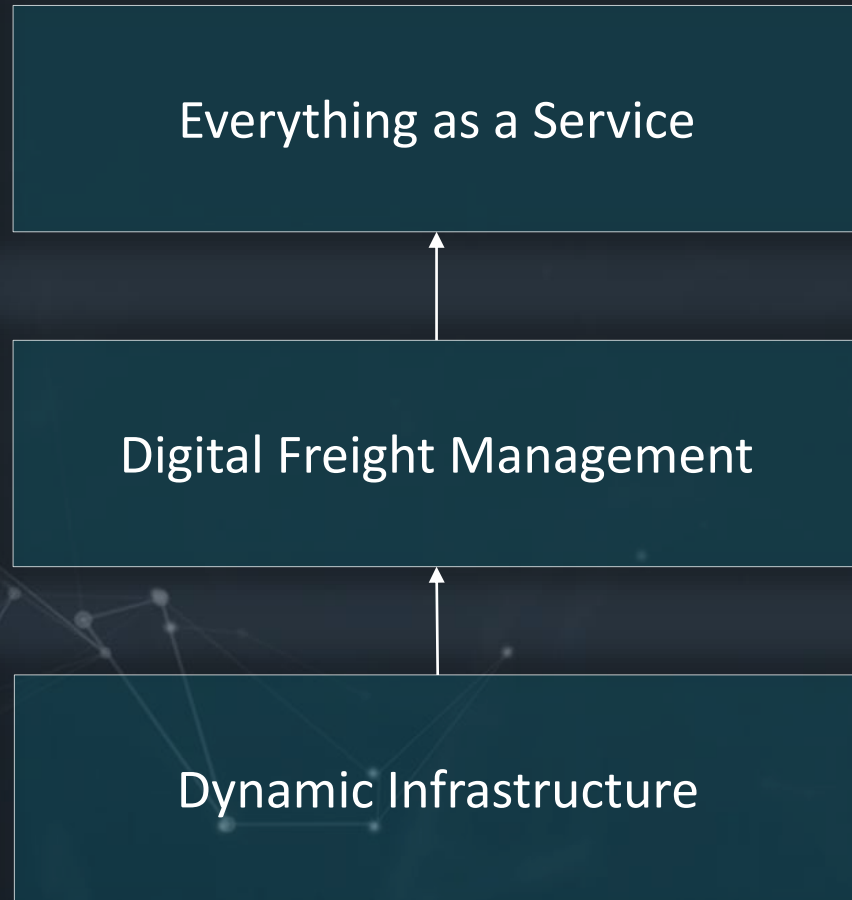
Location of
Vehicle /
Freight and
Driver

Transport / Capacity
as a Service

Digital Freight Management

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Probable Target Picture: Transport Resource Enterprise



- Transport / Capacity as a Service
- Digital Freight Management
- Infrastructure (Dyn. Roadpricing, Hubs, Pipelines...)

Prediction of transport needs

Feedback of transport bottlenecks (heatmaps) indicates requirements for new infrastructure

Three-Tier-Nutshell Analogy

Service on Customer FrontEnd

Internet Service Providers

Infrastructure

Transport / Capacity
as a Service



Digital Freight Management



Infrastructure
(Dyn. Roadpricing, Hubs,
Pipelines...)

