

DATA SHARING: A BUSINESS PERSPECTIVE



ONE-STOP-SHOP FOR ADVANCED ROAD FREIGHT DATA





AGENDA: DATA SHARING

- PRESENTER AND COMPANY INFO
- CONNECTIVITY PARADOX
- OEM TELEMATICS & ROAD DATA
- FOSTERING A DATA SHARING ENVIRONMENT

IPIC 2023

MICHAEL MOFFETT (CEO) 12 YEARS IN LOGISTICS





- DATA MARKETPLACE FOR ROAD FREIGHT DATA
- 2500 TRANSPORT COMPANIES
- 70000+ VEHICLES ONLINE
- ADVANCED DATA FROM OEM LINE-FITTED TRUCK AND TRAILER TELEMATICS

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THE CONNECTIVITY PARADOX

Road freight in Europe is carried out on a highly connected fleet, but the data is not yet being effectively put use to solve the industry's extreme efficiency problems with almost zero visibility and low capacity utilisation

CONNECTED HCV's



95%* of HCV sets in EU are equipped with tracking devices

Subcontracting

What:

87% of European road freight is subcontracted - often multiple times.

Therefore:

The final asset operator and data owner might not be known to the shipper, making data sharing complex.

Telematics fragmentation

What:

There are more than 500 active providers of telematics and GPS in Europe.

Therefore:

Accessing real-time data struggles with inefficient authorization and authentication processes and non-standardized integration patterns.

Low quality access

What:

DATA GAP

Data is accessed for free using the carrier's subscription

Therefore:

There can be no SLA's and the service provider has no control over data features and quality (e.g. frequency, packages and uptime)

Low carrier value

What:

The data owner faces many barriers of adoption to share their data and lack incentives.

Therefore:

The carrier adoption is slow and it is hard to ramp-up the level of visibility. Converting carriers is done by leveraging the force of the shipper-



VISIBILITY

Only 8% of full-truck-loads are tracked end-to-end



EMPTY TRIPS

30% of all distance driven is done completely empty

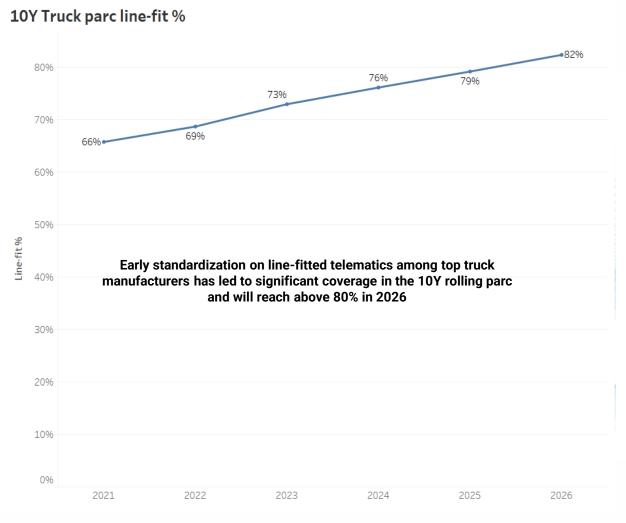


FILL RATE

The average truck fill rate is only 50%

LINE-FITTED OEM TELEMATICS

The market is already reaching a tipping point in factory-fitted telematics for the European 10Y rolling truck parc, and is now being standardized by some trailer & reefer manufacturers as well.



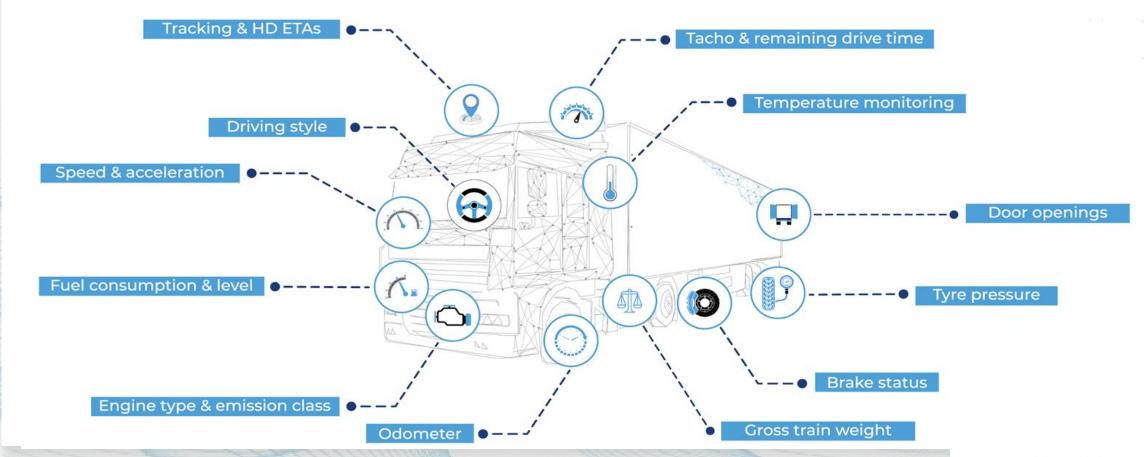
OEM DATA: GOING BEYOND GPS

- DATA FROM OEM LINE-FITTED TELEMATICS
- TRUCK & TRAILER DATA
- CONSUMPTION, DRIVING
 STYLE, DOORS OPENING,
 LOADING AND UNLOADING,
 TEMPERATURE, FREIGHT
 CONDITIONS

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FUELLING DIGITAL LOGISTICS WITH ADVANCED DATA

Advanced telematics data is opening opportunities for large scale optimization of the supply chain



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ENABLING - DATA SHARING

TECHNOLOGY

- API CONNECTIVITY
- DATA SPACES
- DIGITAL TWINS
- IMPROVED TELEMATICS
 DEVICES
- VEHICLE AND TRAILER
 DATA

GOVERNMENT GUIDANCE

- CLEAR EU WIDE DATA
 SHARING STANDARDS
- SEPARATING GDPR DATA
 AND ASSET DATA
- CREATION OF AN EU DOT

INDUSTRY PLAYERS

- FREIGHT CONSOLIDATION
- REDUCINGSUBCONTRACTING
- INTEROPERABILITY
 BETWEEN SYSTEMS/PLATFORMS





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9th Internatio Physical Internet Co

> Nune 13-15, 20 Athens, Greece



