Digitale Konzepte und Strategien in der globalen Logistikdienstleistung
Logistikpraxisseminar 2015 an der TU Berlin

DB Mobility Logistics AG
Dr. Joachim Weise
Leiter Strategie Transport & Logistik
Berlin, 15. April 2015
DB Schenker is a globally leading transportation & logistics player
DB Schenker Logistics is the 2nd largest global logistics company

DB Schenker Logistics
Employees: 64,810
Revenues (EUR): 14.9bn
Land (shipments): 98.9m
Airt Freight (t): 1.11m
Ocean Freight (TEU): 1.98m
CL/SCM (Umsatz): 2.0bn
DB Schenker Rail is the leading railway undertaking in Europe

DB Schenker Rail

Employees: 30,842
Revenues (EUR): 4.9bn
Transp. perf. (tkm): 103bn
Locos: 2,878
Wagons: 89,383
DB Schenker will address digital transformation with Logistics 4.0

**Target picture: Logistics market of the future**
- Key developments
- Business models
- Competitive landscape

**Product of the future**
- New digital solutions
- Customer interface of the future

**Optimized processes & assets**
- Asset intelligence
- Workplace of the future
- Data analytics

**Enablers**
- DB Schenker Labs
- Research cooperations
- Customer innovation projects
DB Schenker will address digital transformation with Logistics 4.0

Target picture: Logistics market of the future
- Key developments
- Business models
- Competitive landscape

Product of the future
- New digital solutions
- Customer interface of the future

Optimized processes & assets
- Asset intelligence
- Workplace of the future
- Data analytics

Enablers
- DB Schenker Labs
- Research cooperations
- Customer innovation projects
Eight key developments in digitization shape future of T&L

<table>
<thead>
<tr>
<th>Digital workflows</th>
<th>Customer interaction</th>
<th>Digital platforms</th>
<th>E-commerce</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Digital workflows icon]</td>
<td>![Customer interaction icon]</td>
<td>![Digital platforms icon]</td>
<td>![E-commerce icon]</td>
</tr>
<tr>
<td>01100101 11011000 00011101 01111011</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(Big) data analytics</th>
<th>Asset intelligence</th>
<th>Autonomization</th>
<th>3D printing</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Big data analytics icon]</td>
<td>![Asset intelligence icon]</td>
<td>![Autonomization icon]</td>
<td>![3D printing icon]</td>
</tr>
</tbody>
</table>

01100101110110001
Autonomization could become a game changer in land transport
3D printing is both, a challenge and an opportunity

- Starting with 3D computer model (for example CAD file)
- 3D scanning of objects also possible

- Additive processes
- Less wasteful, more exact process
- More robust and lighter parts

- Diverse printing materials can be used, e.g. rubber, silicone, titanium, metal alloy or even organic materials

- Today already used in spare parts logistics
- Some transport volumes and inventory volumes will become obsolete
DB Schenker will address digital transformation with Logistics 4.0

Target picture: Logistics market of the future
- Key developments
- Business models
- Competitive landscape

Product of the future
- New digital solutions
- Customer interface of the future

Optimized processes & assets
- Asset intelligence
- Workplace of the future
- Data analytics

Enablers
- DB Schenker Labs
- Research cooperations
- Customer innovation projects
Online platforms changing logistics market: threat and opportunity

**Many online models**
- Tendering platform
- Freight exchange
- Virtual forwarder
- Supply chain management

**Three-fold response**
1. **Respond to threat:** build own platform & state-of-the-art customer portal
2. **Seize opportunities:** use platforms to supplement own offering; streamline processes
3. **Analyze** further and build comprehensive **strategy** in 2015
Industrialized FTL brokerage with drive4schenker platform

Future: drive4schenker

Today: manual brokerage process

Future: platform pilots

Pilots to test platform capabilities
NextGeneration eServices: state-of-the-art customer portal

Ease-of-use!

It's so easy!

NGeS – the next generation of eSchenker

One face to the customer!

Portal  Booking  Order
Payment  Pricing  Collaboration
Documents  Visibility  Emission Calculation
Invoice Delivery  Reporting  Scheduling
The eServices support our customers` business processes

One vision. One mission: From order to cash.
The perfect gateway for our customers` business processes.
DB Schenker will address digital transformation with Logistics 4.0

1. Target picture: Logistics market of the future
   - Key developments
   - Business models
   - Competitive landscape

2. Product of the future
   - New digital solutions
   - Customer interface of the future

3. Optimized processes & assets
   - Asset intelligence
   - Workplace of the future
   - Data analytics

4. Enablers
   - DB Schenker Labs
   - Research cooperations
   - Customer innovation projects
New train schedule system and new capacity managed network

- Customer submits booking request
- Capacity check before the order is accepted for every order
- Capacity check leads to booked trip plan for each wagon
- Customer receives expected time of arrival for each wagon
- Production fulfillment according to calculated trip plan

New!

New!

New!

New!
Digitization drives intelligent fleet management
Fast prototype of ATO on a test track will be realized until 2016.
Digital document logistics: a paperless back-office

Old world

New world
Innovation in action: automated warehouse pilot in Sweden

15-20% more efficient than conventional picking

Video
DB Schenker will address digital transformation with Logistics 4.0

Target picture: Logistics market of the future
- Key developments
- Business models
- Competitive landscape

Product of the future
- New digital solutions
- Customer interface of the future

Optimized processes & assets
- Asset intelligence
- Workplace of the future
- Data analytics

Enablers
- DB Schenker Labs
- Research cooperations
- Customer innovation projects
Four DB Schenker labs help to boost innovation activity

- DB Schenker Enterprise Lab for Logistics and Digitization
- DB Schenker and TU Dresden Center for Rail Logistics
- Cooperation Institute DB Schenker Lab
- DB Schenker Idea Factory at HOLM