

Outbreak Session - Digitalization as a driver for logistics service development

Session summary

Before the start of the session two questions on "Digitalization and Logistics Companies" and two questions on "Digitalization and Urban Transports" were handed out on paper for the attendees to consider during the seminar.

The seminar started with a presentation on fundamentals for digitalization of logistics, presenting two faces of digitalization: Digitalization to increase productivity and efficiency in order to improve profit margins and digitalization to improve customer value with focus on growth from new service development and from new and disruptive business models.

The PostNord-case showed how a traditional and production oriented LSP-company can improve their new service development by digitalising in a smart way and use digital products with short time-to-market to complete their traditional logistics services in a very interesting way. To attract the best competence, "digital masters", and to compete with the best digital based companies, like Amazon, is crucial for this together with a committed customer focus and an agile organisation allowing them to react on customers demands and latest technological development.

This was followed by very interesting and active discussions where almost all participants in the session where participated. The discussions covered issues on both what to do and how to do it and how the development of products in PostNord could be applied on other types of companies.

The session ended and the answers on questions handed out in the beginning were collected and is summarized in the PDF-presentation.

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