



## **Project LOGICAL – „Transnational Logistics’ improvement through cloud computing and innovative cooperative business models“**

### **General Project Objectives**

LOGICAL’s objective is to enhance the interoperability of logistics businesses of different sizes, to improve the competitiveness of Central European logistics hubs through a decrease of transaction costs (better access to systems of global players), and to promote collective (sustainable) modes of transport (multi-modal co-operation).

Beneficiaries of the project are especially small logistics companies that can reduce their transaction costs and hence ability to collaborate with global players. Cloud computing furthermore enhances the hubs’ attractiveness for business activities in logistics.

### **LOGICAL contributes to the achievement of the following objectives:**

1. strengthening the logistics’ sector’s penetration with modern ICT services
2. allow actors in logistics to bundle their freight and take use of sustainable modes of transport (collective train instead of individual street-bound transport)
3. offer a framework for transnational co-operation among key actors in logistics (optimal usage of transport capacities)
4. increasing the cost-efficiency in logistics through a reduction of transaction costs of b2b-cooperation
5. enhancing inter-modal co-operation in a common cloud computing system
6. promoting internal integration in Central Europe by developing and putting in practice an universal approach to which other (Central) European logistics hubs can adhere to
7. networking major Central European logistics hubs to promote co-operation and exchange beyond TEN-T corridors

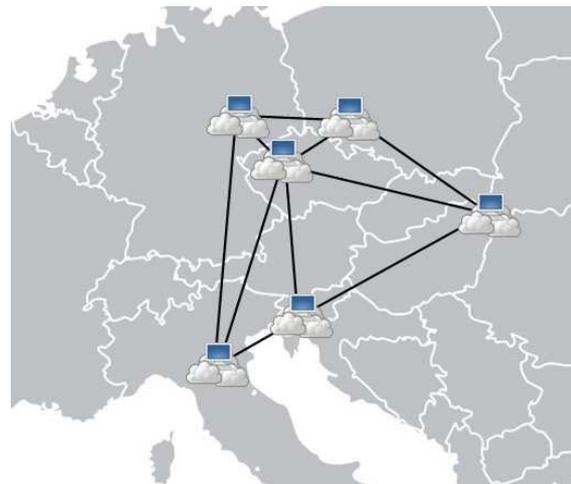
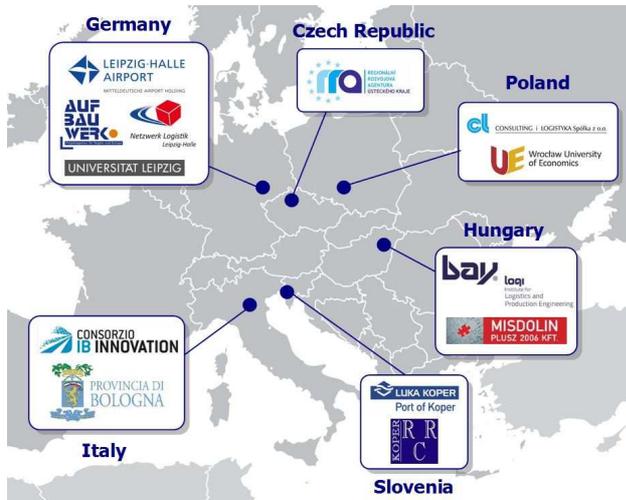
### **Core outputs of the project are:**

- a universal data standard for cloud computing in logistics
- different logistic software services which are usable via pay-per-use fees
- a fully operational transnational “LOGICAL Logistics Cloud”

For more information see: <http://www.project-logical.eu/project/>



## Partners, Regions & the connection of the Logistics Clouds



the project partners and their locations

a schematic picture of the further cloud connections

LOGICAL will be simultaneously implemented at six major Central European logistics hubs: Leipzig (DE), Bologna (IT), Wrocław (PL), Miskolc (HU), Koper (SI) and Ustí nad Labem (CZ). They represent multi-modal infrastructures such as the [Airport of Leipzig/Halle](#) (main air hub for DHL in Europe), the largest interior freight village in Northern Italy ([Interporto Bologna](#)), one of the most important sea harbours in the Adriatic Sea ([Port of Koper](#)) and the largest logistics center in Hungary. The amount of cargo handled at these locations ranges from almost 1 million tons (e.g. Leipzig) to about 16 million tons (e.g. Koper). See also: <http://www.project-logical.eu/partners/>

### Target Groups – Who participates and why?

| Who?   | Why?   |
|--|--|
| <b>Infrastructure providers</b><br>owners and managers of logistics hubs such as sea and inland ports, multi-modal logistics centres, freight villages, airports | Managing institutions of logistics hubs in Central Europe are in fierce international competition and are pressured to create the best possible framework for business operations at their locations. To provide an ICT-based framework enhancing the interoperability of all local actors in logistics is therefore a priority for them.                                      |
|  | <b>How infrastructure providers benefits...</b><br><br>The LOGICAL Cloud offers the possibility to run a high modern framework for web-based logistics software services which can be used by local logistics actors. In this way, the infrastructure provider increases the range of services by offering Cloud-Infrastructure-Services (Infrastructure-as-a-Services, IaaS). |
| <b>Logistics operators</b><br>businesses, especially SME, offering services in freight transportation and cargo handling   | Especially small-sized businesses in logistics are facing the challenge to reduce their operational costs and to further optimise their services corresponding to just-in-time requirements from their service purchasers. To remain competitive in a globalised economy, they rely on good and affordable co-operation with global  |



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|--|--|
|  | <p>players.</p>  |
|  | <p><b>How logistics operators benefits...</b></p>  |
|  | <p>Using the LOGICAL Cloud the logistics operators can use Software-as-a-Service-Offers ("Cloud-Software") to increase their IT competencies and the support of their logistics processes by high modern software applications and web-software-services.</p>  |
| <p><b>Promoters of regional economic development</b><br/>local/regional public authorities, regional development agencies, chambers of commerce, etc</p> | <p>Logistics hubs represent important assets from economic growth, tax income, and employment towards their surrounding regions. The enhancement of their competitiveness is therefore in the focus of public and public equivalent promoters of regional economic development alike.</p>  |
|  | <p><b>How promoters of regional development benefits...</b></p>  |
|  | <p>Regional promoters of economic development benefits from the marketing effects that their logistics region runs a "LOGICAL logistics cloud" which enables the regional logistics operators to cooperate on the IT level – a region without a cloud is less attractive for logistics investors.</p>                            |
| <p><b>Institutional actors</b><br/>e.g. Maritime Safety Administration, rail management</p>  | <p>Institutional actors can contribute to their locations logistics sector's competitiveness through an integration of their regulatory systems in an universal cloud computing approach (e.g. through interfaces), yet requiring an appropriate system that respect all data security concerns.</p>                             |
|  | <p><b>How institutional actors benefits...</b></p>   |
|  | <p>The LOGICAL cloud allows institutional actors to connect their legacy IT systems with the regional logistics companies. Through the exchange of logistics data (e.g. Traffic, Cargo-Routing-Information, warehousing quantities) provides valuable insights on the further development of maritime routes and rail lines.</p> |
| <p><b>Interest groups of the logistics sector</b><br/>European and national level organisations</p>  | <p>Interest groups in logistics aim to improve the competitiveness of their members, e.g. to provide them with knowledge about latest trends in ICT for their daily routines. Vice-versa, they are key actors for the diffusion of the "LOGICAL Cloud" and the adherence of further European logistics hubs.</p>                 |
|  | <p><b>How interest groups benefits...</b></p>  |
|  | <p>Interest groups benefit from the LOGICAL cloud by valuable information on the feasibility of cooperation between companies in the Logistics industry. This information are partially transferable to other industries by using the same technologies (IaaS, PaaS, and SaaS).</p>  |