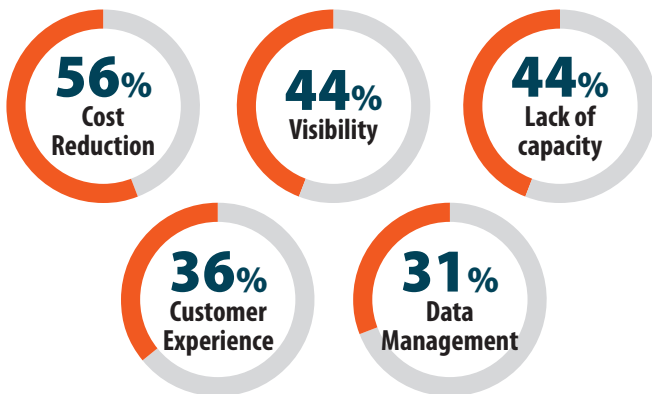


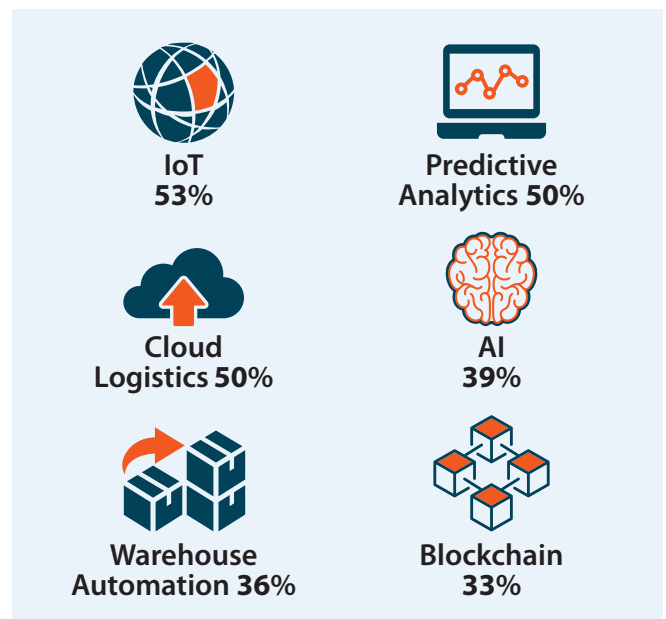
# TOP LOGISTICS TECHNOLOGY TIPS FOR 2019

Featuring logistics company statistics from eft's hot trends report and insights from leading logistics IT executives who will be speaking at the **Logistics CIO Forum: Europe** in Amsterdam, 5-6 March, 2019

## What are the top 5 transportation/logistics challenges are most critical to your customers?



## What are the top 6 technology are logistics providers currently investing in?



## What is your most important piece of advice for the logistics industry when it comes to choosing and implementing technology?

*"Put client's needs first. Technology is an enabler, but not a purpose."*

Jochen Göttelmann, Lufthansa Cargo  
CIO, Lufthansa Cargo



## Can you allow your customers (retailers/manufacturers) to change priority, mode and cost mechanism?



## Which technology is your organisation currently investing in now and why?

*"We are investing in web platform and fast application development based on low code programming tool, as well investing in on-line visibility of cargo for customers."*

Slawomir Pawlak,  
CIO, Raben Group



## Which technology do you think will have the biggest impact on logistics in 2019?

*"From my point of view IoT will, by far, have the biggest technological advancement for logistics in 2019. Enabling the tracking and tracing of processes and vehicles, offering new data-driven services and predicting arrivals are just some examples where IoT can help to move from reactive logistics to proactive logistics based on data."*

Markus Sontheimer, DB SCHENKER  
CIO/CDO & Member of the Management Board, DB Schenker



# TOP LOGISTICS TECHNOLOGY TIPS FOR 2019

## How can technology help your company to continue attracting new customers?

*"Technology helps to offer more personalisation and therefore more attractive services to customers. Standard products won't differentiate you from your competitors."*

Andreas Pichler,  
Head of Innovation,  
Gebrüder Weiss



## How is your organisation attracting top technology talent?

**25%**

Training and apprenticeships programs

**19%**

Flexible work hours

**11%**

Collaborative work environment

**11%**

Develop partnerships with colleges and universities



## Which technology is your organisation currently investing in now and why?

*"We invest most in cloud technologies, in connectivity (via APIs) to external platforms, and some data-driven initiatives."*

Jochen Göttelmann,  
CIO, Lufthansa Cargo



## Which technology do you think will have the biggest impact on logistics in 2019?

*"I do not think that there is technology for all logistics companies which can be applied to all of them due to scale, market situation, maturity level. All of them will use known solutions like: cloud, RPA, data analytics, several tools for transport optimizing. It is too early for driverless trucks or electric (hybrid) trucks"*

Slawomir Pawlak, CIO,  
Raben Group



## What is your most important piece of advice for the logistics industry when it comes to choosing and implementing technology?

*"In addition to identifying the right technology that delivers value to the organization and your customers, it is essential to build a digital-supportive culture to promote the transformation process and further develop towards a digitalized organisation."*

Markus Sontheimer,  
CIO/CDO & Member of the  
Management Board, DB Schenker



To learn more about the top logistics technology trends that you can take advantage of this year, make sure you register your place at the [Logistics CIO Forum: Europe](#). Email Paddy Le Count, Project Director, eft for more details: [plecount@eft.com](mailto:plecount@eft.com)

**Registration is FREE for Senior IT executives from Logistics Providers.**

