6TH EDITION
GLOBAL
RAIL
FREIGHT
CONFERENCE

MODAL INTEGRATION
AT THE SERVICE OF GLOBAL DISTRIBUTION

26–28 JUNE 2018, GENOA, ITALY

Intermodal Digital Transformation

Global Rail Freight Conference 2018
Genoa, 27.06.2018

Aldo Puglisi
Head of Digitalization and Business Process Reengineering of the Hupac Group

HUPAC

UIC   FERROVIE DELLO STATO ITALIANE
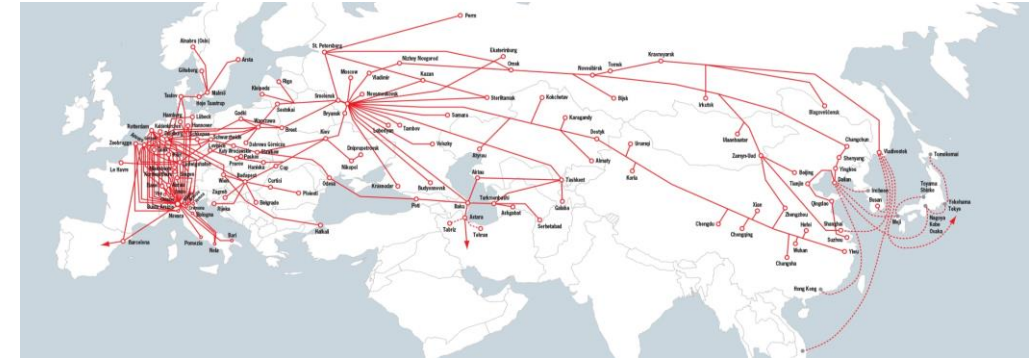
Agenda

- About Hupac

- Role of digitalization

- Examples from other industries

- Intermodal digitalization challenges
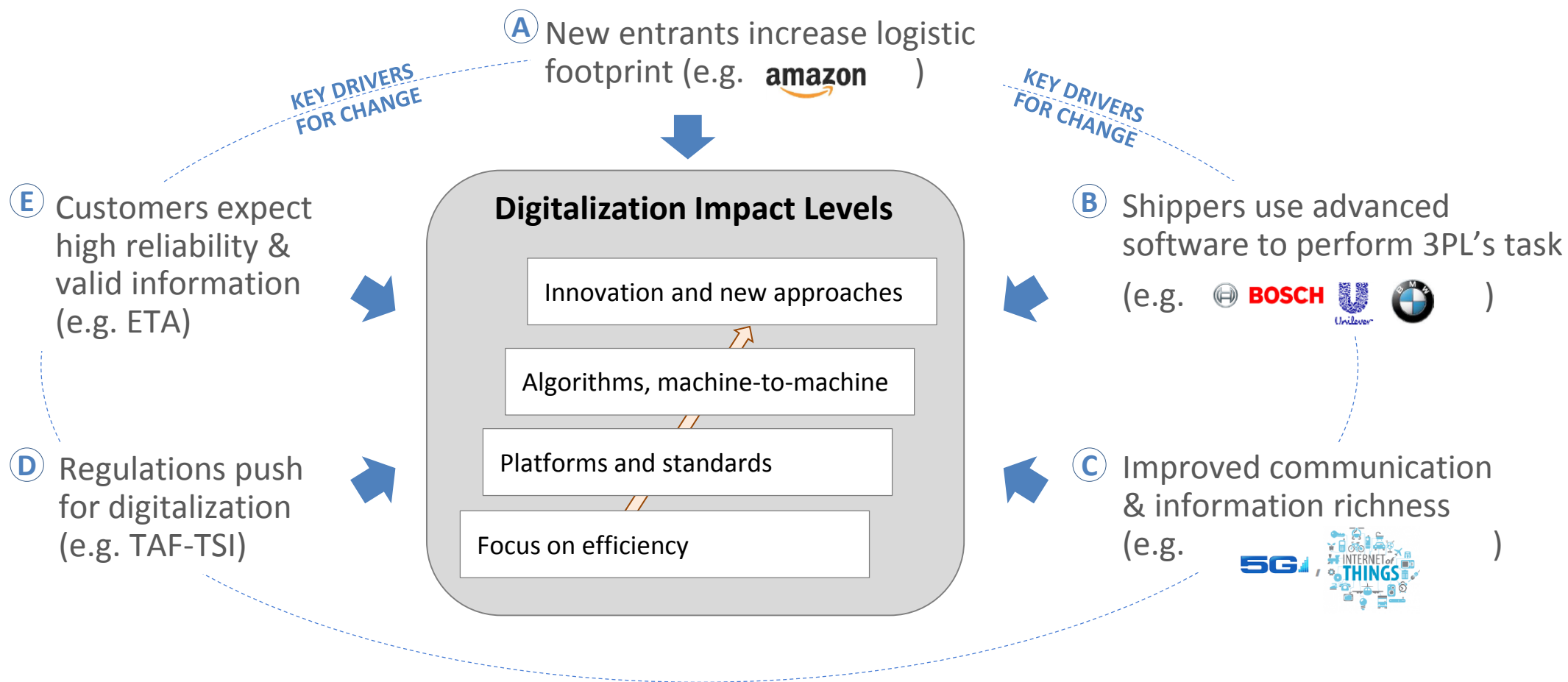
- Hupac digitalization vision

About Hupac

- Hupac is Europe's leading intermodal network operator

- Facts & Figures (2017)
  - Locations: Switzerland (HQ), Italy, Germany, Netherlands, Belgium, Poland, Russia, China
  - 763,100 road shipments
  - 110 trains per day
  - 470 employees
  - 5,900 rail platforms
  - CHF 485.6 million turnover
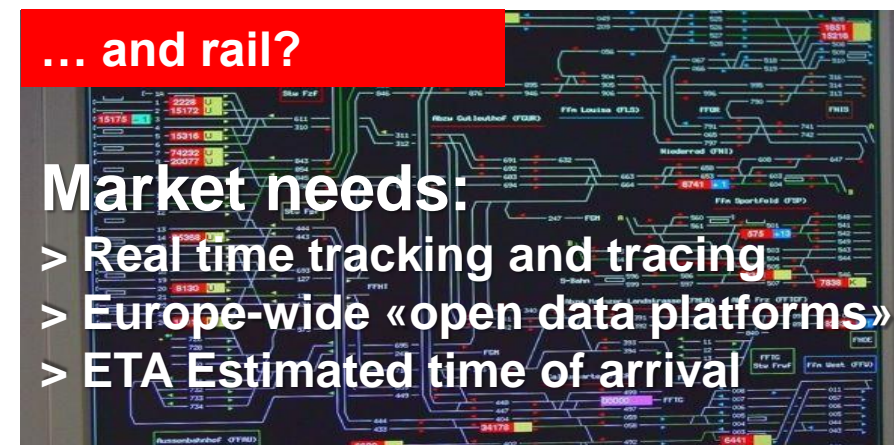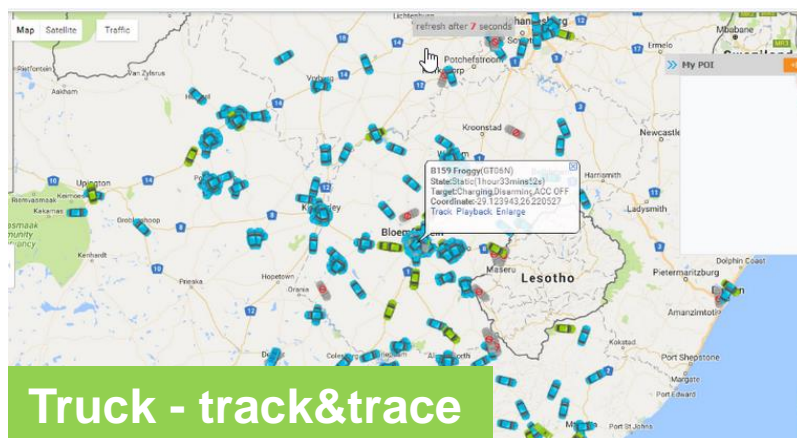 - 100% low-noise wagon fleet

Role of digitalization: risk or opportunity for combined transport?

A New entrants increase logistic footprint (e.g. amazon)

KEY DRIVERS FOR CHANGE

KEY DRIVERS FOR CHANGE

E Customers expect high reliability & valid information (e.g. ETA)

B Shippers use advanced software to perform 3PL's task (e.g. BOSCH Unilever BMW)

Digitalization Impact Levels

Innovation and new approaches

Algorithms, machine-to-machine

Platforms and standards

Focus on efficiency

D Regulations push for digitalization (e.g. TAF-TSI)

C Improved communication & information richness (e.g. 5G, INTERNET of THINGS)

Source: UIRR

Examples from other industries

flightradar24 LIVE AIR TRAFFIC

MarineTraffic

Truck - track&trace

… and rail?

Market needs:
> **Real time tracking and tracing**
> **Europe-wide «open data platforms»**
> **ETA Estimated time of arrival**

Intermodal digitalization challenges: what do we need?

Develop EU regulatory framework
Implement EU standards
Support simplified processes
Help to adopt technology

Simple, basic requirements:

- **Paperless train management: e-CIM-doc for all players (IMs, RUs, customs etc.)**
- **Standardized EU braking sheet, with digital, paperless management**
- **Implementation of existing standards (e.g. TAF-TSI for all players)**
- **Tracking: implement unique train ID, for example number chosen by the customer**
- **Access to open data: temporary capacity restrictions, irregularities, safety related data**
- **Support the simplification of business processes to realize end-to-end digitalized intermodal**
- **Focus on easy, robust technology**
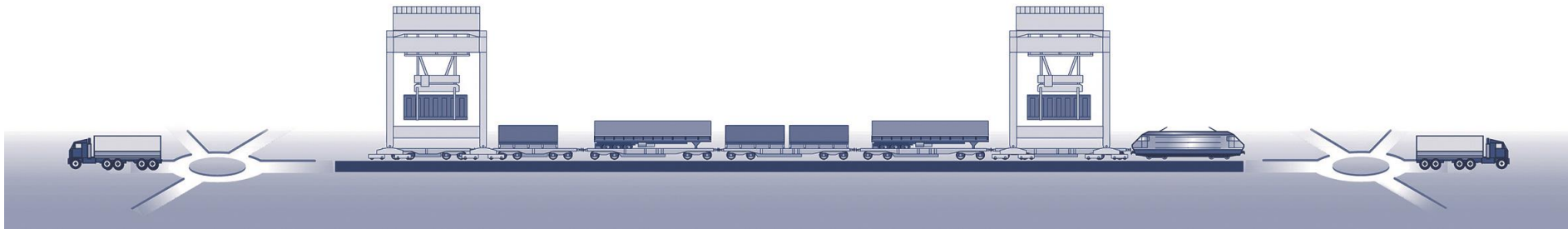- **Help actors to upgrade their IT/EDI systems with specific EU funding**

SPEED to keep up with market requirements!

Hupac digitalization vision

The goal is to achieve an **end-to-end digitalized intermodal process** made possible with standards, partner collaboration and a simplified regulatory framework

Hupac is actively working on different digitalization projects in order to provide additional customer services and simplify the business processes.
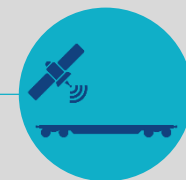
Terminal Automation

WOLF Web Oriented Logistics Framework

SPEAK Capacity Management

Intelligent Wagons with Sensors

ETA Estimated Time of Arrival