primecompetence

EXPERTISE YOU CAN TRUST

WHITEPAPER

BIG DATA, BIG THINKING,
BIG RESULTS

There are many applications for big data within the postal and logistics industry – in fact it could be one of the largest honey pots out there. Any business that facilitates communication paths between people, commerce, governments across complete nations and regions, that combines the physical with virtual world, that traverses the entire geography of their operating area every day or every few days is going to be a very lucrative position to be in. Suddenly the USO becomes an enabler rather than a liability!

Capturing more data that is in line with existing operations and looking for smarter and faster ways of achieving process optimisation, are just some of the key areas where big data can play a huge role in boosting business.

Data is a valuable resource within postal organisations, collected at a very deep level when looking at specific applications, however rarely shared outside of those systems. Recent surveys indicate that 67% of organisations know they need a big data strategy, but only 23% have started on that road. This represents a huge wasted opportunity, especially as posts are under incredible margin pressure, as maximising your exploitation of big data can prove pivotal in driving new efficiencies and additional revenue streams.

Additional revenue streams? Yes! As an indication, Prime Competence is working on many innovative ways to generate additional revenue on the back of existing operations. As an indication, imagine a mobile platform that visits every doorstep, business and location routinely across a whole country – that's the postman and post truck, yes – but its also an opportunity to gather vast amounts of valuable data from the environment. Other organisations find that valuable, as it's something they may be able to exploit for their own advantage, such as knowing when people are moving, environmental measurements, or learning about new developments, updates and mapping from the real-world.

Cost efficiencies, for example, can be increased by unlocking data across the organisation, either through route optimisation, network planning and assessing the impact of events that may cause delays, or being able to maintain or improve service levels in spite of an ever-changing business environment. For instance, smarter route optimisation or network design may enable postal organisations to have a later cut-off time in receiving parcels into the sorting centre. What impact would it have if a postal operation's major shipping customer could deliver items to the sorting centre up to 03:00 in the morning in time for the 08:00 delivery runs? In short, it would be a huge competitive advantage and it's typical of what can be achieved by unlocking this valuable data and making the best use of tools for optimising routes, operations and networks.

Half the battle is extracting the data ready for analysis. Postal services are like many other big organisations in that data is often locked away in proprietary systems. Data that might be valuable to finance, for example, but originally comes from operations, isn't shared in a smart way.

However, there are ways of opening up data of this type. Take the example of proactive maintenance regimes in automation and sorting systems. It should be feasible to plan and predict high-impact system failures before they happen and create a proactive maintenance system that boosts uptime. This is about collecting all of the big data that is already in the sorting systems, automation platforms or operations – bringing it together and being able (as an outcome) to plan a proactive maintenance strategy.

Whether it's increasing operational efficiencies, predictions on demand, additional revenue streams or maintaining uptime, big data has a role to play. Why not talk to an expert that is already implementing these innovative use-cases around the world.

To find out how Prime Competence can help you ensure a bright future contact us via email: info@primecompetence.com or call **+31 (0)20 520 9928.**

2