

# VALUE CHAIN DECONSTRUCTION IN TRANSPORT & LOGISTICS



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# Disruption In Only 13 Years !!

**Easter morning 1900: 5<sup>th</sup> Ave, New York City. Spot the automobile.**



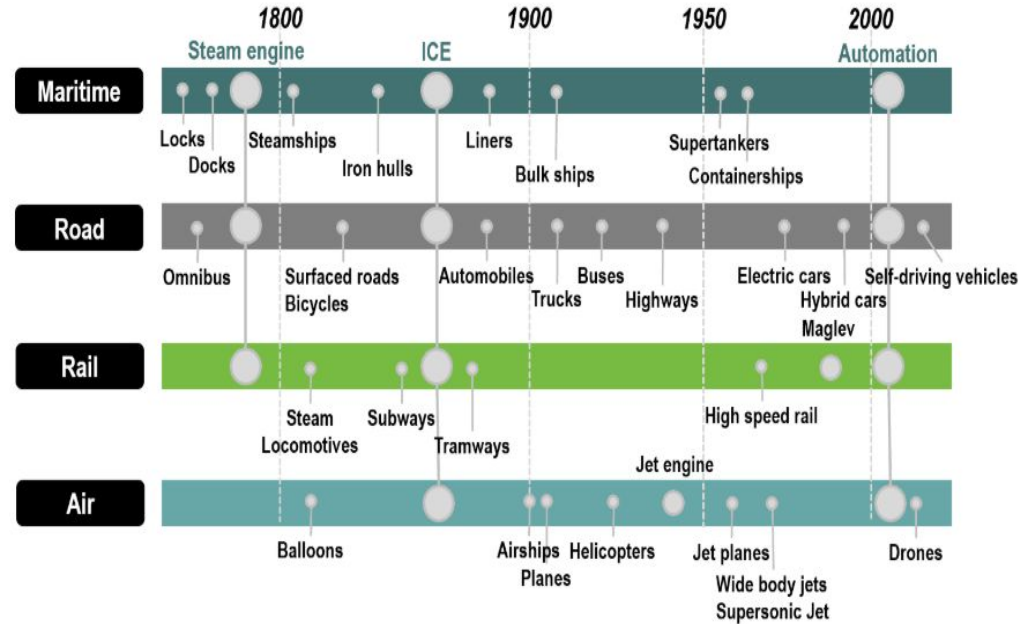
Source: US National Archives.

**Easter morning 1913: 5<sup>th</sup> Ave, New York City. Spot the horse.**



Source: George Grantham Bain Collection.

# Traditional World of Transportation Business

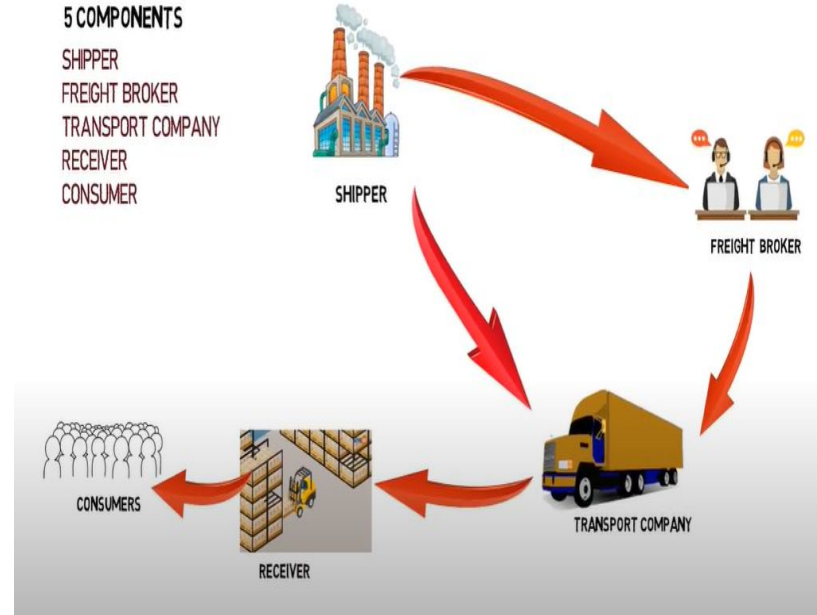


Evolution of Transport Technology since the 18th Century

## Life Cycle of Transportation Industry :

### 5 COMPONENTS

SHIPPER  
FREIGHT BROKER  
TRANSPORT COMPANY  
RECEIVER  
CONSUMER



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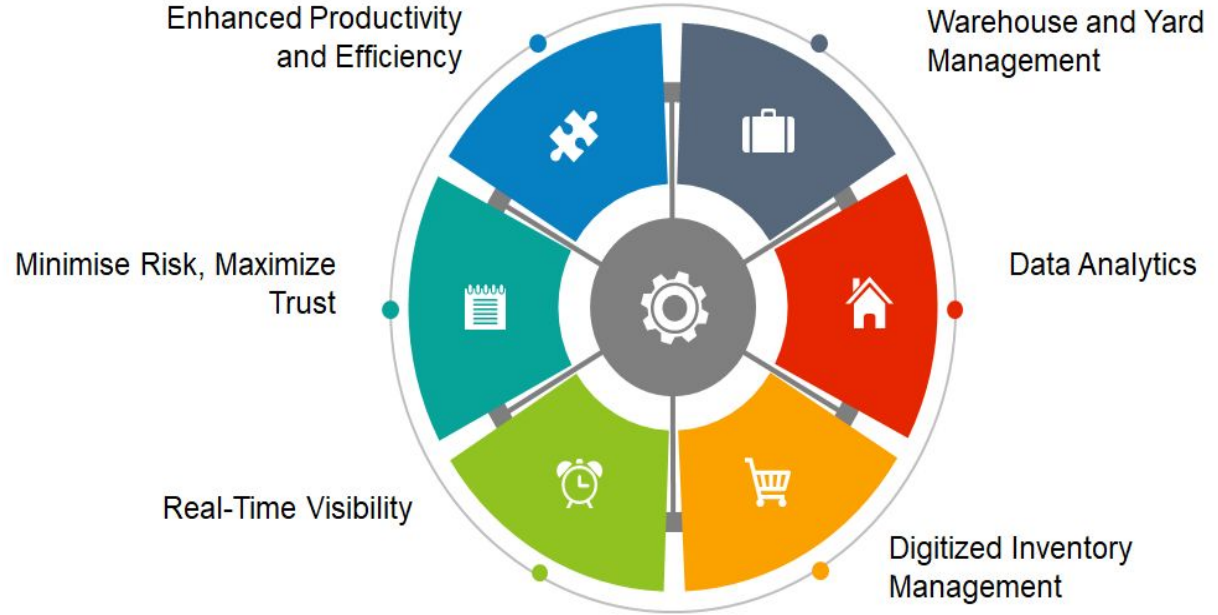
# Value Chain Disruption in Transportation Industry

- Prior to the 1960s , transactions and record keeping were done manually.
- Entry of personal computers in the early 1980s
- Emergence of Enterprise Resource Planning(ERP) in 1990s in Industry.
- Use of Global positioning System(GPS) in industry
- Transport logistic in the era of Industry 4.0

# Advantages of Digital Transformation In Transportation and Logistics

Commuters could compare the time, cost, convenience, carbon footprint and health benefits across all modes of transportation , broadening their range of choices and allowing decision making.

Real time data helps make logistics management decisions on carrier selection,load optimization, centralized track and trace, and claims management.



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## Disruptors

IndiGo

  
**Zoomcar**  
*Never Stop Living*

  
**UBER**



make  trip

**VOGO**



  
VRL LOGISTICS LIMITED

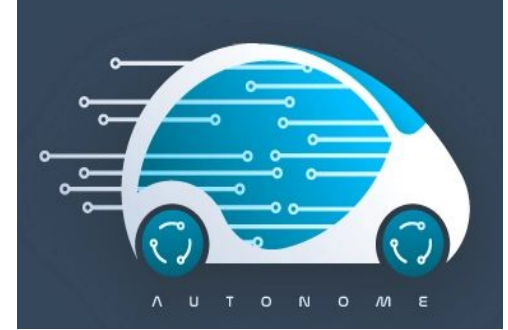
## Disrupted



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# Future of Transportation and Logistics



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# Conclusion



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