



Data, where are you ?



VietAI

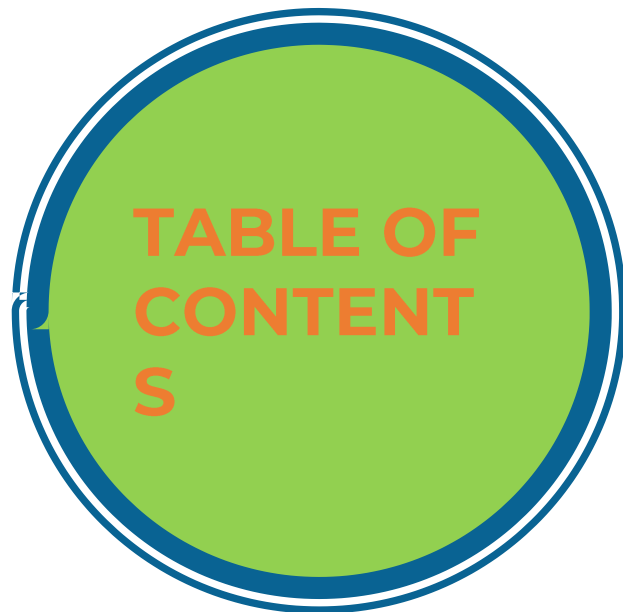


TU, NGUYEN NGOC

Chief Innovation Officer at SMARTLOG

Operations Director at VietAI

Founder/Leadership Coach at LightHouse Institute



01

LOGISTIC AT A GLANCE.

02

LOGISTICS PROBLEM.

03

DATA IN LOGISTIC.

04

HOW TO GROW WITHOUT DATA ?

05

WE NEED YOU !

USD4.3
Trillion
industry



Help
countries
Compete
globally

WHY ARE TRADE LOGISTICS IMPORTANT?

“Good logistics reduce trade costs, but supply chains are only as strong as their weakest link. For developing countries, getting logistics right means improving their infrastructure, customs, skills and regulations.”

 **Caroline Freund**
Director, Macroeconomics, Trade & Investment, World Bank Group

Logistics are the backbone of trade. Good logistics can lower trade costs and help countries compete globally.

 WORLD BANK GROUP

lpi.worldbank.org

Potential Logistics Market with annual spending is ~ 40 US\$ billion cost, of which transportation accounts for 59% with huge waste...

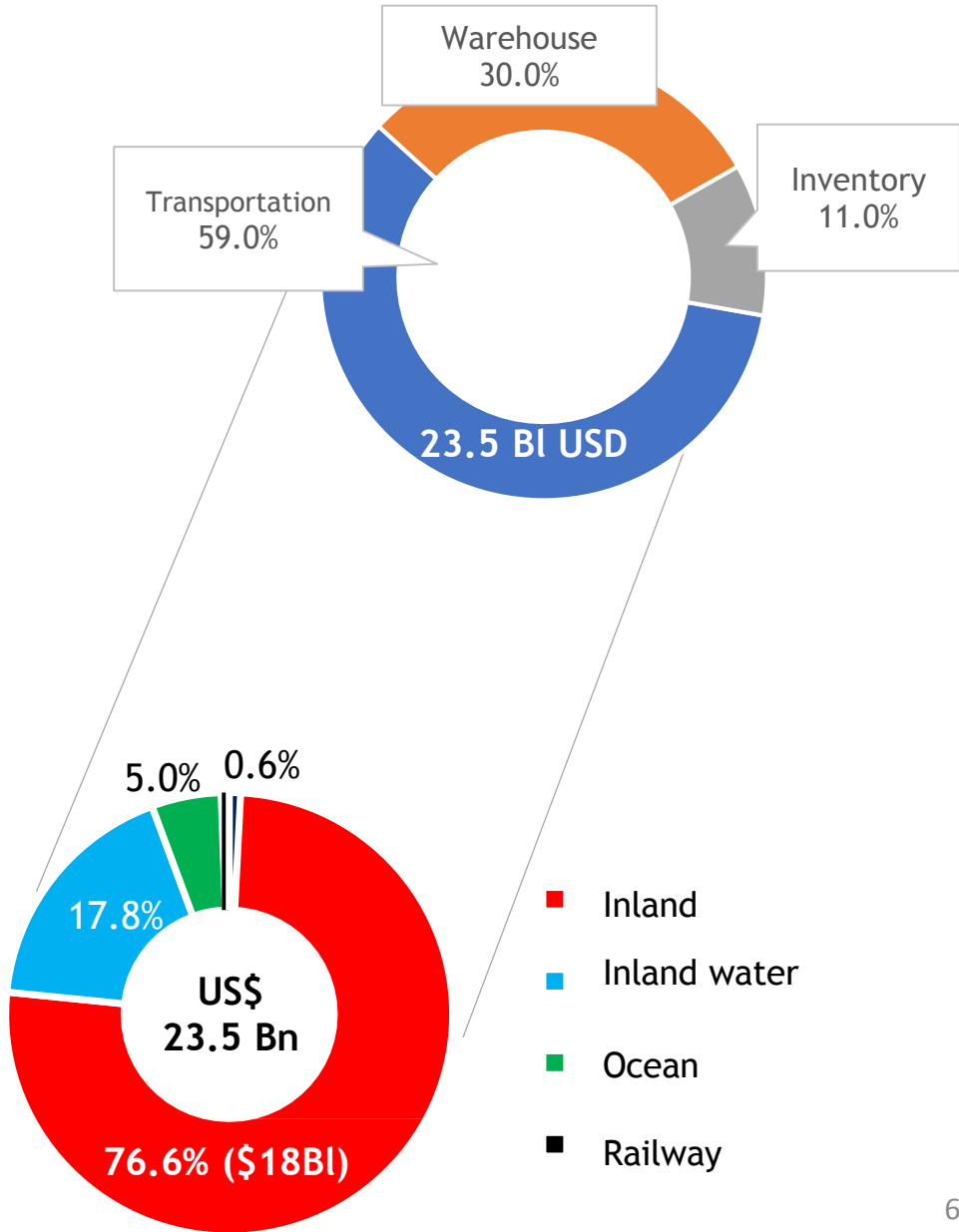


- Vietnam logistics expense is estimated about \$39.8 billion, approximately 18% GDP .
- Logistics cost structure: Transportation accounts for 59% of total expense.
- Inland transportation accounts for 76.6% of total transportation expense (equivalent to 18 US\$ billion)

Logistics cost/ GDP (2017)



(1), (2): World Bank report about logistics cost in Vietnam, 2017



The United
States (US)
and
Singapore is
about 8-9%.

**18% of GDP
is high or
low ?**

LPI of
VIETNAM is
22% lower
than High-
income
countries

WHAT COUNTRIES PERFORM WELL ON LOGISTICS?

The 2018 Logistics Performance Index (LPI) scores countries on how efficiently they move goods across and within borders.



The LPI scores of high-income countries are **48% higher**, on average, than low-income countries.

1	GERMANY	score 4.20
2	SWEDEN	score 4.05
3	BELGIUM	score 4.04
4	AUSTRIA	score 4.03
5	JAPAN	score 4.03



Among the lower-middle-income group countries, large economies such as **India** and **Indonesia** and emerging economies such as **Vietnam** and **Cote d'Ivoire** stand out as **top performers**.



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lpi.worldbank.org



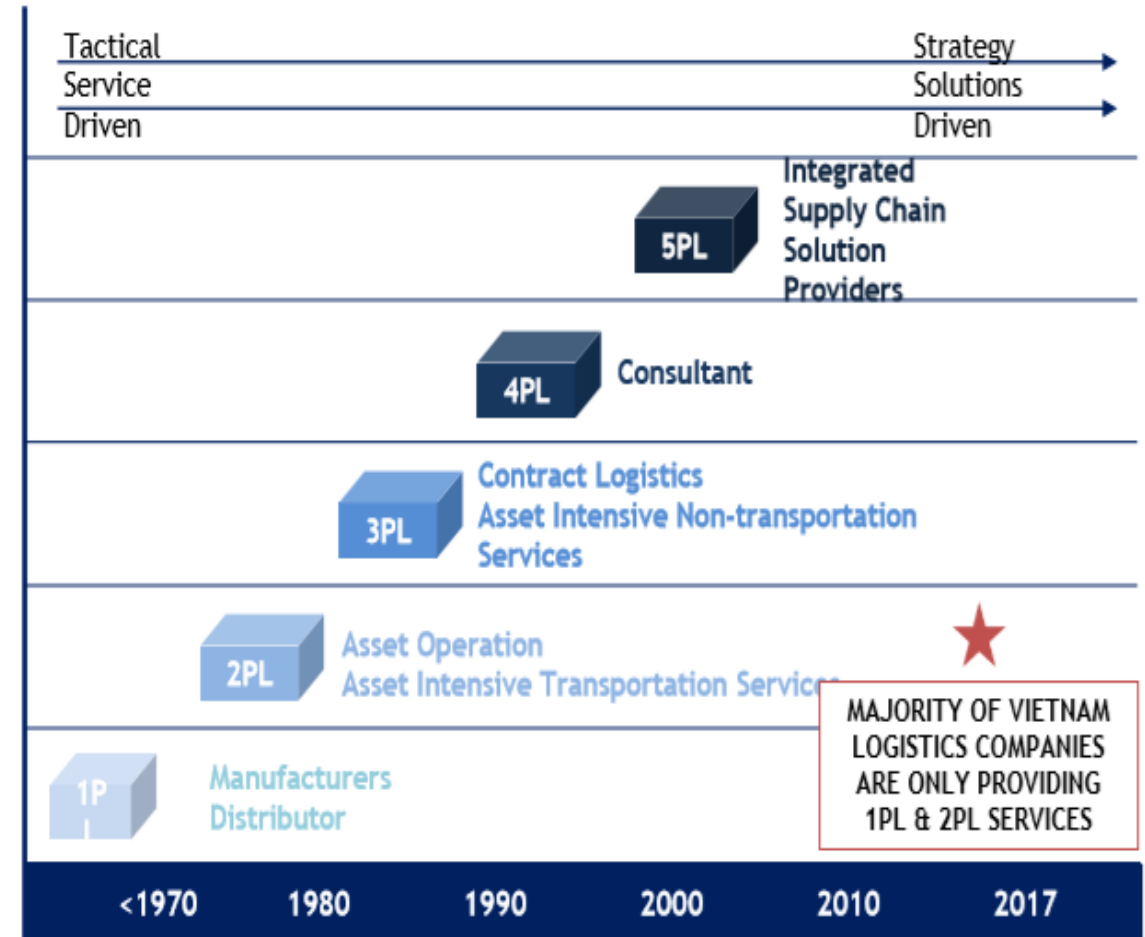
**18% of GDP
is high or
low ?**

**US\$39.6bn
is big or
small
market?**

Far behind
compared to
other
developed
countries.

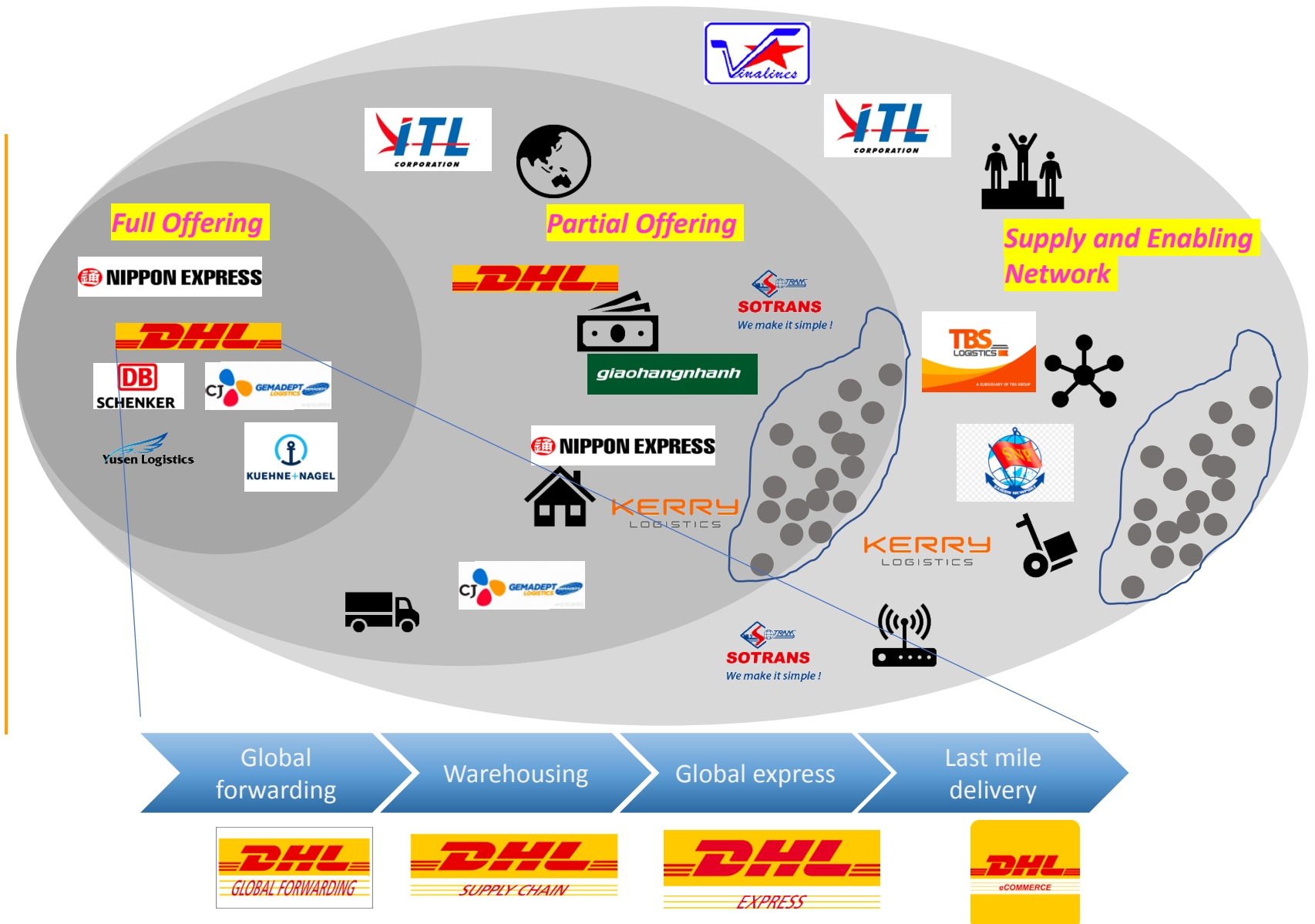
ONE-STOP SOLUTIONS
Horizontal Collaboration
Joint Venture

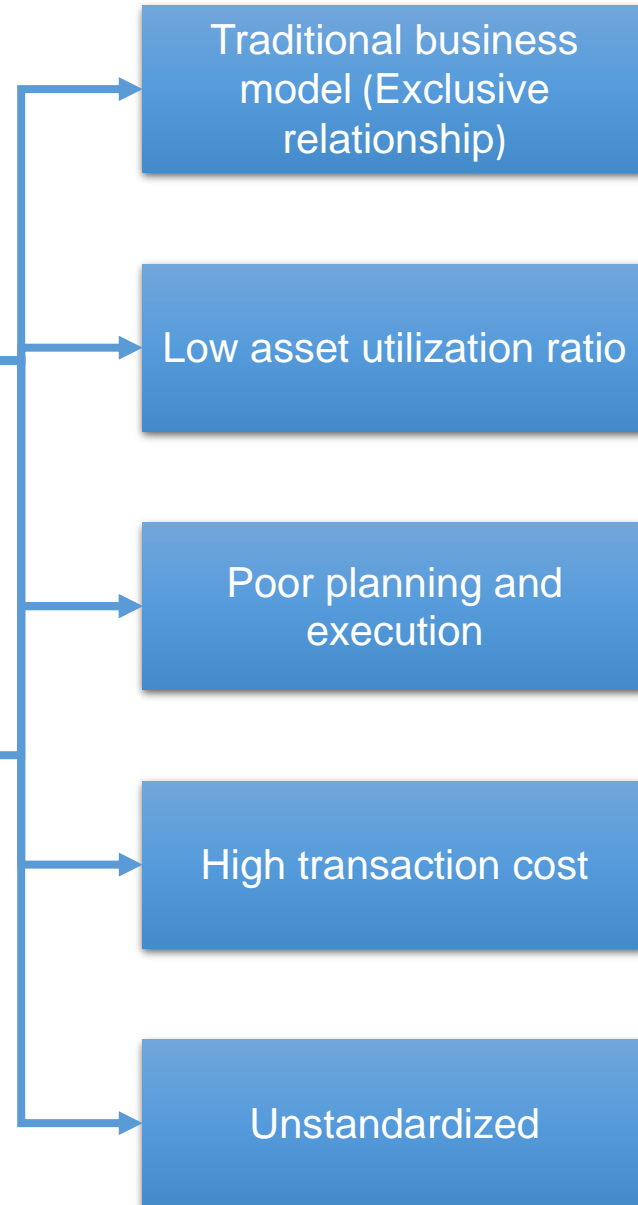
Forecasting
Planning
Supply Chain Optimization
Order Processing, Return
Materials
Waste & Information Management
Quality Control
Export Licensing, Routing
Warehousing
Transportation,
Outsourcing
Transportation
Warehousing
Distribution



Source: StoxPlus

**Fragmented
and led by
foreign
companies in
very
traditional way**





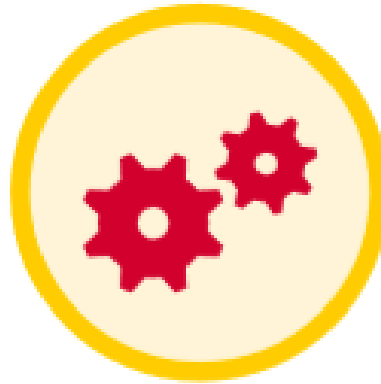
- Lack of transparency
- Not modular
- Lack of connected platform
- Fragmented engagement
- Lack of IT infrastructure
- Lack of tools for automation
- Multi-intermediaries collaboration
- Lack of industry standard
- No standardized mechanism

Logistics as a Data-driven Business



Value
dimensions
for Data use
cases in
Logistic

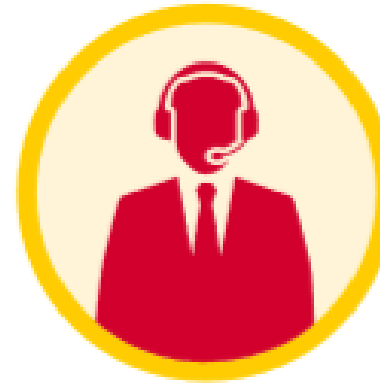
Operational Efficiency



Use data to:

- Increase level of transparency
- Optimize resource consumption
- Improve process quality and performance

Customer Experience



Exploit data to:

- Increase customer loyalty and retention
- Perform precise customer segmentation and targeting
- Optimize customer interaction and service

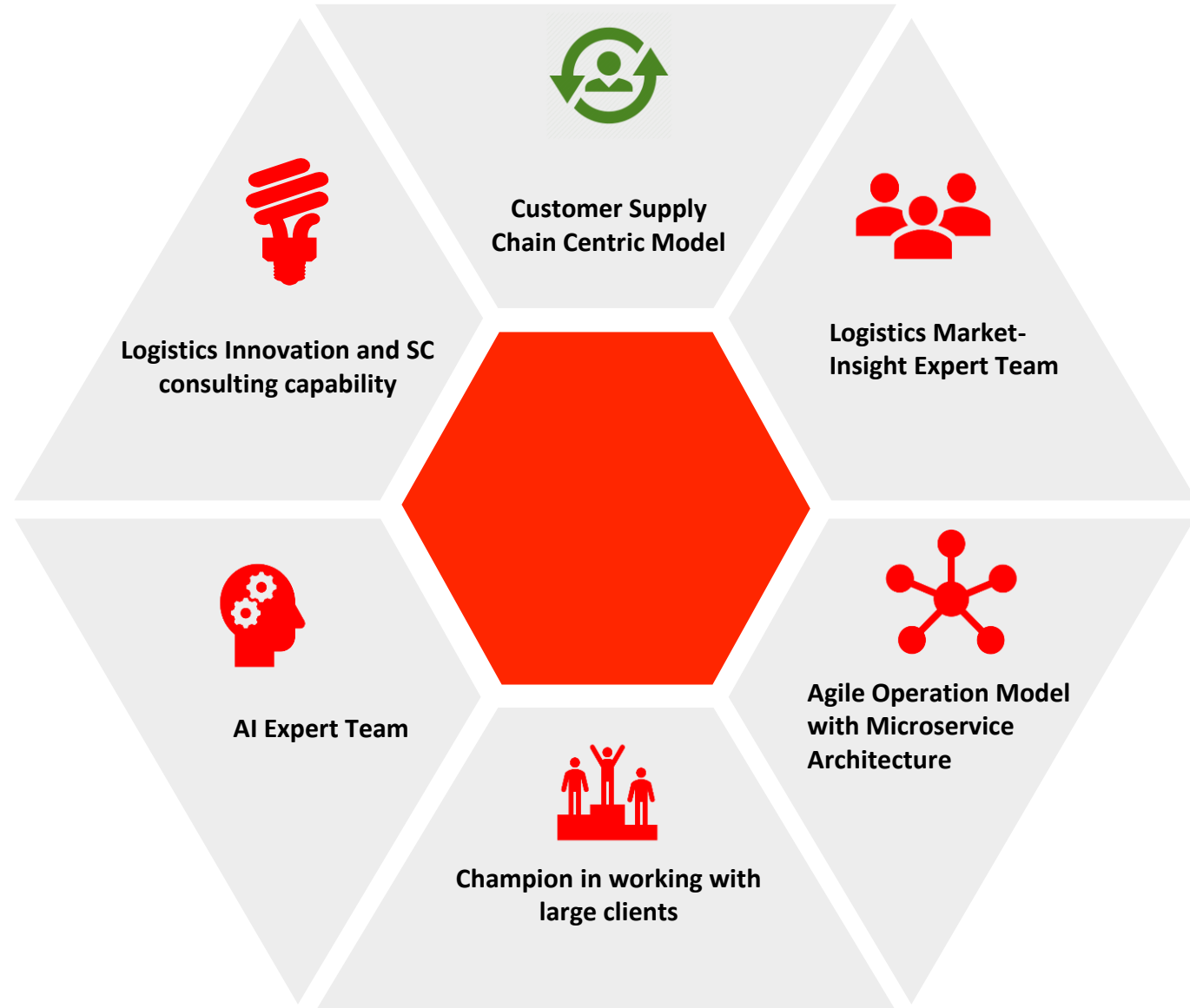
New Business Models



Capitalize on data by:

- Expanding revenue streams from existing products
- Creating new revenue streams from entirely new (data) products

Logistics Digital Transformation





FMCG



PHARMA / CHEMICALS



ELECTRONICS / HOUSEHOLD



3PL / TRUCKING/WAREHOUSE COMPANIES

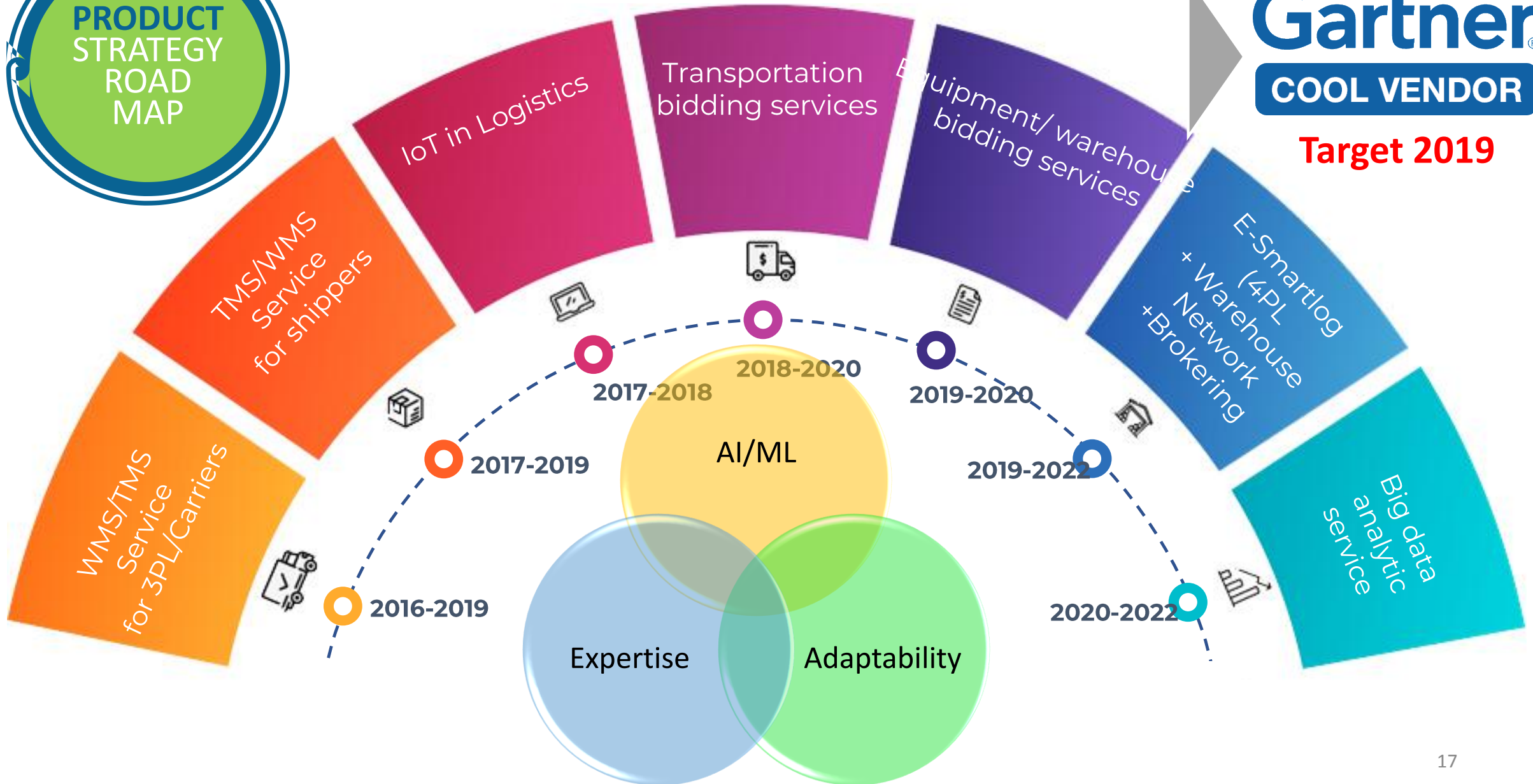


DISTRIBUTORS / RETAILERS

**PRODUCT
STRATEGY
ROAD
MAP**

Gartner®
COOL VENDOR

Target 2019



Web and mobile based Platform



Integration platform with all partners

Ease of integration

Automated and Optimized Process

Transport and WHS automation and optimization

Real Time Visibility

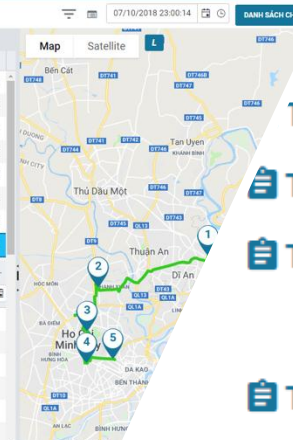
Real time track and trace and workflow driven model

Data-centric Analytics

Real time KPI

Business intelligence

<div> <div> Trở lại </div> <div> Chọn xe </div> <div> Thiết lập </div> <div> Kết quả </div> </div>									
<div> <div>phân chuyển</div> <div>Tổng hợp kết quả phân chuyển</div> </div>									
Số xe	Tài xế	Tổng số tấn	Loại hàng	Tổng điểm giao	Trọng tải xe	ETD	ETA		
51C-636.69		2 tấn	FOOD	1	2 tấn	07/10/2018 09:30	07/10/2018 11:54		
51C-636.69		2 tấn	FOOD	1	2 tấn	07/10/2018 13:14	07/10/2018 15:38		
51C-643.33		0.455 tấn	OTHER	1	2 tấn	07/10/2018 09:30	07/10/2018 10:38		
51C-643.33		1.827 tấn	OTHER	3	2 tấn	07/10/2018 10:47	07/10/2018 13:50		
51C-575.24		1.992 tấn	OTHER	2	2 tấn	07/10/2018 09:30	07/10/2018 12:35		
51C-575.24		2 tấn	FOOD	1	2 tấn	07/10/2018 13:39	07/10/2018 16:03		
51C-556.47		1 tấn	FOOD	1	2 tấn	07/10/2018 09:30	07/10/2018 11:54		
51C-596.05		1.835 tấn	FOOD	5	2 tấn	07/10/2018 09:30	07/10/2018 14:34		



ĐĂNG SỐ XE THẦU

TỔNG SỐ XE

TỔNG TRỌNG TẢI XE

TỔNG KHỐI LƯỢNG CHUYÊN CHỜ

TỈ LỆ CHUYÊN CHỞ

1 xe

17 xe

73.4 tấn

59.063 tấn

80.47 %

AI /ML Application to our Ecosystem

Significant savings from optimized planning in Transport System

☐ SỬ DỤNG VẬN TỐC CHO KẾT QUẢ PHÂN CHUYỂN

☒ CHO PHÉP QUAY ĐẦU XE

The screenshot displays a web application interface. On the left, a table lists food products with columns for product name, category, and numerical values. On the right, a map of Ho Chi Minh City shows numerous blue location pins. The table data is as follows:

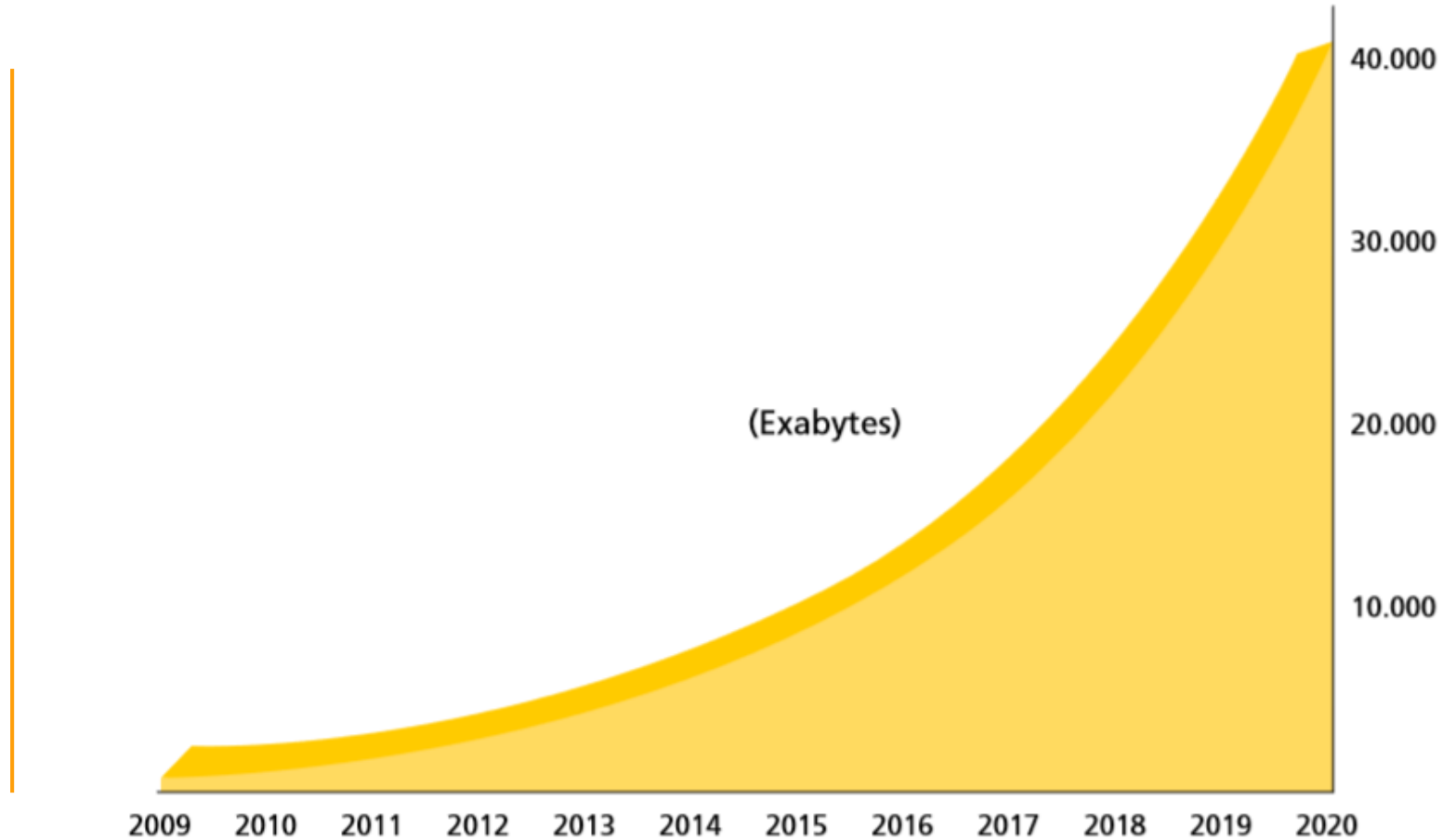
Product Name	Category	Value 1	Value 2
SODIUM TRIPHOSPHATE...	FOOD	150905801	6
TREHALOSE 20KG/BAG	FOOD	85111	1
SYLID C803 10KG/BAG	OTHER	5000019120	0.14
SYLID C803 10KG/BAG	OTHER	5000019763	0.06
M-P-A 60 175KG/DRUM	OTHER	1345019401	0.175
SYLID C956 15KG/BAG	OTHER	5000019720	0.03
ECOTECH CR 30KG/DRUM	OTHER	690801090	0.15
PERFOS SOD HEXAMETAPH...	FOOD	A122068	0.025
PURAC FCC 88 23KG/DRUM	FOOD	1808002198	0.05
OLEORESIN CAPSICUM 0.5 ML	FOOD	6104512	0.048
AAA RICE VINEGAR 10% 25KG	FOOD	090418	0.25
AAA SUGAR LIQUID CARAMEL	FOOD	081718	0.3
AAA CARAMEL COLOUR 5500	FOOD	081918HP	0.15
AAA DISTILLED VINEGAR 10%	FOOD	061818	0.375
SODIUM TRIPHOSPHATE...	FOOD	150905801	0.5
MAGNISOFT 707 125KG/DRUM	OTHER	17JNTA603	0.088
MAGNISOFT 707 125KG/DRUM	OTHER	18JNTA0494	0.17

The map on the right shows Ho Chi Minh City with many blue location pins indicating the distribution points for these products. The interface includes a search bar at the top and a sidebar on the left with navigation options.

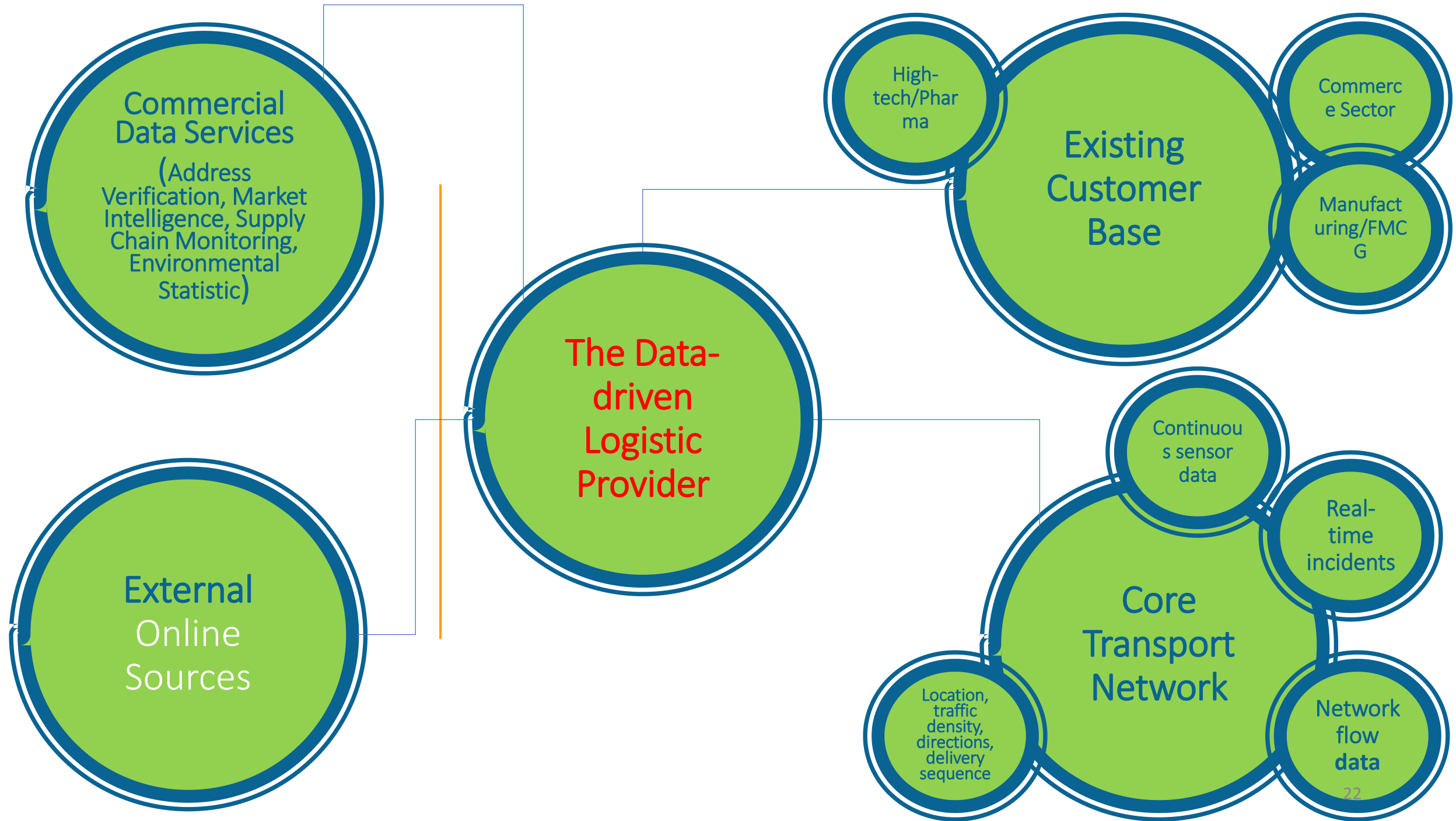
HOW CAN
WE GROW
WITHOUT
DATA?



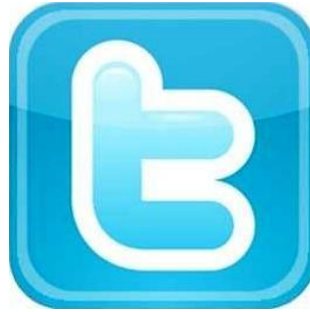
Exponential
Data
Growth in
Logistics

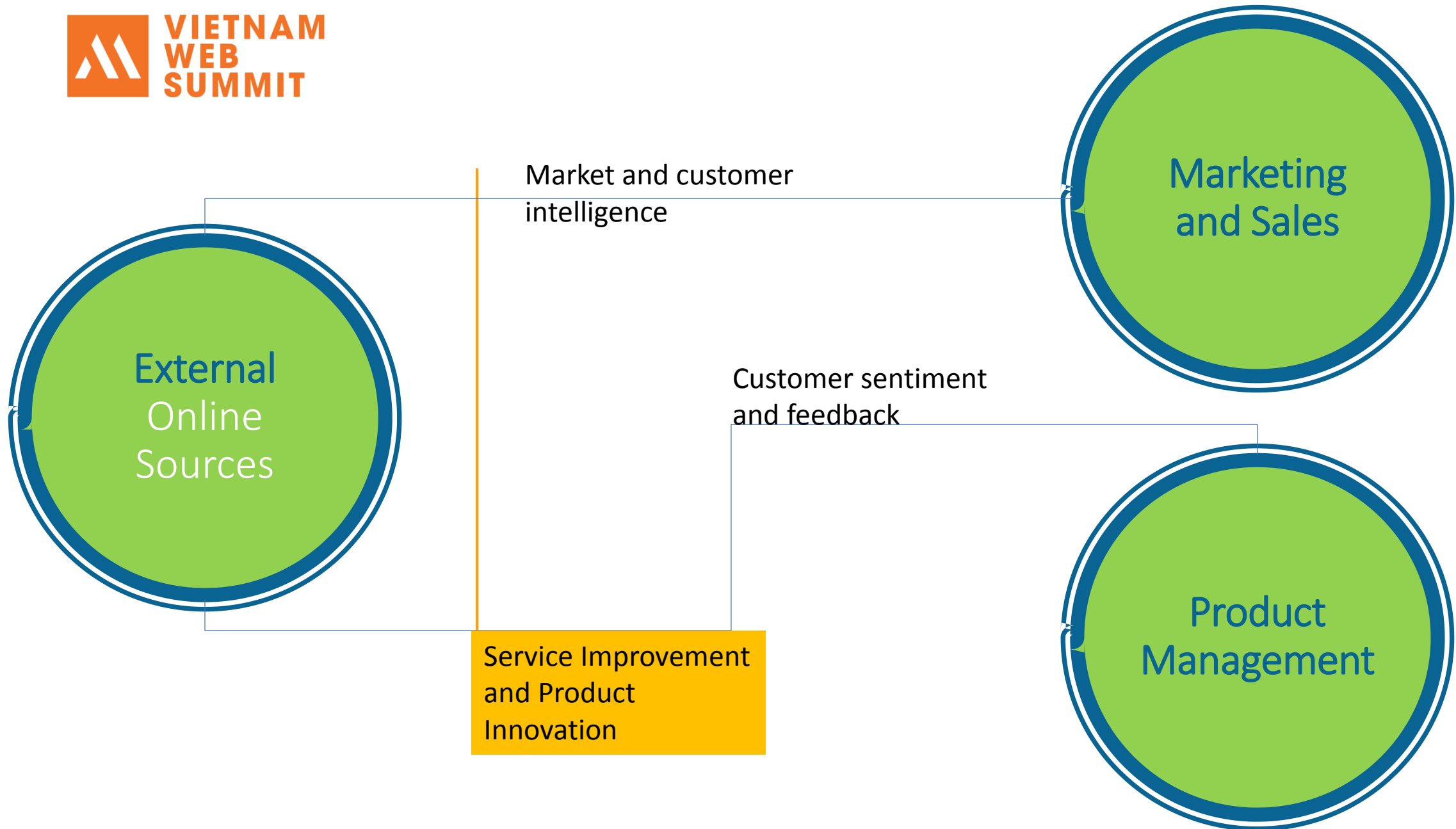


Exponential data growth between 2010 and 2020; Source: IDC's Digital Universe Study, sponsored by EMC, December 2012



External
Online
Sources







Through our
smart,
integrated,
automated
logistics
solutions

WE NEED YOU
!

SMARTLOG END-TO-END LOGISTICS IT ECOSYSTEM

Gartner®

SAMSUNG

Hardware
partner

Strategic Product
Development Advisory

Data Analytics

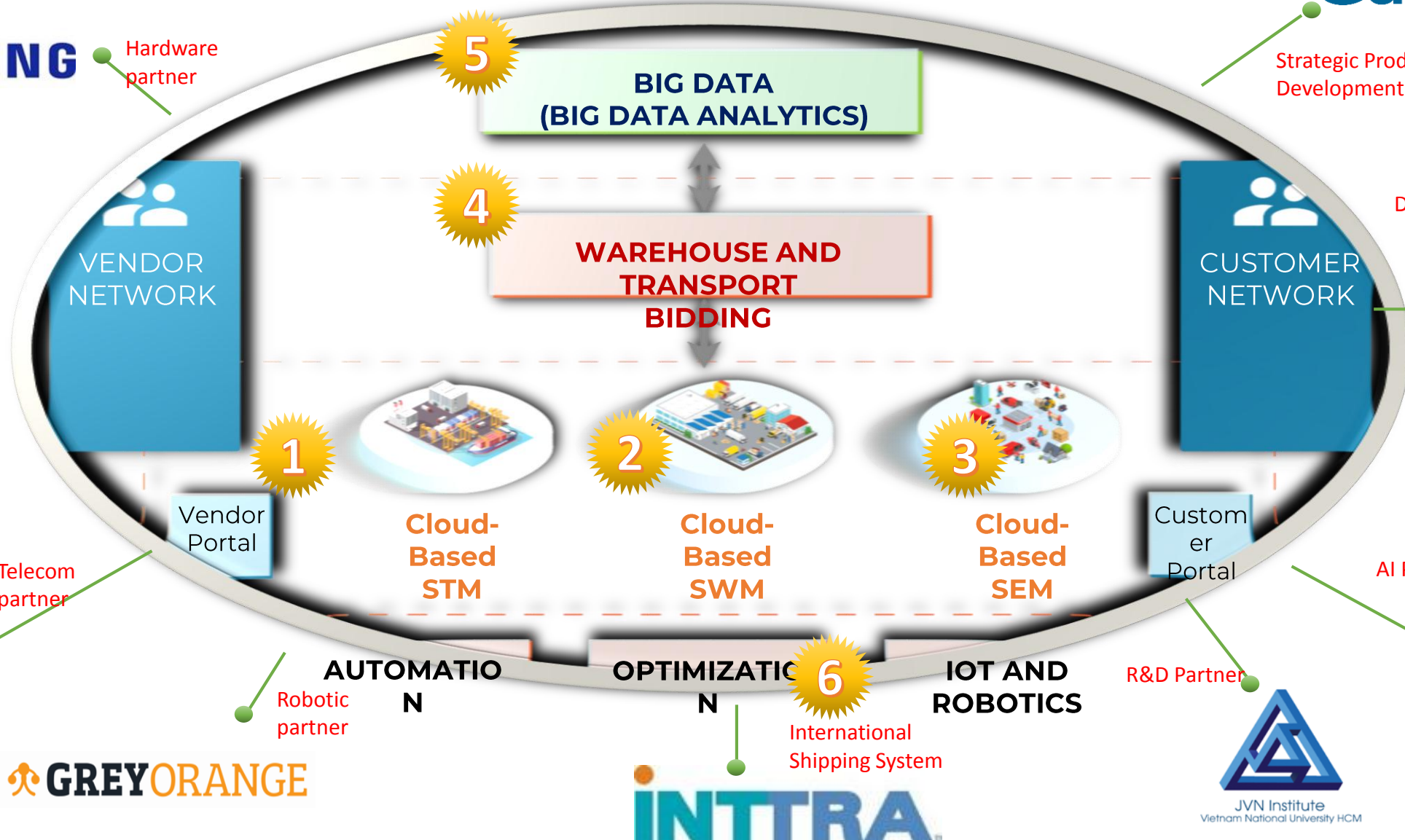
SIFT®

AI Partner

R&D Partner

Daily Opt

26



Thank you !

smartlog
infinite . smart . logistics



VietAI