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Data, where are you ?

smartlog
infinite . smart . logistics

VietAI

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Operations Director at VietAI

Founder/Leadership Coach at LightHouse Institute

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USD4.3 Trillion industry

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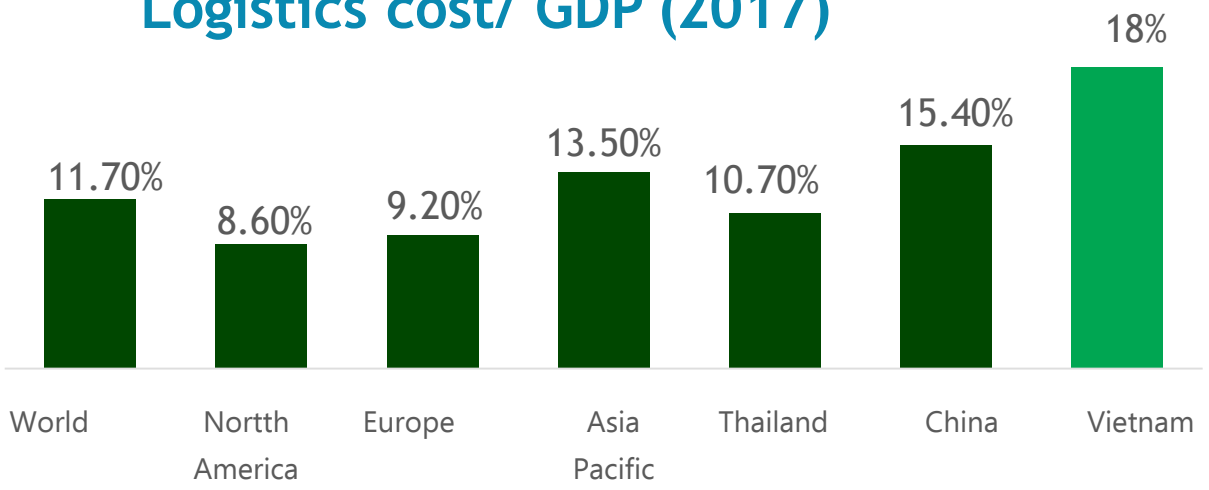
Help countries Compete globally

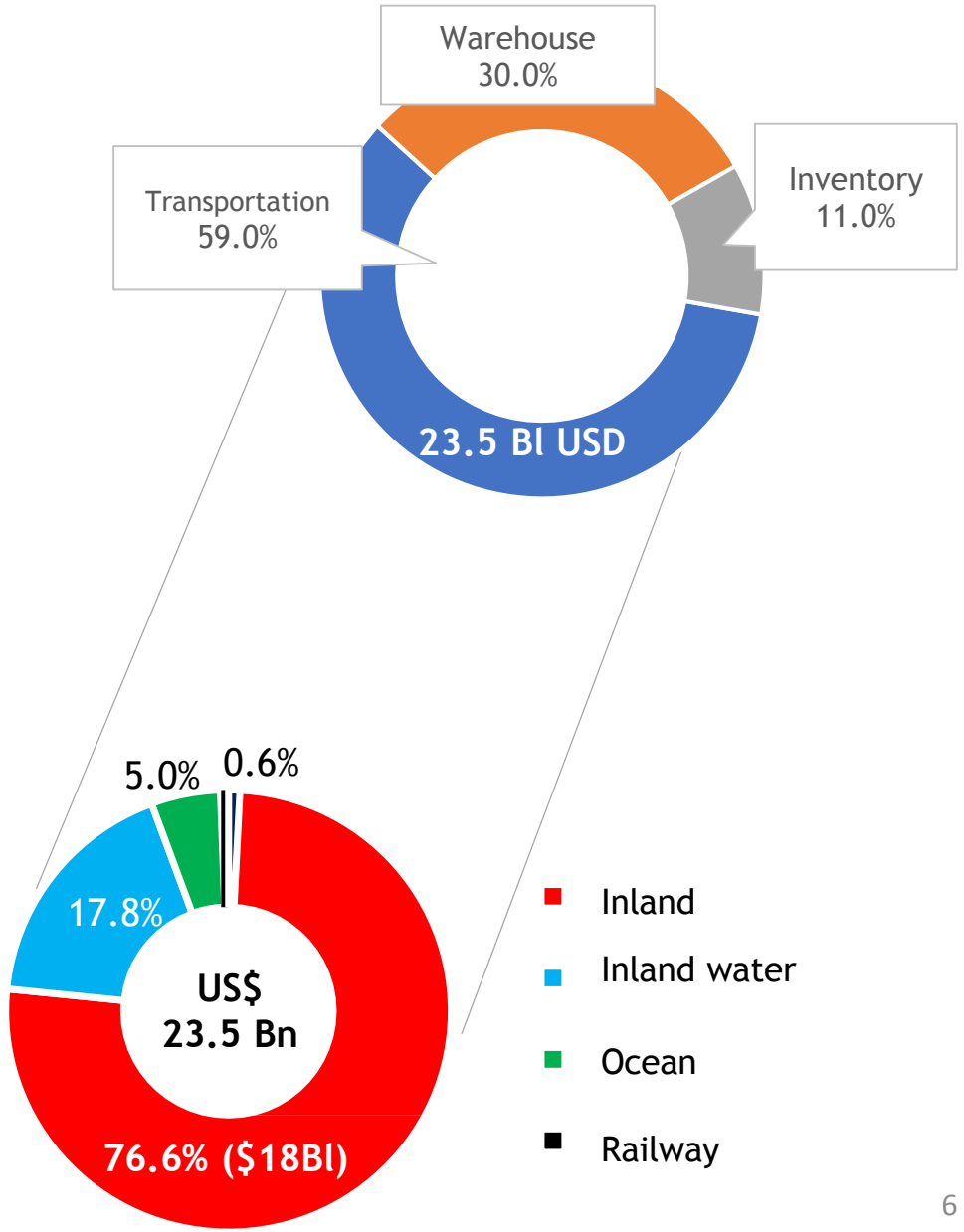
Potential Logistics Market with annual spending is ~ 40 US$ billion cost, of which transportation accounts for 59% with huge waste…

- 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



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

18% of GDP is high or low ?

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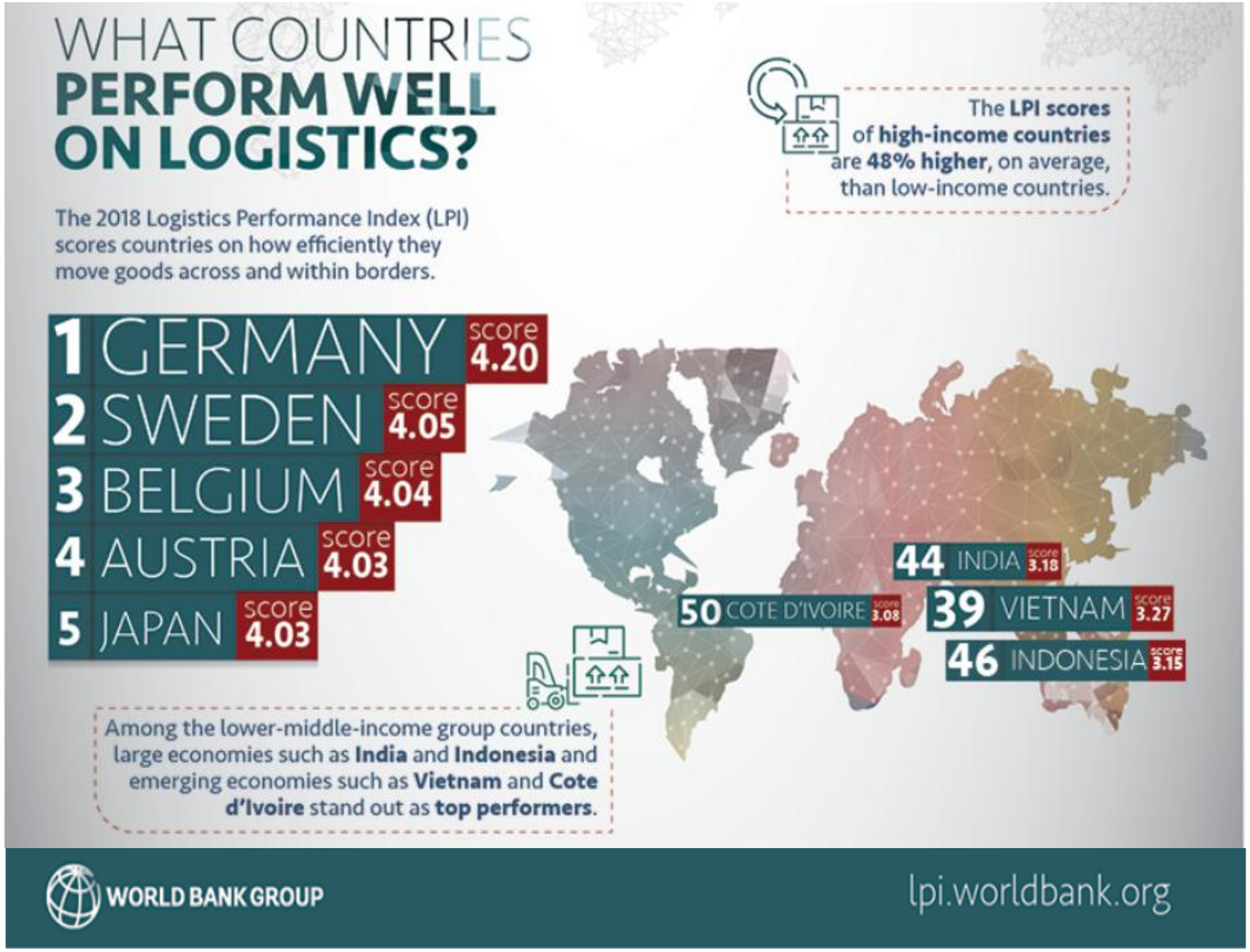
LPI of VIETNAM is **22% lower** than High-income countries



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18% of GDP is high or low ?

US$39.6bn is big or small market?

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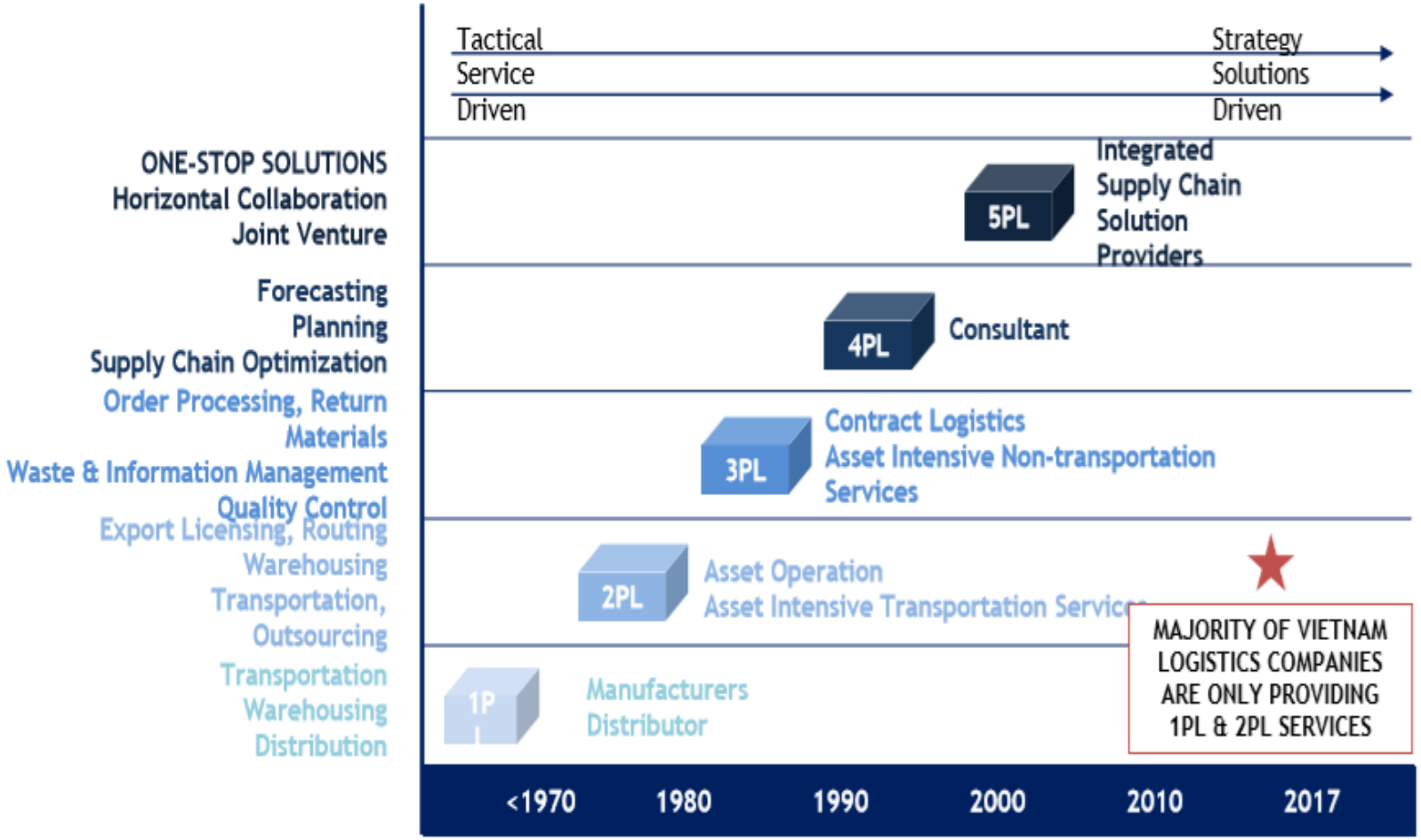
Far behind compared to other developed countries.



Source: StoxPlus

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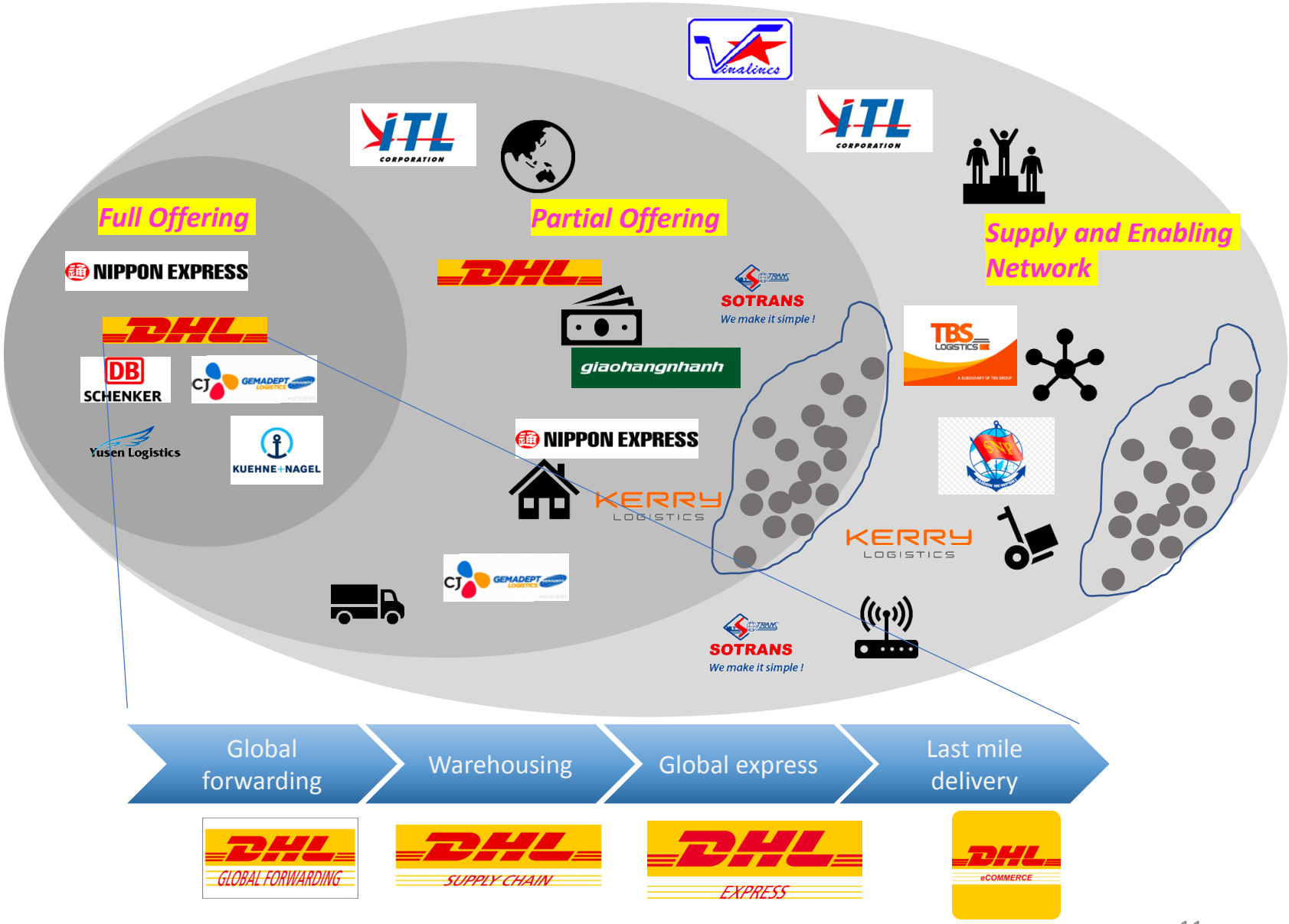
Fragmented and led by foreign companies in very traditional way



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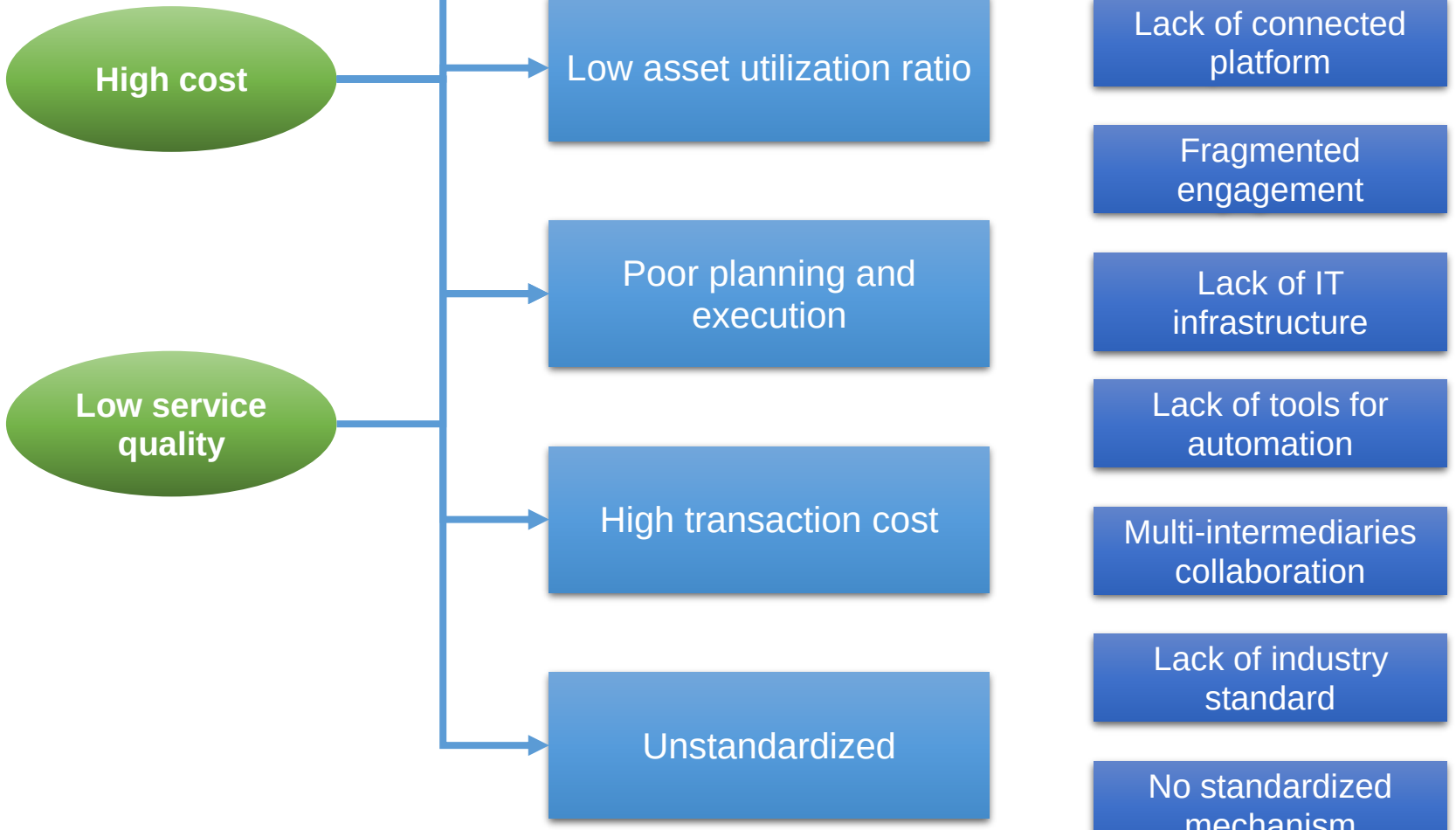
Quantity is not meaning Quality



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Logistics as a **Data-driven** Business

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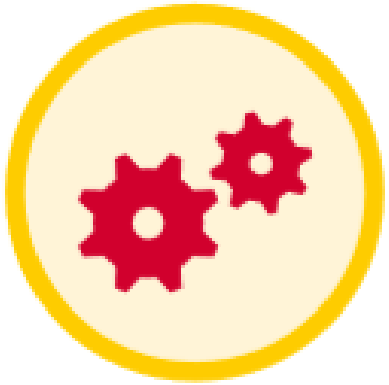
Value dimensions for Data use cases in Logistic

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

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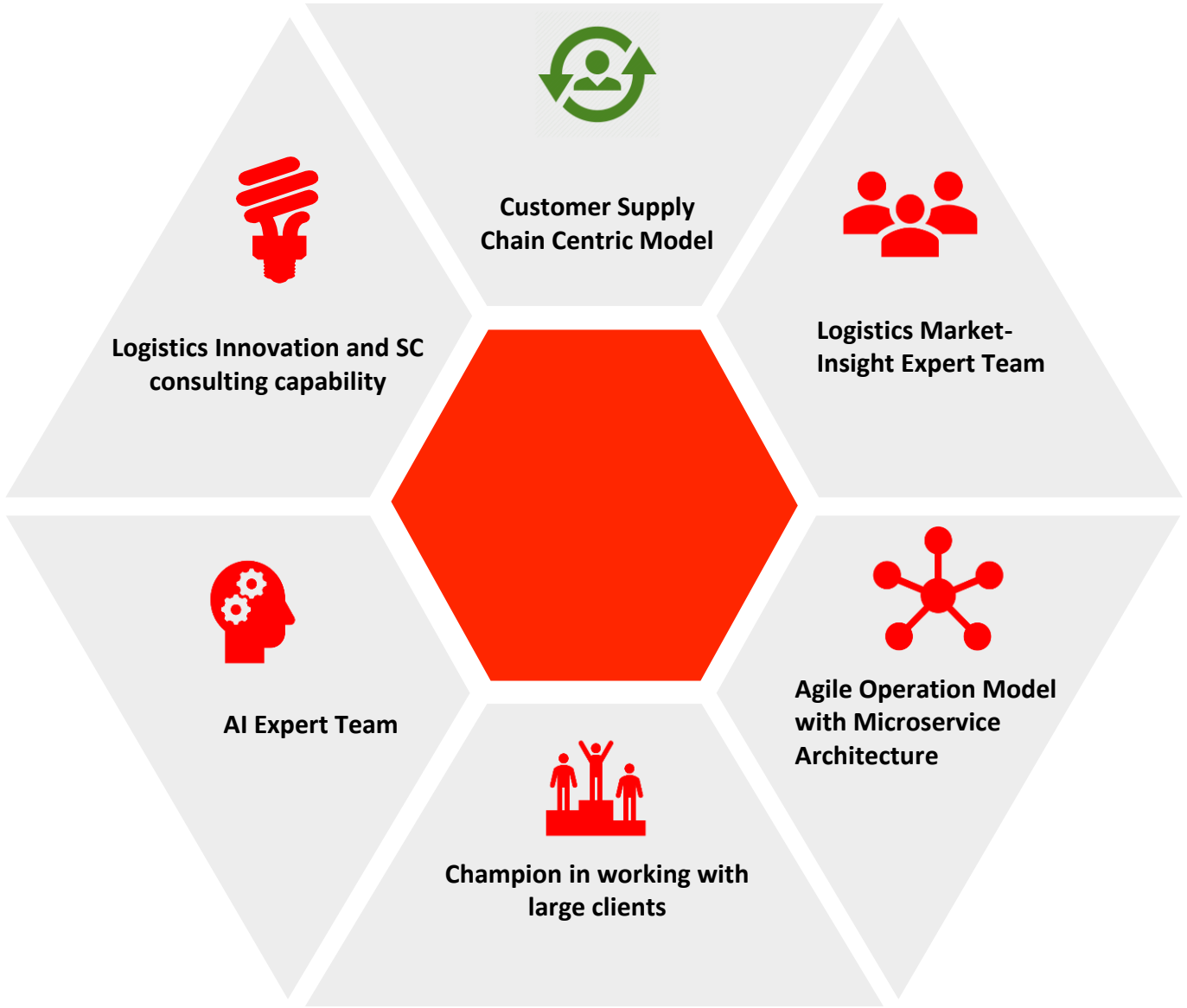
Logistics Digital Transformation



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FOCUSED MARKET SEGMENTS

FMCG

PHARMA / CHEMICALS

ELECTRONICS / HOUSEHOLD

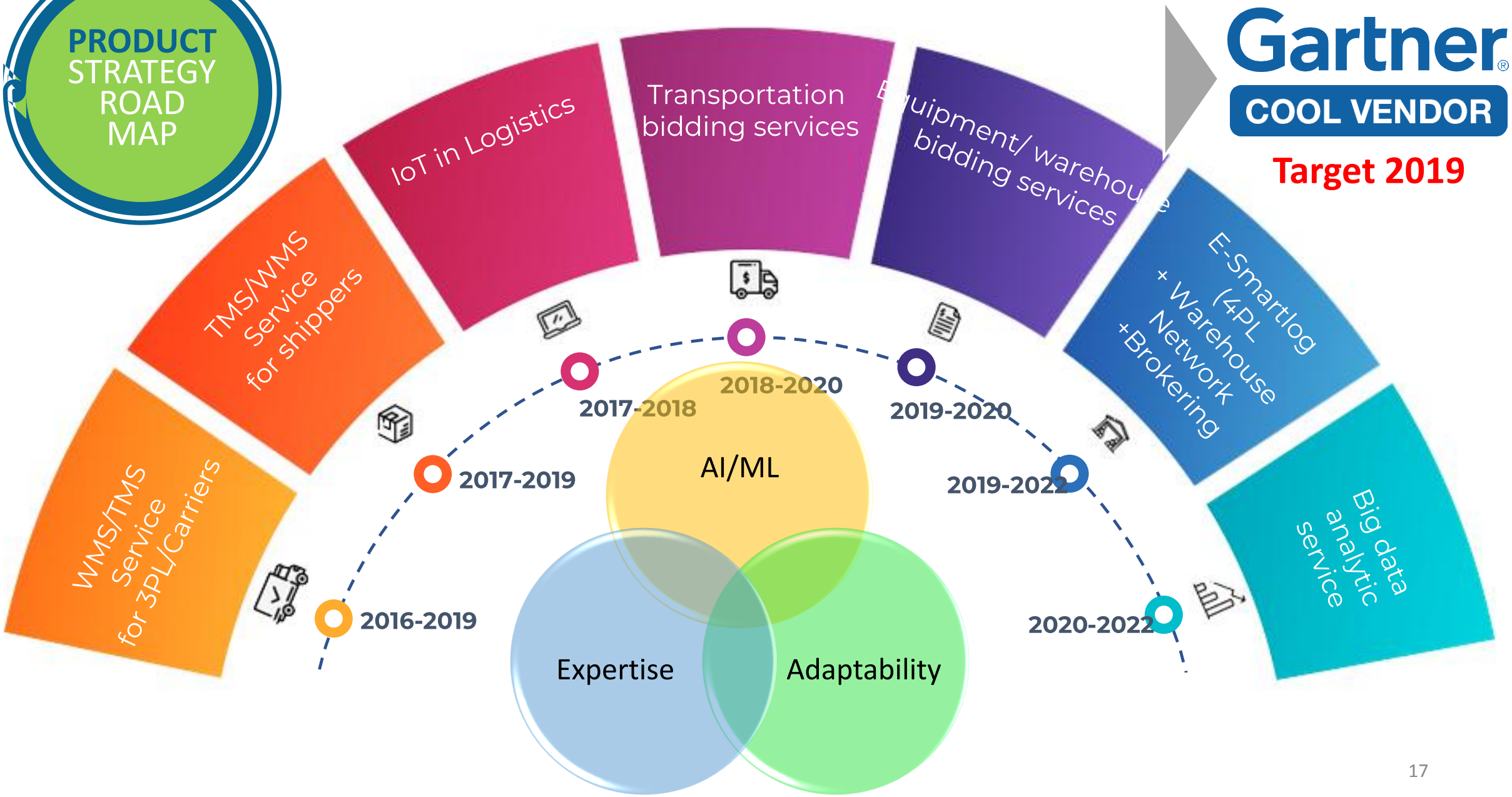
3PL / TRUCKING/WAREHOUSE COMPANIES

DISTRIBUTORS / RETAILERS

PRODUCT STRATEGY ROAD MAP

Gartner® COOL VENDOR

Target 2019



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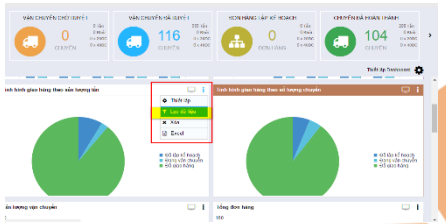
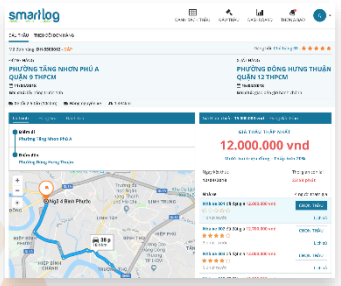
Web and mobile based Platform



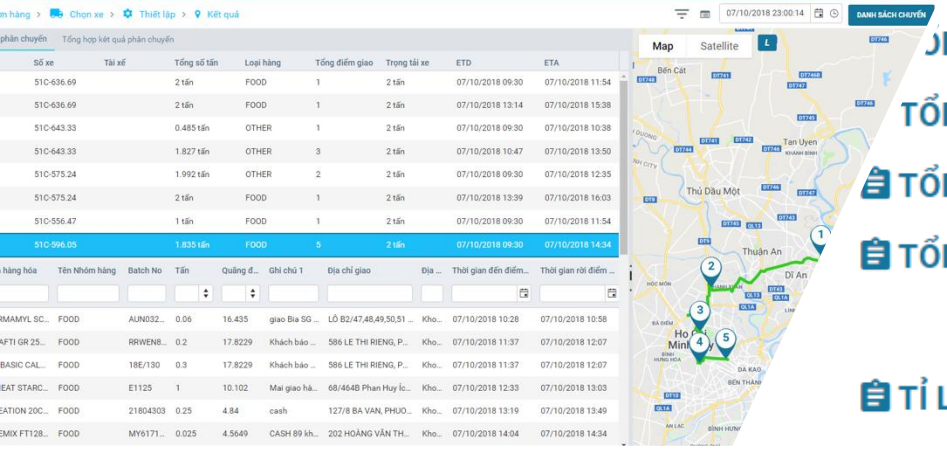


Integration platform with all partners
Ease of integration

Automated and Optimized Process
Transport and WHS automation and optimization

Real Time Visibility
Real time track and trace and workflow driven model

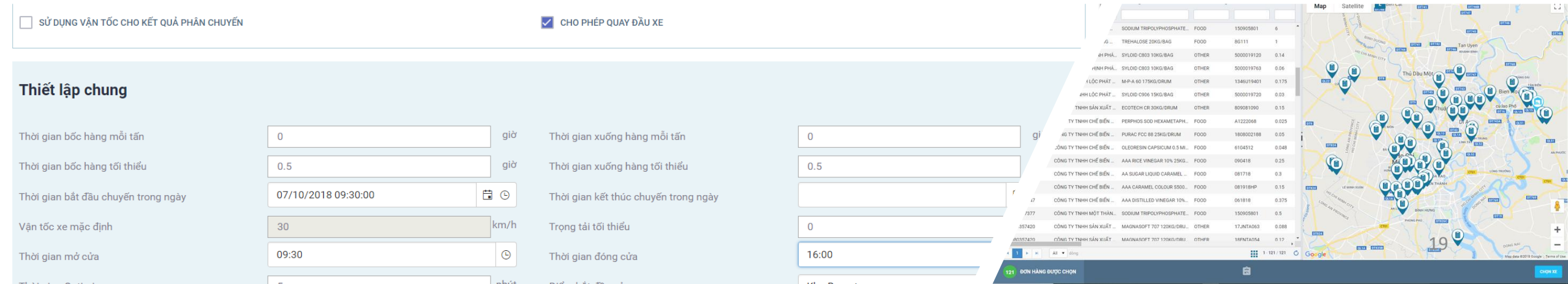
Data-centric Analytics
Real time KPI
Business intelligence



TỔNG SỐ XE THẦU	1 xe
TỔNG SỐ XE	17 xe
TỔNG TRỌNG TẢI XE	73.4 tấn
TỔNG KHỐI LƯỢNG CHUYÊN CHỞ	59.063 tấn
TỈ LỆ CHUYÊN CHỞ	80.47 %

AI /ML Application to our Ecosystem

Significant savings from optimized planning in Transport System



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HOW CAN WE GROW WITHOUT DATA?

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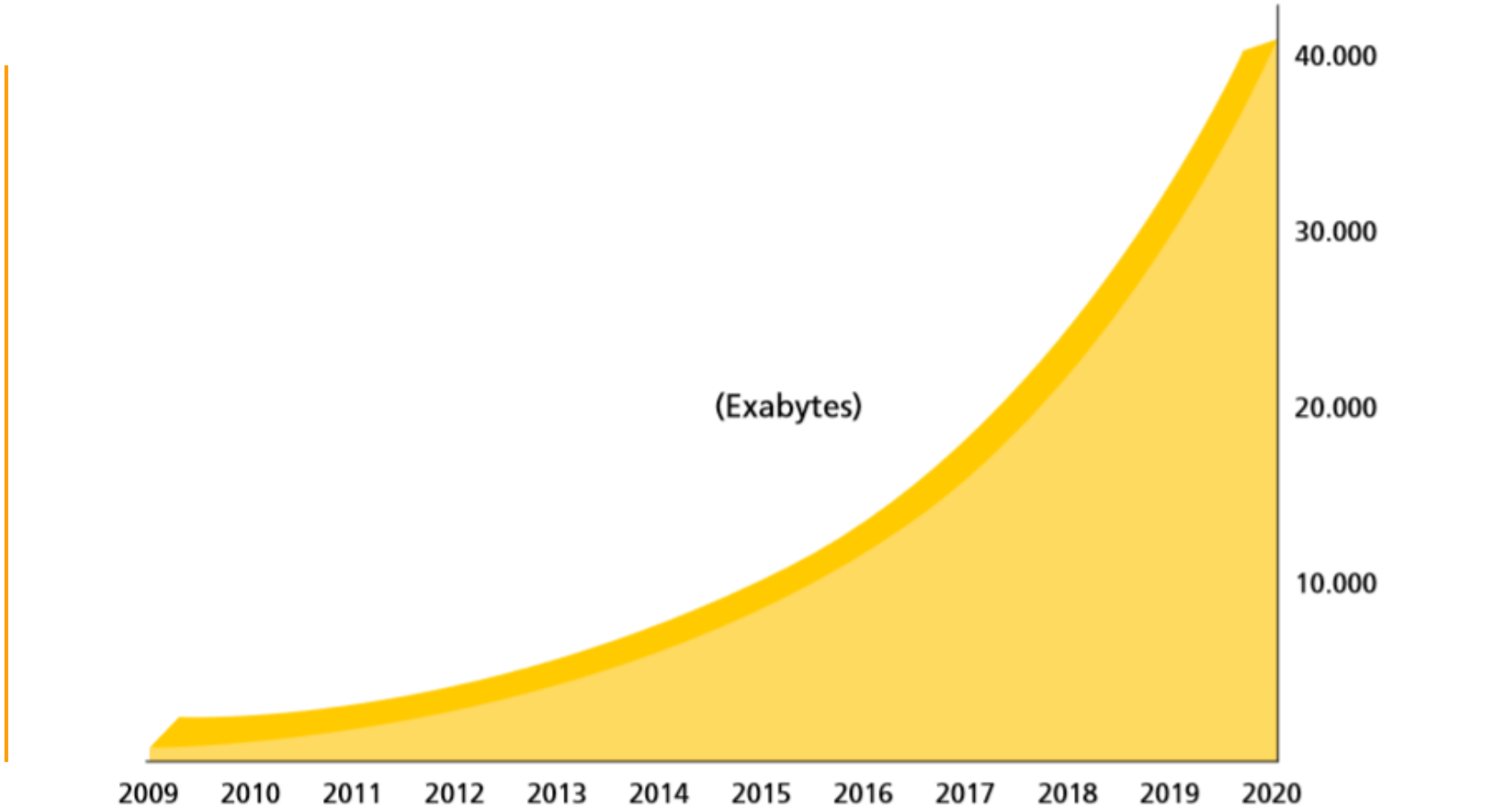
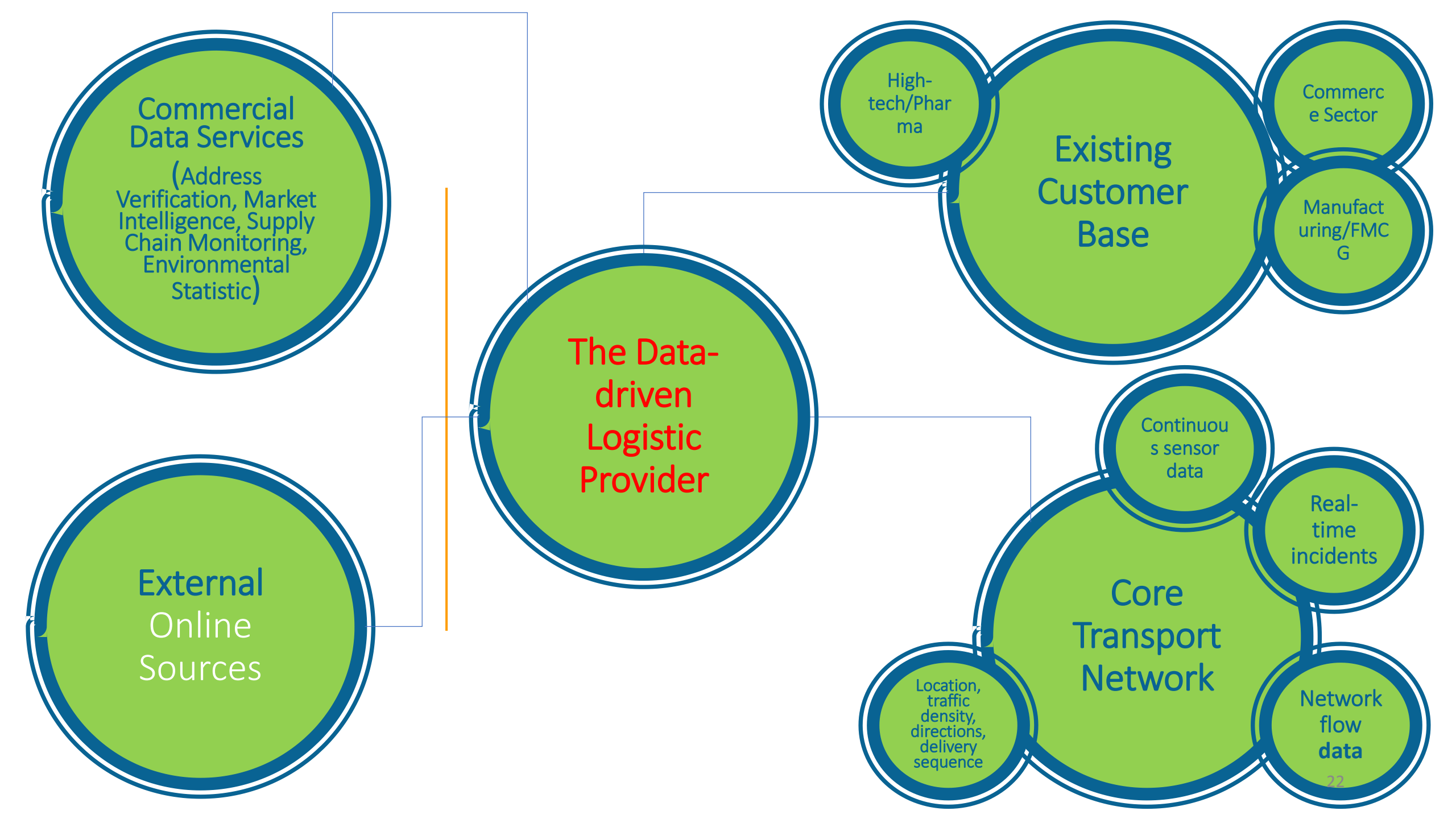
Exponential Data Growth in Logistics



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


Commercial Data Services
(Address Verification, Market Intelligence, Supply Chain Monitoring, Environmental Statistic)
External Online Sources
The Data-driven Logistic Provider
Existing Customer Base
High-tech/Pharma
Commerce Sector
Manufacturing/FMCG
Core Transport Network
Continuous sensor data
Real-time incidents
Location, traffic density, directions, delivery sequence
Network flow data

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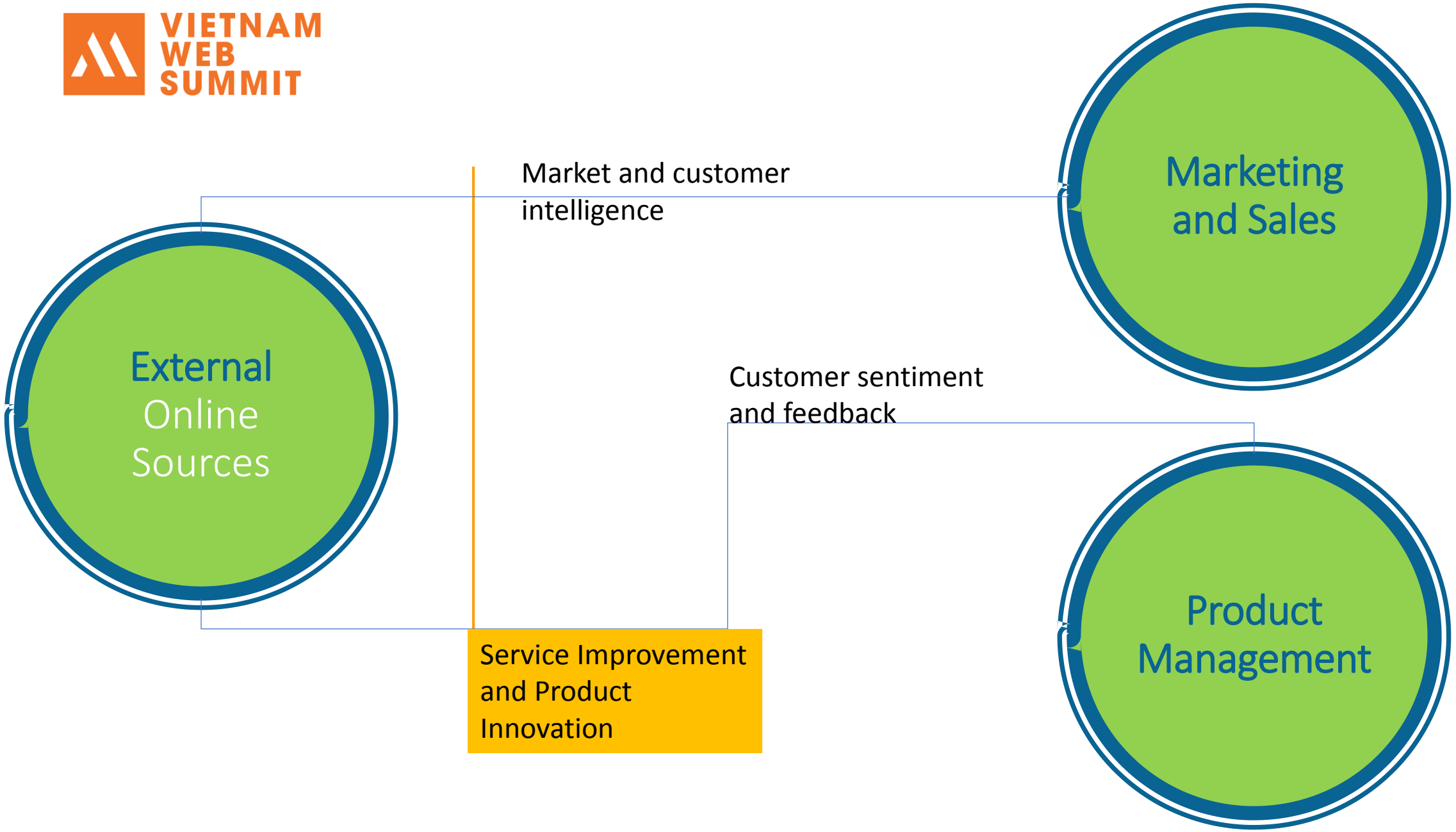
External Online Sources

Google

YouTube


Market and customer intelligence
Marketing and Sales
External Online Sources
Customer sentiment and feedback
Product Management
Service Improvement and Product Innovation

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Through our smart, integrated, automated logistics solutions

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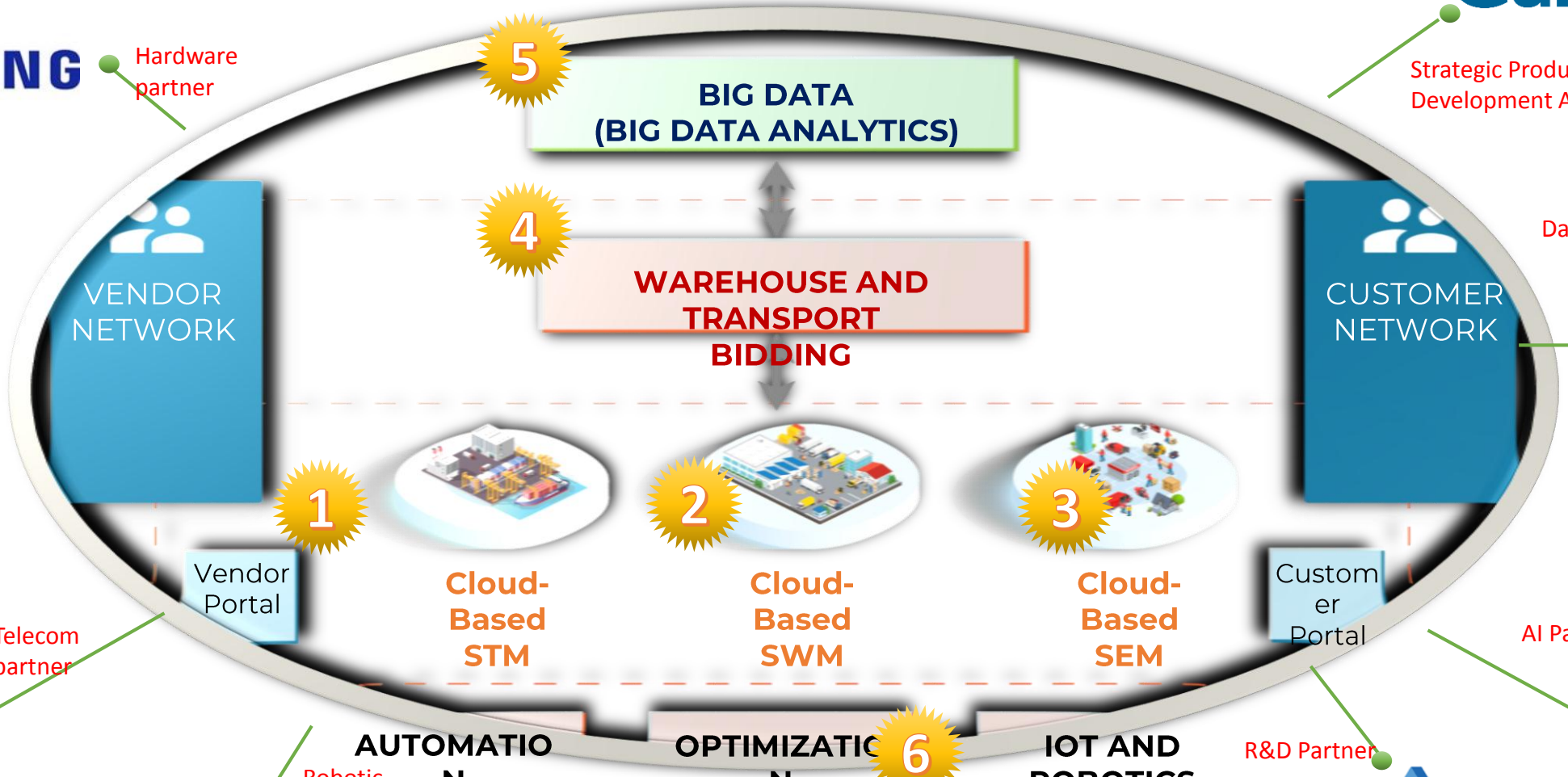
SMARLTOG END-TO-END LOGISTICS IT ECOSYSTEM



SAMSUNG — Hardware partner

Gartner — Strategic Product Development Advisory

SIFT — Data Analytics

VHT — Telecom partner

GREYORANGE — Robotic partner

INTTRA — International Shipping System

JVN Institute, Vietnam National University HCM — R&D Partner

Daily Opt — AI Partner

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Thank you !

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