

Technology revolution in the logistics industry

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A technological revolution is a series of events that could change the face of society following a leap in man's innovative abilities. Nowadays, the world seems to be moving at unattainable speeds: the benefits of technology have made it possible to automate and simplify communication, in turn bringing about a revolution in business and logistics processes.

The interaction between companies and customers has been radically transformed. Regarding the logistics sector, the challenge for these companies is to rethink the entire supply chain process. Technology plays a key role here for meeting the needs of customers and offering high-quality service. Optimization The ability to integrate large amounts of fully automated data in the logistics chain was a huge step within the industry that led to a Digitization across the supply chain assists companies in significantly reducing operating costs and improving administrative processes. In the context of digital transformation, new business

models can be considered and reviewed. Technological systems have revolutionized the logistics industry, an invaluable contribution in terms of process optimization. Measures such as geolocation (real-time vehicle locating system), planning, paperless trade, and the provision of high-value datasets all ensure improved decision-making options for management.

Big Data Big data challenges include storage and analyzing so much information as well as developing real-time analytic capacity and expertise. Data integration and validation (data governance) is a serious concern for companies as is security. In the world of logistics these challenges can be found in vehicle diagnostics, driving patterns, location information, traffic and weather data from sensors, forecast systems, operational systems and more. But the goal remains the same - to collect and analyze both structured and unstructured data (such as social media posts, web pages, multimedia content) rapidly and efficiently.