The digital economy is remaking how global enterprises create and deliver customer value. For all industries, this forces IT to re-architect towards a decentralized infrastructure, enabling global distributed workflows at centers of data exchange to remove data gravity and scale digital business.

**INSIGHTS**

**94% of transportation & logistics executives** are “experimenting” with new digital technologies to unlock growth opportunities.

*Source: Accenture, 2019*

**85% of transportation & logistics firms** believe integrating customized services and real-time delivery will usher in the next wave of competitive advantage.

*Source: Accenture, 2019*

**68% of transportation & logistics executives** believe adoption of new digital technologies will lead to extensive or transformational change.

*Source: Accenture, 2019*

**38% of transportation & logistics firms** have concerns around data security and data privacy.

*Source: PwC, 2016*

**CHALLENGES**

- Centralized IT infrastructure creates network bottlenecks that inhibit workflows, as well as harmonization of legacy and new data for holistic decision-making.
- Fragmented data silos across physical and virtual infrastructure thwart smart intelligence sharing across supply chain ecosystems.
- Inability to extend centralized infrastructure to support logistics hub digitization (IoT devices, AI, ML, and AR) at the network edge.
- Distributed network of devices and data sensors creates a broad cyberattack surface that can be exploited by bad actors.
- Centralized infrastructure lacks the ability to integrate in proximity to data exchanges used for logistics management and interconnectivity between transportation centers.

**SUMMARY**

Digital transformation in transportation and logistics requires a decentralized infrastructure that facilitates on-demand intelligence across supply chain ecosystems. Placing data in close proximity to telemetry sensors and controllers removes data gravity barriers and enables network interconnectivity used for real-time delivery.
**HOW PlatformDIGITAL™️ SCALES DIGITAL BUSINESS**

PlatformDIGITAL™️ provides a global data center platform to host critical infrastructure and interconnect digital ecosystems, providing a trusted foundation to scale your digital business.

**SUMMARY**

In order to execute digital transformation initiatives that enable real-time delivery and AI- and ML-enabled decision-making, transportation and logistics companies require a decentralized, pervasive infrastructure that facilitates distributed workflows and removes data gravity barriers. PlatformDIGITAL™️ is a solution that enables IT infrastructure deployments to match business needs, irrespective of data center size, scale, location, configuration or ecosystem interconnections.

**PERVASIVE DATACENTER ARCHITECTURE (PDX)**

The foundation to scale digital business in transportation & logistics.

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**PLAN ZONES**

Plan distributed workflows at business points of presence requiring centers of data exchange.

**IDENTIFY PARTICIPANTS**

Identify the users, applications, data and things that will participate in distributed workflows.

**DEPLOY FOOTPRINTS**

Deploy fit for purpose footprints matched to workflow profiles and workload attributes interconnecting participants at centers of data exchange zones to enable distributed workflows.

**MAP WORKLOADS**

Map workload types with Performance Attributes required to support participants in distributed workflows.

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A Pervasive Datacenter Architecture results in a decentralized IT architecture, enabling distributed workflows at centers of data exchange implemented on PlatformDIGITAL™️

1- NETWORK HUB to
Rewire the Network

2- CONTROL HUB to
Implement Hybrid IT Controls

3- DATA HUB to
Optimize Data Exchange

4- SX FABRIC to
Interconnect Global Workflows

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Learn more about PlatformDIGITAL™️ at www.digitalrealty.com/platform-digital