

Solution Brief

Transportation & Logistics Industry

Platform
DIGITAL™

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.

Transportation & logistics companies leverage digital transformation to actualize operational efficiencies and create new real-time delivery capabilities ...

... that overturn traditional business models while reducing costs and improving operational productivity, enabling them to grow revenue, easily and quickly expand into new markets, improve margins ...

... and embrace a decentralized infrastructure that removes data gravity barriers between every element in the supply chain by integrating physical and virtual environments within proximity to centers of data exchange while enabling intelligent automation across the digital transportation and logistics ecosystem.

INSIGHTS

94% OF TRANSPORTATION & LOGISTICS EXECUTIVES

are “**experimenting**” with new digital technologies to unlock growth opportunities

Source: Accenture, 2019



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.

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

Connectivity between locations using the cloud **can reduce dwell times by 20%**

Source: Deloitte, 2019

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.

PLAN ZONES

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

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



IDENTIFY PARTICIPANTS

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

MAP WORKLOADS

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

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

