DRIVING TO
THE DIGITAL FUTURE
Dear Readers of the UnitCargo Journal

I am happy to report that revenue and customer growth continue to increase and that customer satisfaction rating remains favourable. Our new office in Poland is developing quickly and the reorganisation of our accounting department has been well executed. Tactically we are satisfied. This gives us a great opportunity to reflect and consider the strategic changes which could be implemented to further protect our long-term future. Clearly the road ahead is through an unknown landscape. Increasing national regulation, the stated goals of the European Union as well as a projected shortage of the most basic element of road transport, drivers, are challenges still to be faced. Not the time to relax.

Strategic planning
To further improve our service we are instigating a strategic plan to completely change our work process, and to seamlessly integrate the digital transmission of data from customer to haulier to traffic manager and back. The aim of course is both to maintain our competitiveness and improve the service we can offer by freeing our traffic managers from paperwork. Our focus will be on service development. At the moment all the parts exist, but separately. Data entry occurs on a variety of platforms, paperwork is still a key element and the mobile phone remains as the usual method of contact with the load. Seamlessly integrating all these elements via a secure web portal is an exciting prospect and one which I eagerly anticipate. An overview of the project is included within this Journal.

Meeting our customers
The benefit of exhibiting in trade fairs can be difficult to assess though the cost is easy to measure. Having just participated in the Gothenburg Logistic Fair I think I can say that, for this company, the benefits are far greater than the costs. In fact so much so that we will be exhibiting again in May, this time at the Transport Logistic Fair in Munich from the 9th to the 12th of May. We look forward to seeing you there.

Mag. Davor Sertic

Visit us!
Hall 4,
Booth 109/210

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DRIVING TO THE DIGITAL FUTURE

Tough competition forces change.

The logistics industry is tough and very competitive, almost a perfect model of free market economics. Certainly, these competitive forces drive down costs but there are limits to the race to the lowest price. Ethical business practices demand that social, legal and safety standards are maintained. Today, the key to cost reduction lies not in wage slavery, but in efficiency, ensuring that workers have the best tools available. Already committed to reducing waste and paper usage, UnitCargo is now embarking on the next logical step, to a purely digital workflow, eliminating needless repetitive input by operators.

Never far from an app
Today we are never far from an app. What started as a one-way street, getting information such as news or weather, has quickly become interactive, with social media and with shopping connected to banking. This business model, with secure data interacting in real time and shared worldwide is so effective that the user accepts it as normal. We can forget the old system. Ordering by post with a cheque for payment is now a distant memory for the old. The potential for a similarly integrated platform applied to logistics in general and road transport in particular, is considerable.

"ORDERING BY POST WITH A CHEQUE FOR PAYMENT IS NOW A DISTANT MEMORY"

Our knowledge is our strength
For UnitCargo knowledge really is the key to success. Keeping up with the constantly changing transport situation requires time and energy; and time is often the one thing lacking. The key element in the automation of the process will be the database of pre-qualified road hauliers. There are almost 600,000 road transport companies in the EU. Finding the right one can be like searching for the perfect needle in a haystack spread across the continent. Our digital initiative being launched now aims to computerise the data so that the haulier selection can be made automatically. Today, it is easy to see a truck’s location on a map, moment by moment. The tools for this are quite low cost and easy to get. They can provide more than location tracking, for example information such as temperature of the cargo, vital if the goods are chilled foods products or even pharmaceuticals. However, it cannot say where the truck is going or when it will arrive and this is vital in directing a truck to a loading
point without kilometres of useless empty running or hours of waiting. Digitising this constantly changing information is a challenge but the potential rewards are great, freeing up our traffic managers from routine repetitive tasks and empower them to become more effective in problem solving. In fact, problem solving is the real task of the traffic manager, not the paper-chase which has existed since the first cargo was loaded thousands of years ago.

Total integration and a European perspective
Ultimately, outside agencies could be integrated. For example, ASFINAG, the Austrian highway operator, tracks all heavy trucks as they move across the country on a point to point basis, loosing contact between. The system works well using number plate recognition as the key and applying road charges based on the information. But this is a national system. GPS vehicle tracking knows no political borders but the legal position of surveillance varies from state to state. The truck driver has the right to privacy, not so a parcel which can be tracked internationally without any issues other than technology. So, could such a system work across Europe? Clearly not without common standards and international enforceability, something which is lacking now and seems only a remote possibility. For now, the industry itself must take control and implement these systems to improve their own businesses within the existing legal framework. We can see where the future may lead but for now we at UnitCargo are taking the first steps on what will surely be a very long road.

GALILEO SYSTEM FINALLY AVAILABLE.

When people are asked “what are the three most important things for successful retailing”, the clever answer has always been, location, location, location. Anything else comes far behind. The same could be said of the logistics industry. Real time location of cargo and equipment is the key to successful logistics management. This key became available when the initial Galileo Satellite started operating in December 2016. It will be fully deployed by 2019. The increased accuracy over the USA based GPS system is impressive. For normal users, accuracy within 1 metre is standard, with encrypted service offering accuracy to within 1 cm. Though this may seem pointless it illustrates the amazing potential of the system. Apart from transmissions down to earth, the system will provide truly global Search and Rescue (SAR) function for location as well as being able to send messages back. Of course it is not only the logistics industry which is interested in locations. The Austrian system of tracking for toll collection could soon be outdated as the full potential of the system is realised.

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GOTHENBURG EXHIBITION

A clear commitment to sustainability

The Svenska Mässan exhibition centre in Gothenburg was the venue for the annual Logistics and Transport fair and newly appointed sales manager Mirza Suljevic was keen to make a start there. He was proved correct since it opened contacts with new prospects from across the region, not only from Sweden but from Lithuania, Denmark, Germany and the Netherlands. Four became clients immediately with a further 30 requesting price quotations. “Quality combined with our clear commitment to sustainability gives us the edge. This is very important in the Scandinavian countries” commented Mirza. Judged to be a clear success by CEO Davor Sertic, UnitCargo will next be exhibiting at the Munich Transport and Logistic fair taking place between the 9th and the 12th of May.

VIENNA - CENTRE OF THE ROAD NETWORK

Politics still holding up needed road improvements

Vienna is at the crossroad of Europe, a major node in the pan European logistics network. To keep pace with the increase in road traffic Austria’s ASFINAG, the company overseeing the highway network, has invested substantially in the routes around the capital. Yet one element in the routing of traffic from the South and East to the North has proved contentious. Currently East/West traffic meets the North/South axis in the 3rd district at Erdberg, a junction just 5 kilometres from the city centre. A major upgrade of this junction has just been completed but it has been clear for some time that a better solution is needed, not only to handle the existing traffic levels but the projected increase which the growing economies of the East are certain to generate. The problem for the planners is that to the East of the city is a nature reserve in which any development would be impossible. The proposed solution, after considering over 20 alternatives is a tunnel of over 9km in length running under the nature reserve and securing its integrity. Unfortunately, this proposal has become politicised by the Green Party. With the project stalled, traffic continues to increase and this is sure to impact on Austria which sits between the fastest growing road freight economies in Europe, Poland and Romania.
NEW PEOPLE IN UNITCARGO

PIOTR SZEWCOW
New sales manager for the Polish office

With a Masters degree in History from the University of Warmia and Mazury in Poland, Piotr Szewcow set out for London and a job in direct digital marketing. His multi-lingual skills gave him the edge in sales and marketing in the European Union and he was soon organising major events for a variety of B2B companies. Eight years of working for ferry operators on the cross channel routes to the UK gave him a good insight into the logistics industry and the new UnitCargo office in Poland provides him with the perfect opportunity to return home and develop a business there.

“Working together with Sebastian Wojcik in Poland gives me the chance to establish UnitCargo in my home country. Since my start here in December 2016 we have achieved a significant increase in business but our true ambition is to become one of the largest and most respected logistic companies in the country, providing the very best transport solution to our clients”.

In fact, the first months of 2017 have far exceeded the claims of a modest increase in business. Month on month figures show an increase of over 300% in the first 3 months of 2017.

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IULIA ZEVEDEI
New sales manager for the Romanian office

Despite problems last year, the Romanian truck industry powers ahead with the fastest growth in Europe.

For UnitCargo, keeping up with the increase means a bigger team, this time with Iulia Zevedei joining in the position of sales manager. With 15 years experience covering just about every aspect of logistics, she has spent the last four in the hectic world of automotive logistics, coordinating an operations team handling urgent shipments for market leaders such as Daimler, Renault, Nissan and Ford.

Joining UnitCargo, she says “I am determined to make the company a symbol of excellence in the road transport business and to make it the number one choice for secure and ethical transport in the Romanian market”.

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Latest data confirm growth of Polish and Romanian trucking industry. Figures for 2016 from the EU reveal the uninterrupted growth in both Romania and Poland. Though both are starting from a relatively low base, the rate of increase shows no sign of slowing down as these charts show.