



LOGICAL

Business & Marketing Plan

Bologna, 29th September 2014

Introduction

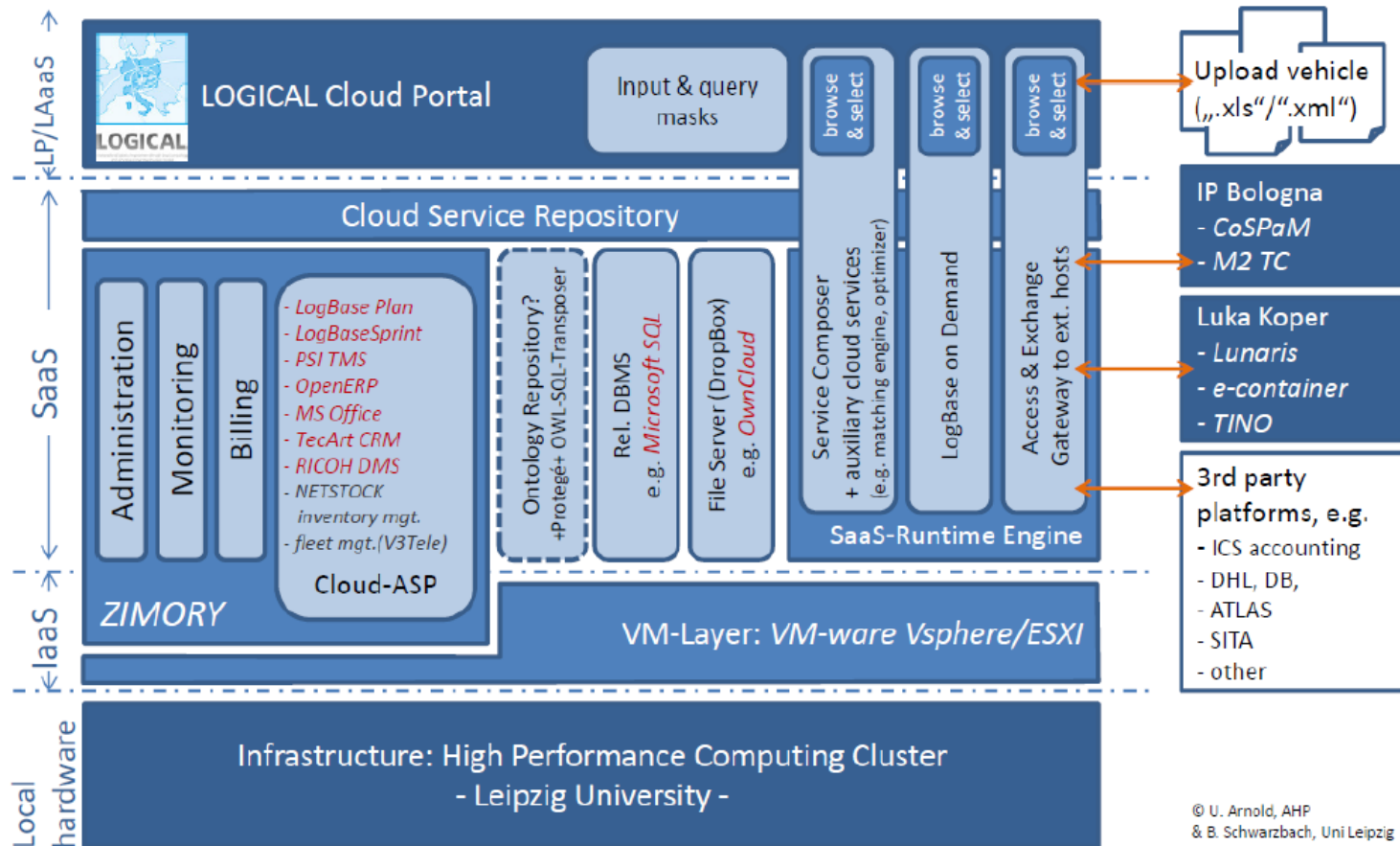
The LOGICAL project aims at fostering interoperability and competitiveness of the service providers by decreasing transaction costs and promoting shared multimodal transport solutions through the creation of a transnational cloud platform.

- Partners from 6 countries (DE, IT, HU, SL, CK, PL)
- 4 Logistics Hubs (Air, Sea, Rail, Road)
- 1 Joint Platform
- 1 Business Plan
- Local/Regional Characterizations



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DEVELOPMENT FUND

LOGICAL Cloud Architecture



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& B. Schwarzbach, Uni Leipzig

Objectives of Business Plan

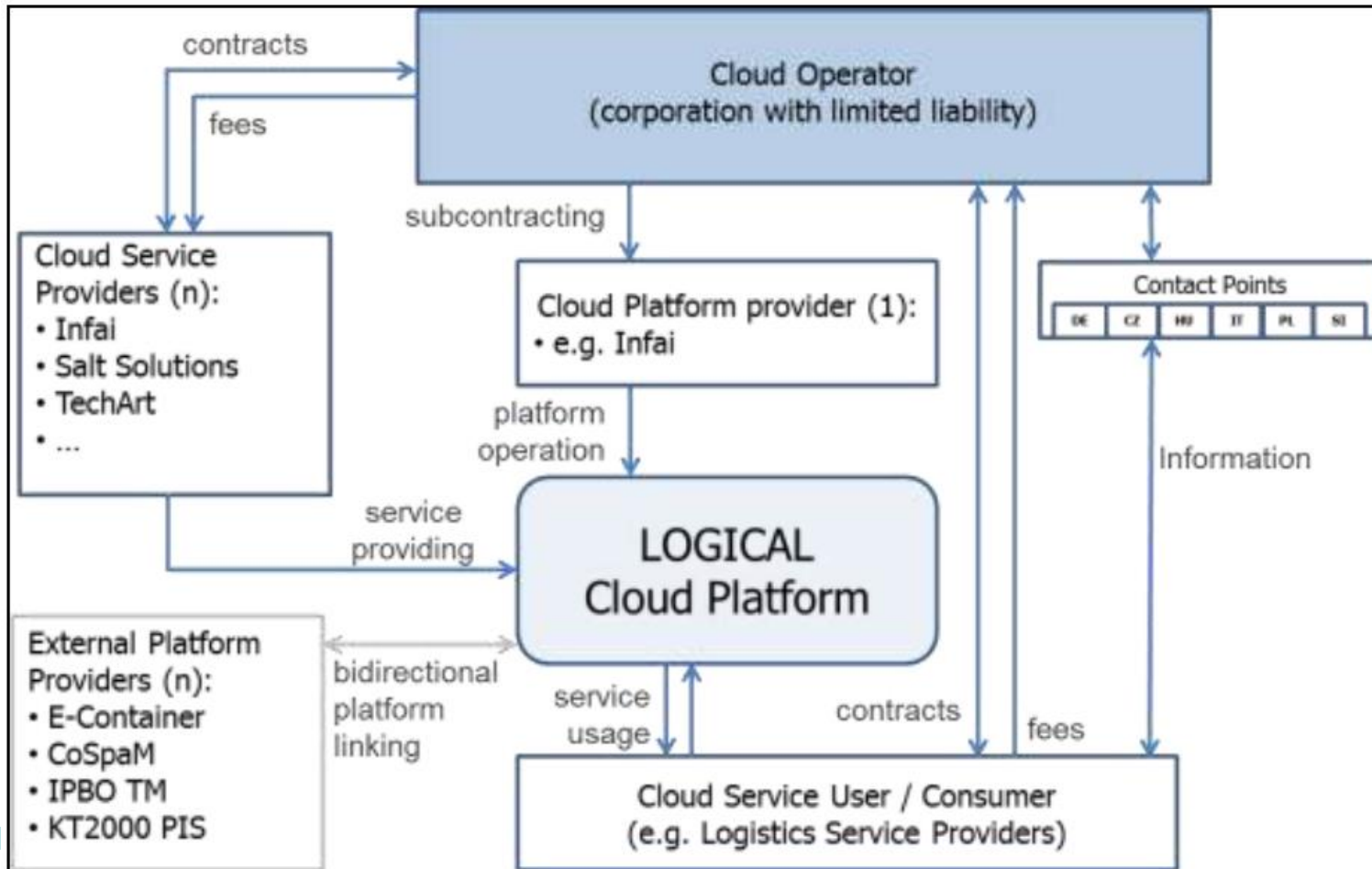
The aim is to prepare a business model for the long-term management of the LOGICAL Cloud platform both on local and transnational levels.

The preferable model is the pay-per-use principle and accordingly a pricing structure with low entrance barriers in order to make the tool affordable to small companies in the logistics sector.

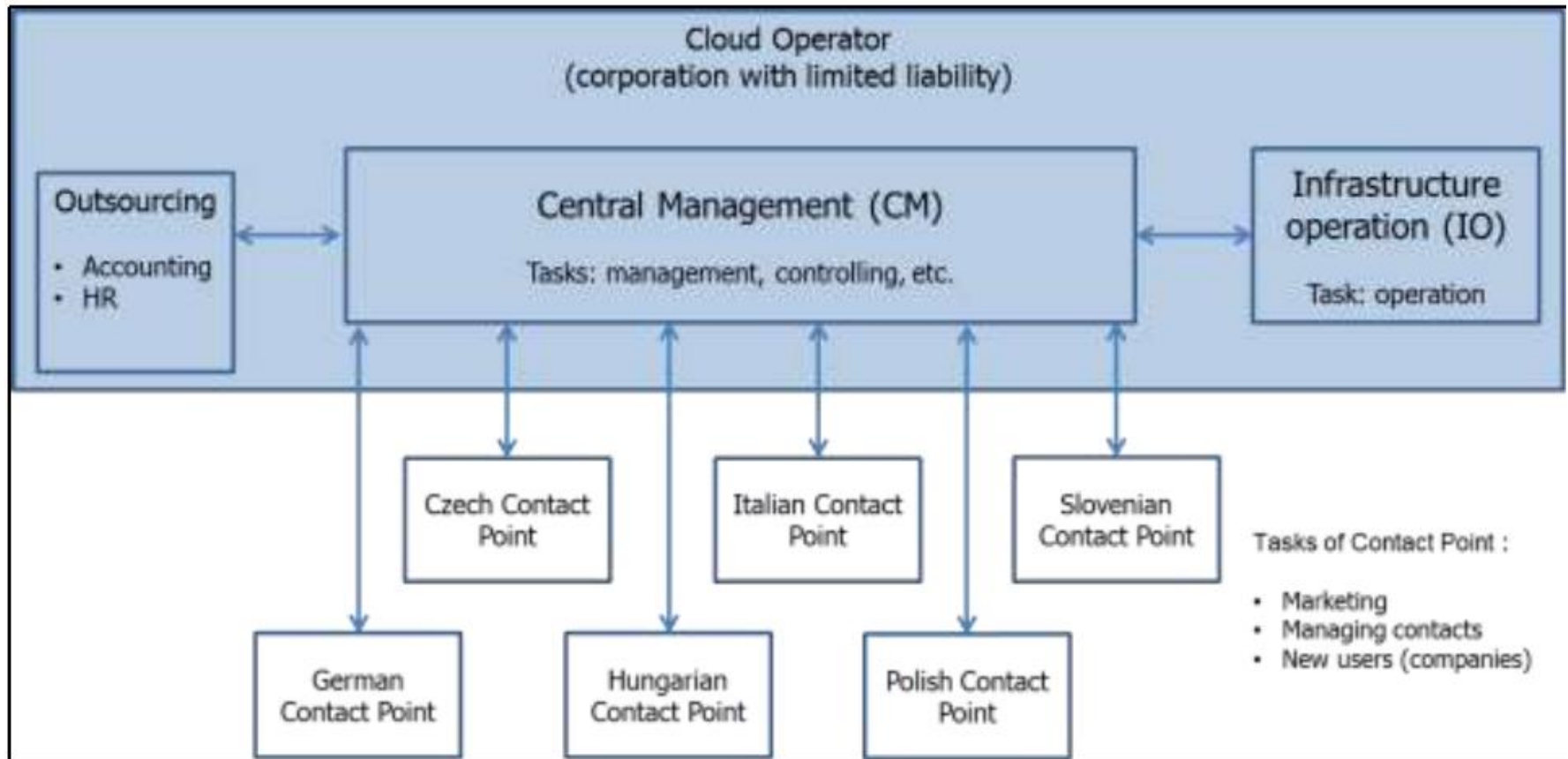
Target groups

- Logistics service providers (LSP)
- Shippers
- Logistics hubs & clusters
- Logistics-related software developers and vendors
- Private customers, non-logistic companies

Organizational Structure



Management Body



Management Body

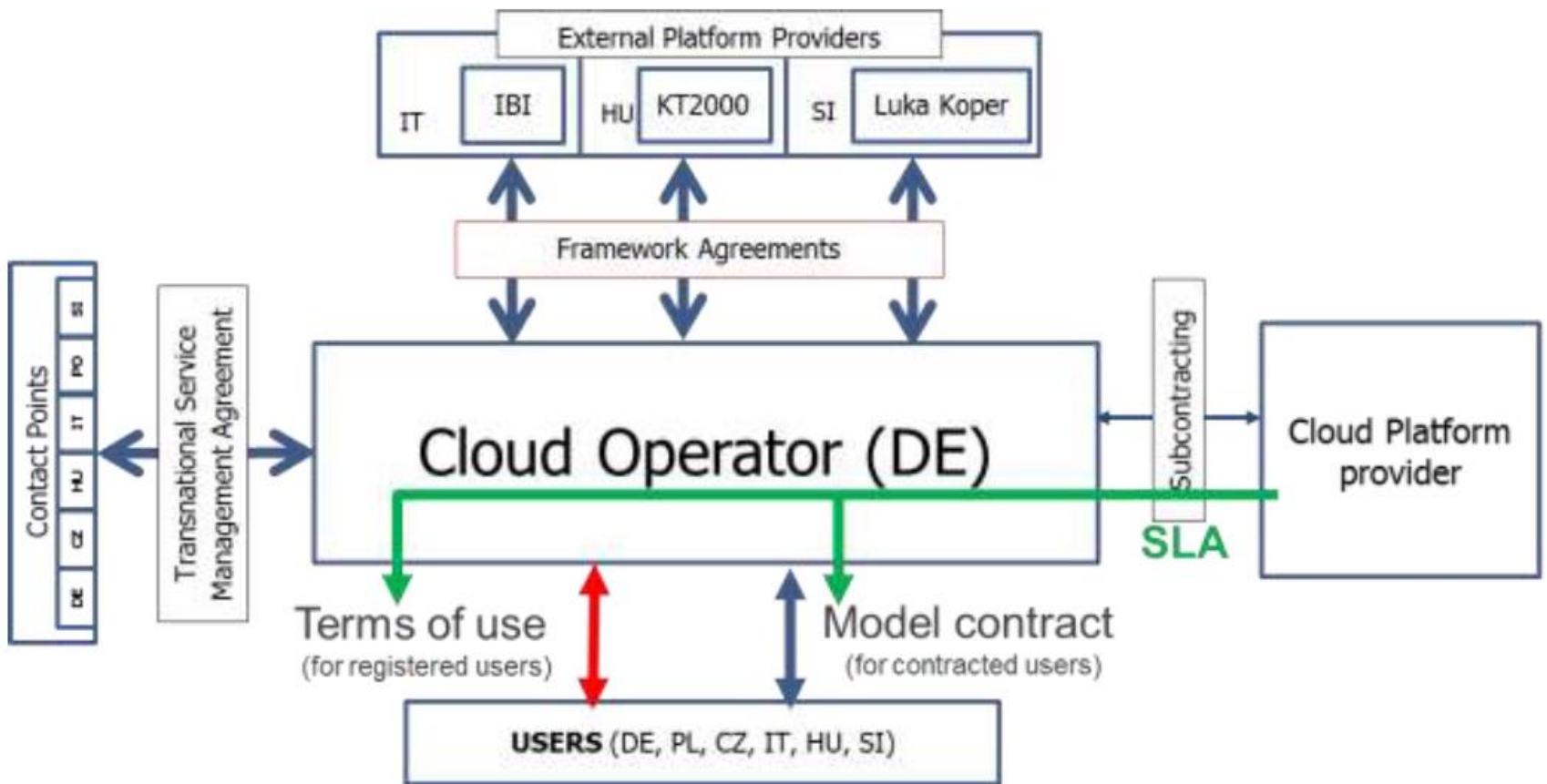
The Cloud Operator (CO) main responsibilities :

- Strategic decisions
- Operating the cloud
- Managing human resources
- Controlling
- Financial management /accountancy

National contact points (CP) main responsibilities:

- local marketing,
- managing contacts,
- gathering users,
- controlling contract documents.

Contracts



Costs Allocation

The cost items considered:

- Hardware and software
- Central Office and Contact Points
- Marketing and Promotion
- External Platforms providers

Costs Allocation

Basic principles for cost allocation:

- Common costs are all central Cloud Operator costs: cost of Infrastructure, Infrastructure Operation, and Central Management Office.
- Common cost of the Logical Cloud should be allocated to the participating countries according to market potential.
- Local cost for a country should be borne in the country.

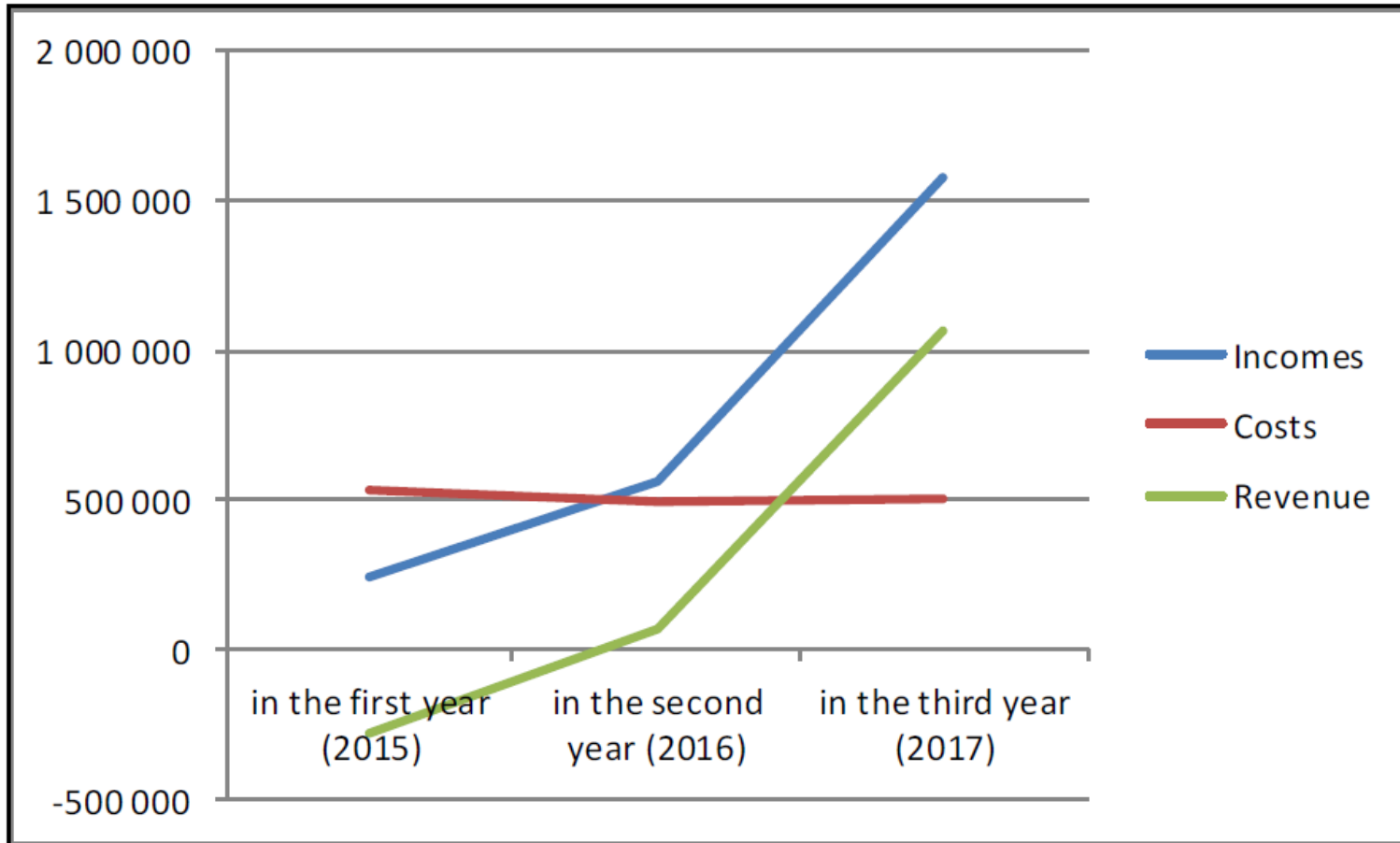
The market potential of the country is represented by the cost of the local contact point and a multiplier.

Incomes

Incomes can be generated on subscription and pay-per-use (transaction) basis:

- Subscription is interpreted as a fixed fee for the possibility to use the system at any time.
- Transactions are the basis of invoicing for all services. Transactions are defined by the services themselves, including fees for a transaction. Transactions can be defined on wide scale: for example a transaction can be even the use of a service for a day, or a query as well. Prices are also defined by the service.

Balance



Local Marketing Plan

A Local Marketing Plan is under elaboration to:

- support the market introduction phase of Logical in the Bologna area
- launch the “LOGICAL cloud” and raise awareness on its functions and benefits;
- attract new users;
- create favourable conditions for a long-term use of the system.

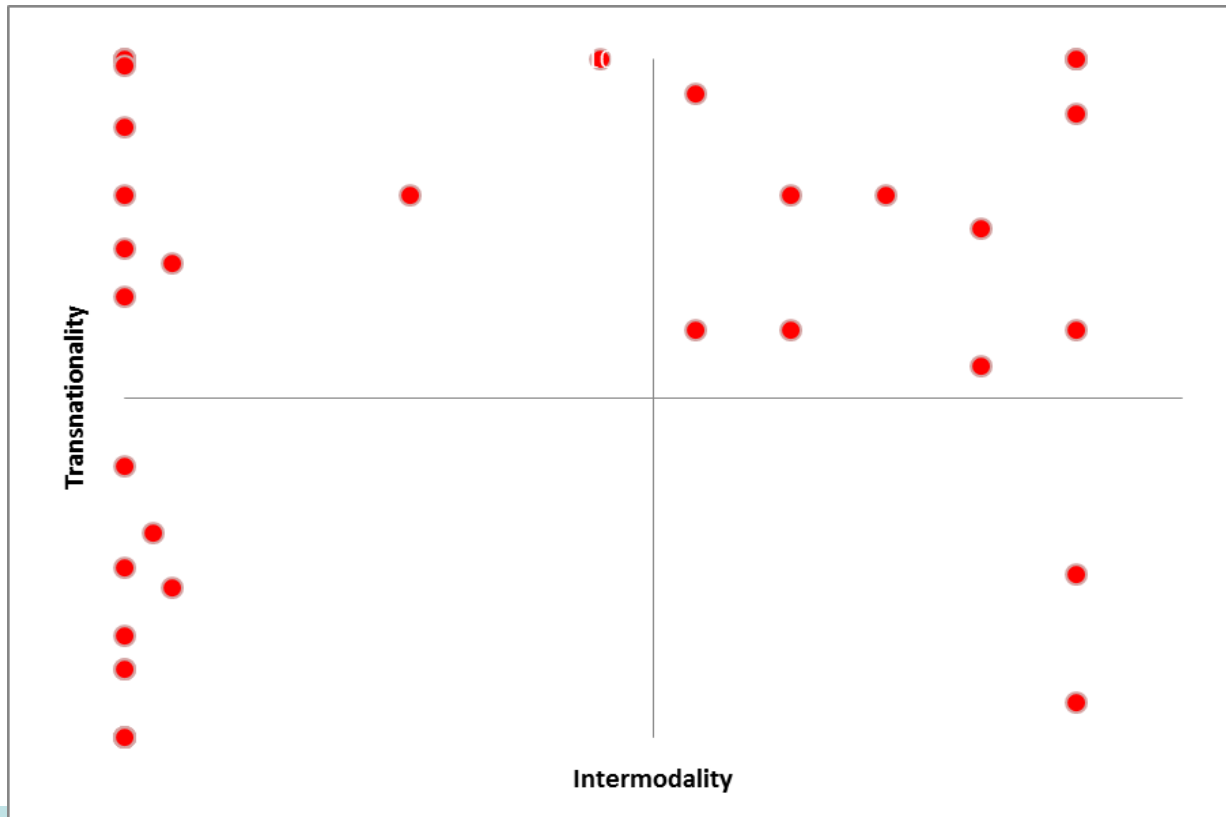
Customer analysis

CRITERIA FOR SELECTING CUSTOMERS

- Transnationality of businesses
- Intermodality
- Location
- Product category (ATECO code)
- Number of employees
- Turnover

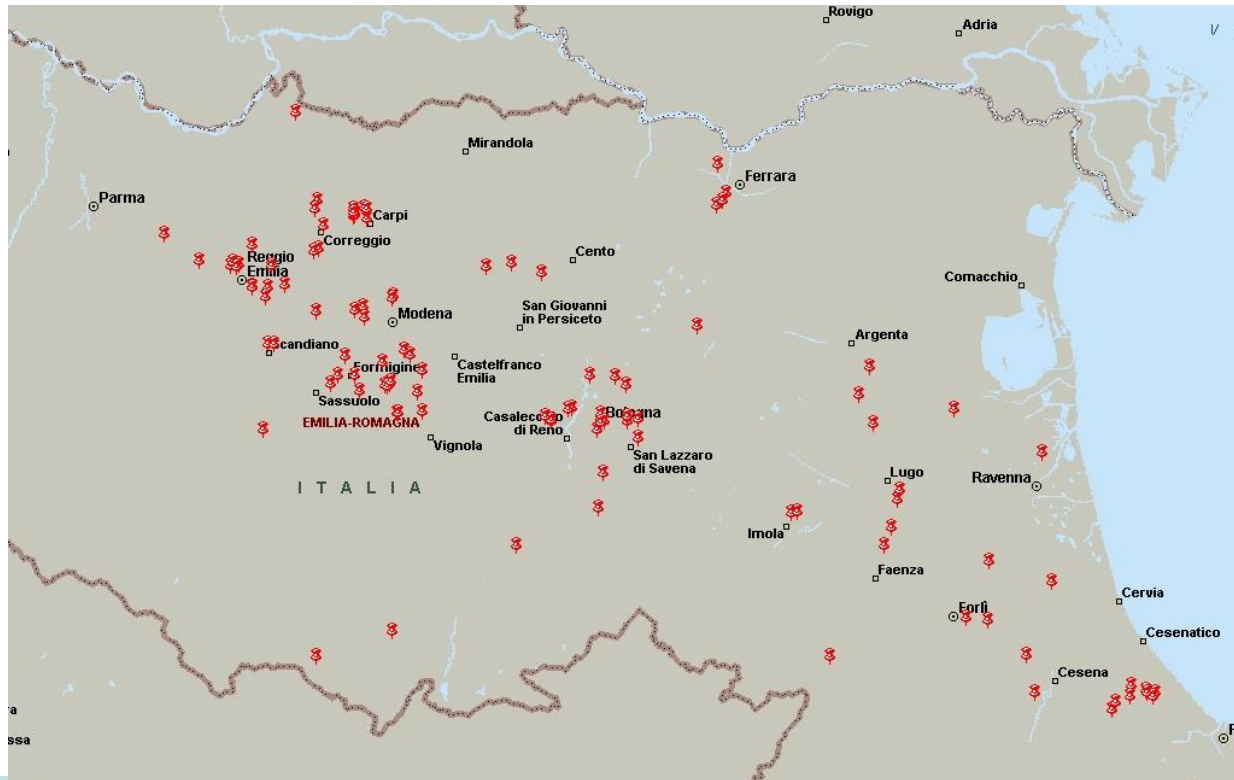
Customer analysis

BOLOGNA FREIGHT VILLAGE COMPANIES



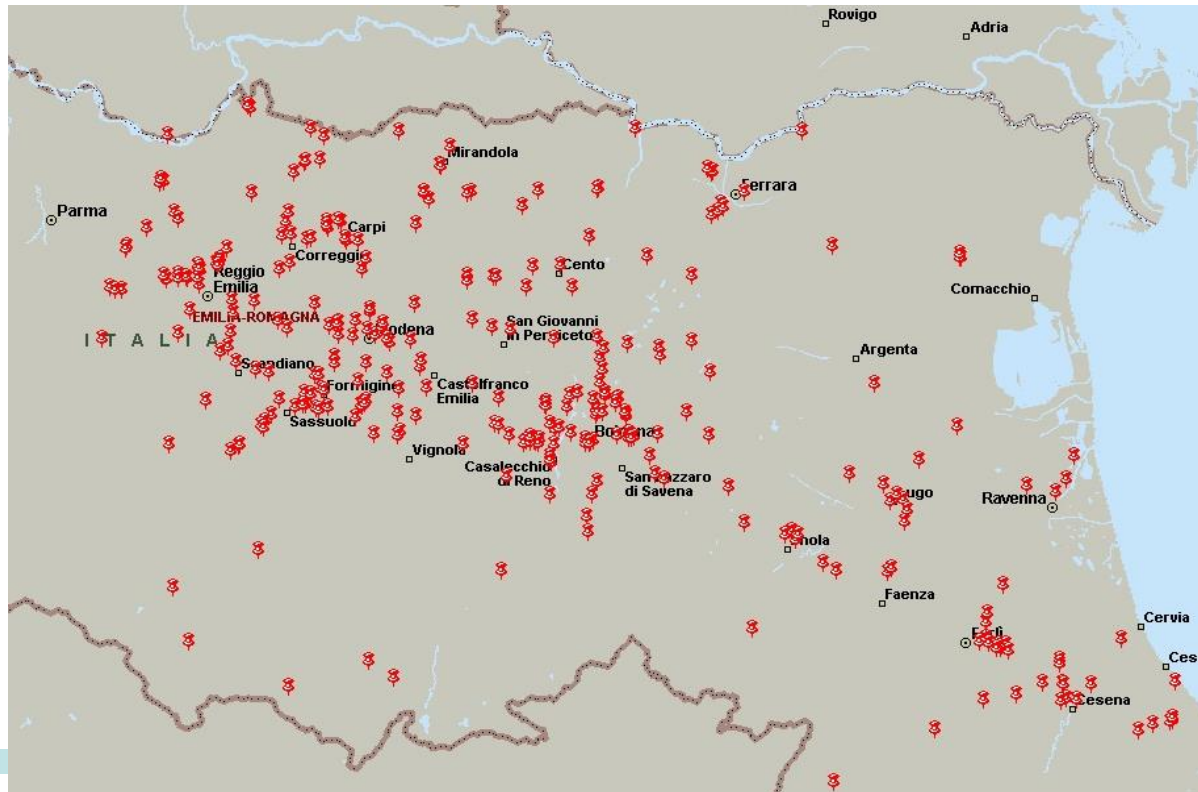
Customer analysis

LOCATION OF COMPANIES PER PRODUCT CATEGORY



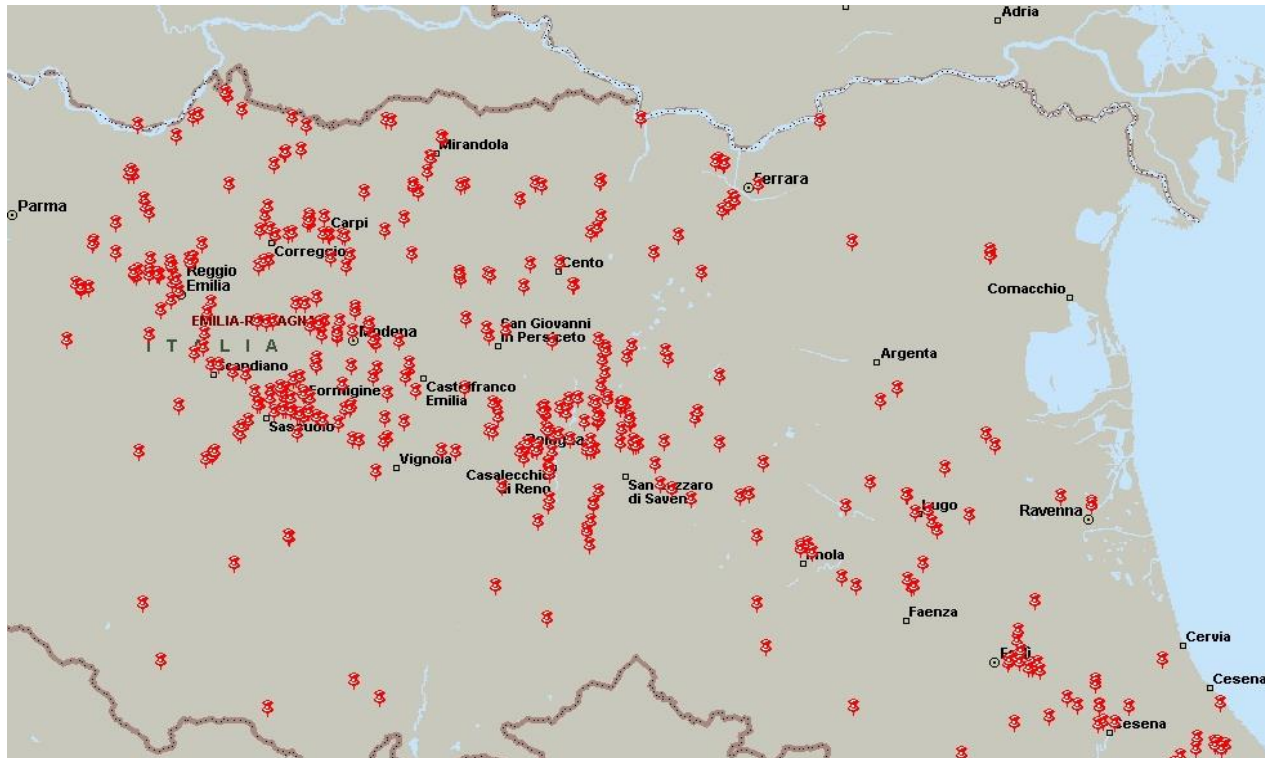
Customer analysis

LOCATION OF COMPANIES PER NUMBER OF EMPLOYEES (< 200)



Customer analysis

LOCATION OF COMPANIES PER TURNOVER (< 100.000€)



Communication tools

- Newsletter (within companies of the hub and externals)
- Social networks (Linkedin, Twitter)
- Advertisements/articles on logistics magazines and on websites (i.e. Interporto Bologna, Province of Bologna)
- Local workshops
- B2B meetings
- Participation to local congresses and meetings
- Participation to exhibitions

Thank you for your attention

Giuseppe Dall'Asta



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