

THE LOGISTICS POINT

YEAR 3 | ISSUE 02 | MARCH 2022

EXCLUSIVE
VIDEO CONTENT
INSIDE

MICRO-HUBS: FRESH AIR FOR FULFILMENT CONGESTION

An exclusive video
interview with Peter
Needle, Founder &
President, Segura System.

MICRO- FULFILMENT '22

Meet the speakers at our 8th
March event

UKRAINE & SUPPLY CHAINS

What will the impact of the war in
Ukraine be to supply chains

CRISIS AFTER CRISIS

Data & the role of technology in
controlling disruptions

THE LOGISTICS POINT'S

2022 MICRO- FULFILMENT & WAREHOUSING CONFERENCE

8TH MARCH 2022
10:00 AM GMT

REGISTRATION:

conference.thelogisticspoint.com

Join us for the second online conference on Micro-fulfilment & Warehousing to learn more about how the industry is transforming; automation; flexible storage solutions and more.

EDITOR'S NOTE

From crisis to crisis!

It is hard to start writing this month's note for multitude of reasons. I am sure we all know why. I personally believe in the importance of continuing forward and developing strong and sustainable business model.

What has been happening over the last few years has pressured logistics and supply chain in an unprecedented way. We are once again gearing up for yet another crisis.

This one, however, is very different and for many very personal. As a business insight platform The Logistics Point want to deliver news and analysis on what is happening around us and how it would affect the industry. At this time, understanding risk and acting upon cannot be underestimated. But all business goals, we believe, should be guided by the ultimate need for freedom and peace.

In this edition of The Logistics Point you will find more information about our upcoming _____ Micro-fulfilment _____ and Warehousing Online Conference on the 8th March. Join us now and discover what the future holds for urban storage.



You can also read more about fulfilment, as well as some insightful analysis on the war in Ukraine and how it would impact the supply chain.

We hope to see you on the 8th March and discuss more not just about micro-fulfilment but the role of the supply chain in today's reality.

Nick Bozhilov
Editor in Chief
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IN THIS EDITION



6

JOURNEY INTO MICRO-LOGISTICS AND MICRO-HUBS

Why and how to invest in micro-fulfilment

8 **MICRO-FULFILMENT & WAREHOUSING CONFERENCE: MEET THE SPEAKERS & PARTNERS**

Learn more about our speakers & partners

15 **VIDEO** **MICRO-HUBS: FRESH AIR FOR FULFILMENT CONGESTION**

Sebastian Steinhauser,
CEO and Founder of Parcelly

20 **VIDEO** **ROBOTS ARE TAKING OVER THE WAREHOUSE, BUT PEOPLE ARE STAYING**

Herbert ten Have,
CEO of Fizyr

22 **WHY INVEST IN MICRO-FULFILMENT?**

Banu Y. Ekren, Hendrik Reefke,
School of Management, Cranfield University

26 **UKRAINE'S CRISIS IMPACT ON SUPPLY CHAINS**

Written on 23th February 2022

IN THIS EDITION



34 **VIDEO** **HOW EYEWEAR ORDERS ARE FULFILLED AND AUTOMATED**

Steph Davis & Javid Sandra, Vision Direct

29 **VIDEO** **DATA IS THE FUEL FOR MICRO-FULFILMENT**

Oana Jinga, Co-founder, BotsAndUs

31 **VIDEO** **BRITISH EXPORTERS ADAPT TO THE NEW REALITY**

Paul O'Donnell, Public Affairs
director at the
Institute of Export and International
Trade

36 **DRIVING A PROACTIVE MANUFACTURING AND SUPPLY CHAIN WITH THE CLOUD**

Adam Mayer, Senior Manager at Qlik

40 **VIDEO** **LOGISTICS SHOULD TAKE ON COUNTERFEIT ITEMS BEFORE IT'S FORCED TO**

Phil Hamilton, Co-founder of
Countercheck

42 **VIDEO** **WHEN EVERY EVENT BECOMES A CRISIS, TECH CAN HELP**

Erik Lund, Head of Tracking Division,
Visilion



JOURNEY INTO MICRO-LOGISTICS AND MICRO-HUBS

Logistics is certainly going micro. It is not that the industry is becoming smaller – we all know that is not the case. What is happening is the increase in the need for smaller and more flexible spaces and solutions that can accommodate smaller orders, e-commerce and returns.

It is easy to talk but in the industry we know we also have to do the hard work. Just saying micro-hubs are becoming the new reality is not enough. We need solutions that work.

'The entire micro-hub space has transformed over the last two years, and COVID has been an accelerator for that in many ways. Micro-warehouses are making, in many ways, instant delivery services more seamless and affordable – a kind of breather for fulfilment congestion in urban areas as well,' says Sebastian Steinhauser, CEO and Founder of Parcelly.

More spaces but smaller

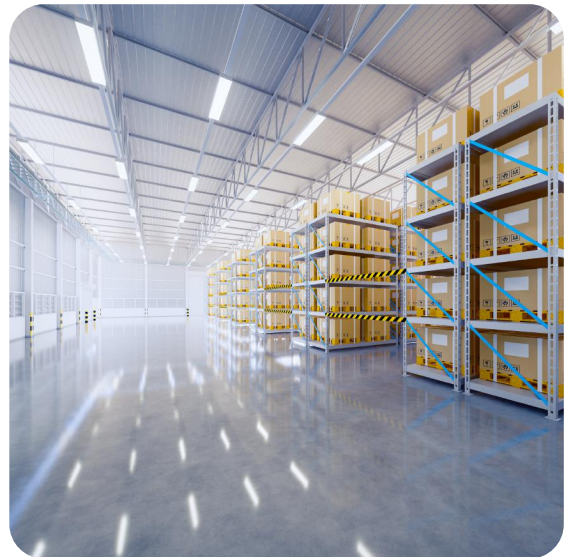
He is now alone in his evaluation of the situation. Daniel Levan-Harris, CEO and Founder of Mango Logistics Group, which operates many micro-fulfilment

warehouses around London, says the trends have really picked-up because of Covid. Space, however, is even more limited now that it was before.

One of the big questions will be whether robots will be able to take over the micro-hubs. According to Herbert ten Have, CEO of Fizyr, this will happen but won't mean people are not needed. According to ten Have one of the reasons is that not all technologies were fully ready and the market took its time to experiment and find what would work best. Now we can see many projects taking shape and the growth in automation and micro-fulfilment is unlikely to stop soon.

Understanding Micro-fulfilment

MFWs are also known as urban fulfilment centres. They are typically small and highly automated storage facilities located close to the end consumer in order to reduce the cost and delivery times of goods, explain Drs Banu Ekren and Hendrik Reefke from The Centre for Logistics, Procurement and Supply Chain Management, part of Cranfield University.



The primary focus is to speed up the delivery of online orders to customers. An MFW consists of three main components:

- Warehouse management software
- Automation equipment
- Packing staff

Are you still not convinced logistics is going micro? Do you have more questions? Why not join us on the 8th March online to talk about it. You can hear more real-life stories from logistics companies and experts in the field. The event is free, fun and most importantly practical. Get your free spot [here!](#)

One of the big questions will be whether robots will be able to take over the micro-hubs.

THE LOGISTICS POINT'S

MICRO-FULFILMENT & WAREHOUSING CONFERENCE

8TH MARCH
10 AM GMT

REGISTER NOW



MICRO-FULFILMENT & WAREHOUSING CONFERENCE: MEET THE SPEAKERS & PARTNERS

The retail landscape has changed completely over the course of the last three years. Automation is picking up and micro-fulfilment leads the way. Join us on the 8th March at 10 am GMT for our online Micro-fulfilment & Warehousing Conference. Hear what some of the leading experts in the field have to say about how projects are enabled, what the future holds and where to start when implementing micro-fulfilment solutions.

This is the second edition of the online event that last year brought together over 170 specialists. This year the event is growing and we are happy to work with more speakers and partners. In the following pages you can meet them, learn more about their expertise and what they will bring to the event.

[Don't forget to get your free ticket here!](#) If you have any questions, you can email us at nick@thelogisticspoint.com



Sebastian Steinhauser

CEO And Founder, Parcelly

Sebastian Steinhauser is the CEO and Founder of Parcelly, UK's first omnichannel logistics tech start-up. Before starting his entrepreneurial career, Sebastian spent 7+ years in London's City, gained experience in different strategic positions in Germany and France and holds a triple accreditation in International Management from ESCP Europe.

Spearheading innovation, CSR, sustainability and thought leadership for the delivery logistics industry, Sebastian won the "Great British Service Industries Entrepreneur of the Year" in 2016 and was voted one of "Britain's Most Successful Leaders" in 2020.



Herbert Ten Have

CEO, Fizyr

Herbert ten Have is an innovative business leader with more than three decades of experience in building high-tech products and services. In his career, he has held leadership positions, from Product and Marketing Manager to International Sales and Marketing Director.

As a serial entrepreneur, Herbert has successfully founded and run several high-tech companies. He effortlessly rides the wave of inherent challenges that come with technology and loves sharing his expertise. Today, as CEO of Fizyr, Herbert is committed to building the best vision software product to enable Fizyr's partners to provide cutting-edge robotic picking solutions for the logistics industry.



Daniel Levan- Harris

Founder And CEO Of Mango Logistics Group

Founder and CEO of Mango Logistics Group, which was founded in 2004 in the heart of London, providing end to end logistics solutions including warehousing, fulfilment and last mile delivery services as well as UK next day and international courier services.

An entrepreneur with an inquisitive and creative mindset with a keen interest in innovation, sustainability, and creating opportunities for young people within the logistics industry. Daniel started life initially as a competitive high-performance sailor. Still very enjoys outdoor sports, snowboarding, mountain biking and still sails from time to time. Daniel's love for sustainability, nutrition and future food security has led to him co-founding Edibl, an insect farm growing crickets and locust for human and pet consumption.

Oana Jinga

Co-Founder & CCO BotsandUS

Oana is the CCO and a co-founder of BotsAndUs, a highly innovative service robotics and AI company based in Central London.

With a background in leading strategic partnerships at Google and developing innovative products at Telefonica, her career touched on various areas of the tech world, having found a sweet spot in designing, developing and bringing robots to the logistics industry to drive significant business value across all warehouse processes. She is very passionate about educating the world on the benefits and ethics of robotics as well as the importance of building unbiased AI.





Dr Banu Y. Ekren

Senior Lecturer In Logistics & Supply Chain Management
Cranfield Centre For Logistics

Banu Yetkin Ekren is a Senior Lecturer of Logistics and Supply Chain Management. Previously, Dr Ekren worked as Associate Professor at Yasar University, Izmir, Turkey. She completed her PhD at University of Louisville, KY, USA, in the Department of Industrial Engineering and the recipient of the best PhD dissertation award when she graduated in 2009. She completed a one-year postdoctoral research in the period of 2011-2012 for a funded contract project with the Defence Logistics Agency (DLA), PA, USA. She developed simulation models for the DLA's largest warehouse to improve its operating performance.



Dr Hendrik Reefke

Senior Lecturer & Director, FT MSc In Logistics,
Procurement And Supply Chain Management

Dr Hendrik Reefke has held academic positions in the UK, Germany, and New Zealand. Prior to this he worked in the automotive sector with roles in Engineering and Procurement and in Project Management. Hendrik is known for his capability in Warehousing, a specialised area characterised by complexities regarding design, equipment, operations, and managerial implications. Hendrik embraces a variety of methodological research approaches including simulation, process design, modelling, surveys, group decision techniques, case studies, and conceptual theory building. His work has been published in academic journals, books chapters, and conferences. For research supervision, he welcomes students interested in conducting empirical research in areas broadly connected to his research interests.



Since 2014 Parcelly has been on a mission to revolutionise urban Hyperlocal Logistics by reuniting E-commerce and existing supply chains through technology, resolving first and last-mile challenges. Our technology converts unoccupied space in commercial real-estate into logistics storage that can be used agnostically by any retailer or carrier.

Services include a variety of E-commerce services, including Click&Collect, Cross-Docking, Hyperlocal Warehousing, Return drop-off and consolidation, through one powerful technology platform at its core. Parcelly believes that E-commerce and in particular the last- and first-mile of Logistics should be convenient, effective, simple and above all, sustainable.



FIZYR

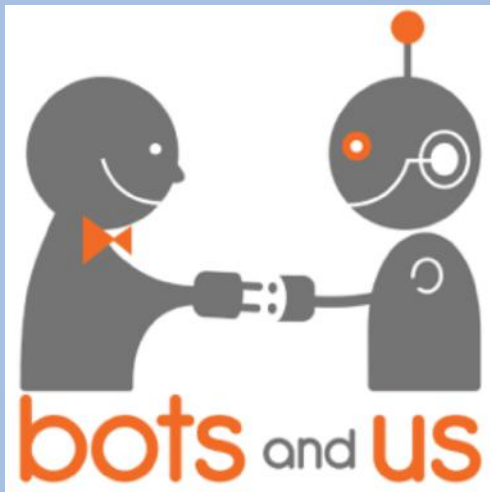
Fizyr designs, builds, and installs a standardized computer-vision software that detects unknown objects varying in shape, size, colour, material or stacking. Its robust algorithms provide over 100 applicable grasp poses each second, including classification to handle objects differently, while performing quality controls.

Fizyr is trusted as a strategic partner by global leading integrators, thanks to its fully scalable and proven software-only product, for which we provide full insight and control to install, manage, update and support. We empower system integrators to build cutting-edge solutions for the industry's end users, in multiple high-demand industries, such as e-commerce, micro-fulfilment, parcel handling and more.



Mango Logistics operates micro-warehouses and electric fleet providing a true sustainable last mile delivery for our B2B and B2C clients.

Mango operates large warehouses from where we cover longer term storage, ecommerce, consolidation and fulfilment. As part of our services, Mango provides cross docking, forward stock location, same-day, next day and International couriers.



BotsAndUs is a data-driven robotics and AI company. We believe in humans and robots collaborating towards a better life and more efficient businesses.

We believe in a world where robots liberate us from dull, repetitive work so we focus on the things that truly matter. Our mission is to create a fleet of autonomous service robots to work alongside people. Their goal is to drive efficiency across customer service, operations and analytics. We offer access to real time insights through a full-stack solution consisting of autonomous agents and analytics tailored to your business needs. Revolutionise your operations and the way you understand, engage and interact with customers.



The Centre for Logistics, Procurement and Supply Chain Management, part of Cranfield University is situated in the School of Management and has an excellent, worldwide reputation, providing highly regarded, advanced teaching and research. They offer a variety of programmes such as our full-time and part-time MSc programme, a part-time Level 7 Senior Leader Master's Degree Apprenticeship, executive short courses as well as our customised executive programmes. The research interests are in the areas of agile and lean supply chains, procurement, supply chain strategy, decision support systems, supply chain information technologies and analytics, sustainability and circular economy, food and retail supply chains, simulation and modelling, warehousing, freight transport and manufacturing supply chain.



Inther Group is an international system integrator, specialized in automation solutions for warehouses. We deliver and maintain picking, packing, storage and sorting systems built on the modular and highly flexible Inther LC Warehouse Execution System. Inther distinguishes itself through its holistic approach. From analysis, design, construction and delivery to 24/7 service and support worldwide. We are your full-service partner for improving intralogistics.

THE LOGISTICS POINT'S

MICRO-FULFILMENT & WAREHOUSING CONFERENCE

8TH MARCH
10 AM GMT

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VIDEO

MICRO-HUBS: FRESH AIR FOR FULFILMENT CONGESTION

On-demand and instant deliveries have taken over the logistics industry in a way that has left many companies wondering how to properly respond. Adding to the pressure is the shortage of warehouse spaces and the overall need for more automation and more flexible solutions. We spoke to Sebastian Steinhauser, CEO and Founder of Parcelly about the role of micro-hubs, technology and what to expect from Parcelly during the [Micro-fulfilment & Warehousing Conference on the 8th March](#). Watch the full interview below.

We spoke nearly half a year ago about micro-hubs and micro-fulfilment. How do you think the field has changed over that time?

It is a very challenging time right now. Yet, from a professional perspective, it is very successful for Parcelly and for the micro-hub and warehousing solution we are rolling out at the moment. We continue activating through mobile technology excess space in commercial real estate for all sorts of different logistics and e-commerce solutions.

It's a model that started as a B2C proposition where individuals can utilise their local convenience store as a pick-up and drop-off point for parcels - fully carrier and retailer agnostic. It has grown into what Parcelly is today - a full end-to-end omnichannel logistics platform.



Supply Chain Management Courses

In an ever-changing landscape, stay ahead with one of our specialist supply chain management courses.

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21-25 March 2022

Postgraduate level apprenticeship in Logistics and Supply Chain Management

(Apprenticeship Levy fundable)

17 October 2022

Learn more:

www.cranfield.ac.uk/som/supplychain

We are also facilitating the main drivers of on-demand and instant delivery such as Hyper-local Warehousing and instant returns.

Is it becoming easier for companies to work in the area of Hyper-local Warehousing?

The entire micro-hub space has transformed over the last two years, and COVID has been an accelerator for that in many ways. Micro-warehouses are making, in many ways, instant delivery services more seamless and affordable - a kind of breather for fulfilment congestion in urban areas as well.

And then last but not least, optimising the efficiency and speed of online order fulfilment while taking, in many ways, the load off the retailers storing and managing the inventory on their own.

So it's not a surprise that huge investments have happened.

Do you think it is a sustainable model?

Well, if we talk about sustainability, we would need to differentiate what area we want to be looking at. Financially, it's obviously something that needs to prove its ground in many ways, incredibly cost intensive and asset heavy for many platforms.

But then if we talk sustainability from an environmental perspective, for example, it is potentially the answer to our main challenges and major trends right now in e-commerce and the reality that there is reduced warehouse space, that there are millions of square feet of additional warehouse space needed solely for online fulfilment.

THE LOGISTICS POINT'S

**MICRO-FULFILMENT &
WAREHOUSING
CONFERENCE**

**8TH MARCH
10 AM GMT**

REGISTER NOW

Micro-warehouses are making, in many ways, instant delivery services more seamless and affordable - a kind of breather for fulfilment congestion in urban areas as well.

Parcelly is being part of our Micro-fulfilment & Warehousing Conference on the 8th March. What can we expect to hear from you?

We will have a few big announcements and we would love to utilise your platform to share this with the world. Then a large proportion will also be about our vision for this micro-fulfilment space and hyperlocal fulfilment when it comes to how e-commerce and logistics might utilise that solution in the future.

You can watch the full video interview with Sebastian now. Don't miss the event on the 8th March where you can learn more about micro-hubs and micro-fulfilment from Parcelly. Other participants include Fizyr, Cranfield School of Management, BotsandUs, and Mango Logistics. Register [here!](#) *

THE LOGISTICS POINT'S

2022 MICRO- FULFILMENT & WAREHOUSING CONFERENCE

8TH MARCH 2022
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conference.thelogisticspoint.com

Join us for the second online conference on Micro-fulfilment & Warehousing to learn more about how the industry is transforming; automation; flexible storage solutions and more.



VIDEO

ROBOTS ARE TAKING OVER THE WAREHOUSE, BUT PEOPLE ARE STAYING

Automation in the warehousing space is growing. Companies have embraced new technology more than ever and providers of software and autonomous solutions are working hard on new projects. We spoke with Herbert ten Have, CEO of Fizyr, about warehouse automation, trends and expectations and what to expect from Fizyr during our second Micro-fulfilment & Warehousing Event on the 8th March 2022. Watch the video interview below and register for the event [**now**](#).

Applying deep learning AI into the warehousing process has made a huge difference,' begins ten Have. Our conversation starts from trying to understand why logistics and supply chain companies have taken a long time to fully embrace automation. According to ten Have one of the reasons is that not all technologies were fully ready and the market took its time to experiment and find what would work best. Now we can see many projects taking shape and the growth in automation and micro-fulfilment is unlikely to stop soon.

Project Management

Whenever looking into automation for the warehouse ten Have suggests to take a holistic approach. It is very easy to think that automating one process after the other would be the best solution.

According to Fizyr's CEO, project management would benefit from an overall plan. In his interview he uncovers some of the key areas where focus needs to be put. He also covers the topic of warehouse employees and how automation projects can benefit their work. 'There are many areas that need humans,' ten Have explains. His expectations are that we will see a fully autonomous warehouse in the next five years.

What to expect on the 8th March

Fizyr is being part of The Logistics Point's Micro-fulfilment & Warehousing Conference on the 8th March. Herbert ten Have will share with the audience during the virtual event more about automation, micro-fulfilment and will also talk about real life scenarios and examples. Fizyr designs, builds, and instals a standardised computer-vision software that detects

unknown objects varying in shape, size, colour, material or stacking. Its robust algorithms provide over 100 applicable grasp poses each second, including classification to handle objects differently, while performing quality controls. Fizyr is trusted as a strategic partner by global leading integrators, thanks to its fully scalable and proven software-only product, for which we provide full insight and control to install, manage, update and support.

Watch the full interview with Herbert ten Have, CEO of Fizyr, now and learn more about how to begin your automation projects, whether it is better to start from scratch and how to remodel an older facility and what to expect on the 8th March. *



WHY INVEST IN MICRO-FULFILMENT?

This article is by Banu Y. Ekren, Hendrik Reefke, School of Management, Cranfield University. Erken and Reefke [will join us on the 8th March at our Micro-fulfilment event.](#)

The COVID-19 pandemic has affected the global retail market significantly. Millions of people adjusted to work from home as offices closed. Remote work and the closure of physical retail outlets fuelled the boom of e-commerce and other virtual transactions.

For instance, according to the United Nations Conference on Trade and Development (UNCTAD), the e-commerce sector witnessed a substantial rise in its share of all retail sales in 2020. The McKinsey Consumer Pulse survey, which is conducted around the world, showed that roughly three-quarters of people using digital platforms for shopping during the pandemic say, they would continue online shopping, even when things return to "normal".

This increase in e-commerce has also altered customer order expectations, asking for shorter delivery times and decreased delivery costs. To remain competitive in this evolving retail environment, retailers explore new avenues to overcome those challenges.

Micro-fulfilment on the rise

Consumers tend to have less patience with retailers, expecting fast, accurate, and reliable order delivery every time. The PwC Customer Survey covered 9,370 respondents in 26 territories/countries and found that efficient delivery or collection service is 'always' or 'very often' important. Unsurprisingly, Statista estimates that there is going to be an exponential increase in the same-day delivery market size between 2021 and 2027.

This change in expectations, coupled with a competitive market that allows customers to switch to competitors who provide more rapid order fulfilment, has paved the way for micro-fulfilment warehouses – MFWs. Micro-fulfilment allows businesses to move fulfilment centres closer to the customer, respond to changing demand in a more agile manner, boost resilience in the market, and to maintain more control across the overall shopping experience.

Micro-fulfilment vs. traditional warehouses: What's the difference?

MFWs are also known as urban fulfilment centres. They are typically small and highly automated storage facilities located close to the end consumer in order to reduce the cost and delivery times of goods.



The primary focus is to speed up the delivery of online orders to customers. An MFW consists of three main components:

- Warehouse management software
- Automation equipment
- Packing staff

MFWs can be established either in an existing store or also constructed as a dedicated facility. They generally hold a limited product portfolio and serve for online order fulfilment within a designated local region or postcode. Hence, in terms of size, they tend to be around 10,000 square feet or less which is significantly smaller than most traditional warehouses which are often in the 300,000-square-foot range.

Consumers tend to have less patience with retailers, expecting fast, accurate, and reliable order delivery every time.



In an MFW, average inventory turns may only be around 24-48 hours, resulting in less stockholding and space requirements. On the flipside, inventory levels need to be carefully monitored and replenished regularly. Further, digitised and automated technologies are installed in order to significantly reduce reliance on manual labour and the associated costs.

Given that MFWs are often situated in urban settings, it is important to note that automation and robotic technologies employed in MFWs are relatively quiet, unlike forklifts and other traditional warehouse equipment, providing a more pleasant environment with less noise and disruptions for neighbours.

Which companies can use MFWs?

The industries that have been quick to adopt micro-fulfilment strategies are those in the grocery and fast-moving consumer goods sectors such as packaged foods, cosmetics, dry goods, and other consumables. Many large retailers such as Amazon, Walmart, Target in the USA and Tesco in the UK have invested considerably in micro-fulfilment facilities and technologies. Further, Albertsons, ShopRite, Meijer, and Stop & Shop, are also using micro-fulfilment centres to reduce reliance on in-store fulfilment.

One of the largest retailers in the USA, Walmart, has set up in-house MFWs in several of its stores. Walmart's MFWs are stocked with the most popular products ordered online including packaged and frozen foods. Walmart's Alphabot automated system is designed to pick ten times more inventory stock than staff in a traditional warehouse setting.

Advantages of MFWs

The main advantages of MFWs can be summarised as follows:

- Accelerated order picking
- Rapid order delivery
- Decreased operating costs
- High product availability
- Safe working environment
- Improved energy efficiency

MFWs can further minimise negative environmental impacts caused through order fulfilment, by lowering transport emissions for final delivery due to their proximity to end consumer locations.



HENDRIK REEFKE AND BANU Y. EKREN
SCHOOL OF MANAGEMENT, CRANFIELD
UNIVERSITY.

Overall, it is evident that retailers embrace automation in order to realise future-proof order fulfilment solutions. Micro-fulfilment is one of the most important strategies in this regard and predicted to grow in importance. *

Walmart's MFWs are stocked with the most popular products ordered online including packaged and frozen foods. Walmart's Alphabot automated system is designed to pick ten times more inventory stock than staff in a traditional warehouse setting.

The top half of the page features a close-up, draped texture of the Ukrainian national flag, with a vibrant blue top half and a bright yellow bottom half. The fabric appears to be moving, creating soft folds and highlights.

UKRAINE'S CRISIS IMPACT ON SUPPLY CHAINS

**OUR CONVERSATION HAPPENED ON 23TH FEB 2022.
THE SITUATION MIGHT HAVE SIGNIFICANTLY CHANGED!**

The crisis in Ukraine is escalating quickly and it is hard to predict what will happen next. Unpredictability is bad news for supply chains that rely on safety and are so interconnected that a single problem could cause major issues. We spoke to Sam New, Sr. Principal Analyst, Supply Chain Research, Gartner, about how supply chains are being affected by Ukraine's crisis, what can be done to prepare better and what sectors will be most affected.

'For Putin, unpredictability is almost a tool,' New begins when asked how important Ukraine is for global supply chains and what impact the current events are having on the industry. Depending on how the conflict develops global supply chains could be seriously affected but experts are hoping this would not happen. 'We have to be careful what assumption we are making. From a supply chain and commercial point of view we have to be prepared for a variety of situations.'

Ramping Up Wartime Supply Chains

If we see large, full scale armed conflict we can get into a level of aggression that we have not seen in the post-war era in Europe. Gartner believes that this could have a substantial immediate and medium term effect on global supply chains.

That in turn will necessitate some degree of reorganisation and likely mandated production plants – typically invoked for wartime support.

The fears about materials' availability will be amplified. That could cause production capacity issues and problems outside of the direct conflict. 'There won't be just an isolated shock but something that could be more widespread,' New explains. 'The areas we can see some impact would be places like China, Vietnam and the South China Sea trade routes.'

Ukraine's Place

Supply chains around the world are extremely connected and Ukraine is not an exception. This could have negative effects on material availability, production capacity and logistics constraints. In addition, energy prices and availability would also cause headaches. Global capital flows will also be affected.

New believes that both sides of the conflict would be able to ramp up their wartime supply chains. 'Certainly Russia has the capabilities to supply munitions if needed. We will see what NATO's response will be. It is still not clear what the role of NATO will be and it is ambiguous in terms of production ramping up for war time.

Commercial Impact

According to New businesses would have to qualify additional sources of supply. This would include raw materials, which are expected to be in short supply, as well as finished goods. Another thing that would need to be done is examining alternative routes for logistics networks. 'Brand owners and producers of finished goods, both B2B and B2C, need to take a look at the relationship they have with their strategic external partners and that would enable them to lean on external manufacturers, 3PLs, 4PLs.'

THE LOGISTICS POINT'S

SUSTAINABLE SUPPLY CHAINS CONFERENCE

**10TH MAY 2022
10 AM BST**

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There could be an impact not only to raw materials and sourcing but also intermediate goods. 'We cannot also ignore the impact on logistics networks,' New continues. 'This could have an impact on every discipline across the supply chain.' This would depend on how things develop and what the outcome is.

Sanctions

Sanctions would have a short to medium term negative impact on Western businesses. Price heights, short term thinking and opportunistic partnerships could be a result of the sanctions. 'The main thing we could see is an injection of fresh volatility into the markets,' New comments. 'What we know is that markets hate uncertainty and that gets back to reexamination of the supply chain network at each node.'



New finishes by summarising what supply chain managers need to be aware of. The conflict could lead to key material shortages – critical minerals and energy; material costs' increase is also likely; we could see severe shocks to production impact – particularly electronics and chemicals; capacity constraints and slowing down key ports and route ; cybersecurity bridges should not be ignored as in the age of IoT whole manufacturing facilities could be impacted.

*

The main thing we could see is an injection of fresh volatility into the markets,' New comments. 'What we know is that markets hate uncertainty and that gets back to reexamination of the supply chain network at each node.'



VIDEO

DATA IS THE FUEL FOR MICRO- FULFILMENT

'Data is the fuel that can support micro-fulfilment centres,' says Oana Jinga, Co-founder of BotsAndUs for The Logistics Point. Jinga is joining us on the 8th March at 10 am GMT for the [Micro-fulfilment & Warehousing online Conference](#). We spoke about the role of automation in the warehouse, what changes need to be made to adopt autonomous solutions and the work of BotsAndUs. You can watch the full video interview below.

There is a huge customers' pressure on distribution networks to be faster and more efficient. Jinga believes that robots and autonomous solutions can provide much of what is needed to create better efficiency. She says, however, that companies need to be realistic and not fall into a futuristic trap. Current solutions on the market are not going to solve all problems a micro-fulfilment centre might face but would help with data gathering and analysing.

BotsAndUs

Data gathering is one of the things that BotsandUs autonomous robots are good at. They can be stationed at key areas in the warehouse - both large fulfilment centres, as well as smaller, urban spaces. The bots can scan and feed systems with real-time virtual twins.

Jinga says that more and more companies in the supply chain industry are looking into such solutions. There are a few key areas she believes would need to be addressed first before we see a large-scale adoption. One will be education and controlling expectations. In addition, she urges companies to be faster with adopting and trying out new technologies. 'Until you actually see the solution, it is very hard to make a decision,' Jinga comments.

Helping staffing

Warehouses globally take a lot of space and even more is needed. Labour, however, is not something that is easy to find. Jinga believes autonomous solutions will help companies without removing the need for people. In her opinion robots will work with people to achieve a common goal.



OANA JINGA, CO-FOUNDER, BOTSANDUS

To learn more about the role of autonomous robots and robotics for micro-fulfilment and warehouse centres watch the full video with Oana Jinga from BotsAndUs. Don't miss our Micro-fulfilment event and [register now](#). *



VIDEO

BRITISH EXPORTERS ADAPT TO THE NEW REALITY

The pattern of UK exports has changed significantly due to multiple factors. On one hand, Covid caused a huge supply chain crisis, felt throughout the world. On the other, Brexit created barriers for logistics companies that were not there before. Many had to quickly adapt and learn how to deal with the new regulations. We spoke to Paul O'Donnell, Public Affairs director at the Institute of Export and International Trade, about the future of exports in the UK and what can be done to improve the situation.

The Institute of Export and International Trade published an Export Monitor with conflicting data showing growth and many problems for companies. The goal is to publish the monitor every month and provide a real-time visibility on what is happening with trade. 'The number of exporters in the UK really shot up in January and February 2021,' O'Donnell explains. This is probably due to the change in classification, as British exporters became a third party for the EU. Things have settled down and O'Donnell believes the overall situation is normalising.

Changing habits

Organisations are getting used to the new trade rules and this might be having a positive impact on exports' attitudes overall. According to O'Donnell, once

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companies have realised exporting is not that hard, they are more open to the idea of finding new partners around the world. The expectation is that this will bring more international trade between the UK and other countries outside the EU.

Problems, of course, still exist. Small and medium size companies have been hit the hardest. Due to the way they operate it is only logical to see them having a hard time. It is believed that many have decided to appoint an intermediary who can help them navigate around the new rules and opportunities. This is probably one of the reasons why the Export Monitor records a slight decrease in exporters.

Brexit or Covid

In his interview with The Logistics Point O'Donnell says it is hard to see which caused more problems for trade - Covid or Brexit. There are certainly times when one was more prevalent but overall both events were responsible for some of the troubles. In addition, geopolitical insecurities are also adding to the mix.

Watch the full video interview with Paul O'Donnell now to learn more about the Export Monitor, what problems are being recorded and what are the expectations for the coming months.

✱



VIDEO

HOW EYEWEAR ORDERS ARE FULFILLED AND AUTOMATED IN VISION DIRECT

'The speed of the fulfilment process is a key component,' begins Steph Davis, Director of Supply Chain at Vision Direct, the online retailer for eyewear during an exclusive video interview with The Logistics Point. Together with his colleague Javid Sandra, Senior Product Manager, Davis explains how Vision Direct improved its fulfilment processes, controlled its growth and continued to deliver good customer service.

When switching costs between retailers are low, it is incredibly important that inventory levels are kept high. 'It is all about having the right information at the right time,' comments Sandra, who was responsible for creating and implementing Vision Direct inhouse developed software solution.

Sandra explains the difference between startup companies which operate with smaller volumes and larger players. In the beginning, it is easier to keep everything under control but as operations become more complex, relying on people to monitor the systems is not efficient. In addition, organisations often have to employ hundreds of people whose only job would be to file in numbers.

Solving problems

For Sandra and Davis one of the challenges was around dealing with legacy systems that were no longer fit for the new reality of a fast growing online retailer. This meant that the software was developed in a way that would allow quick changes. 'Business requirements change and we adapt in an agile way,' Davis says.

Davis also advises on a few key areas supply chain managers should focus on. The ability to connect with suppliers is important. Automated emails, for example, notify suppliers when an item is not available.



JAVID SANDRA, SENIOR PRODUCT
MANAGER & STEPH DAVIS, DIRECTOR OF
SUPPLY CHAIN AT VISION DIRECT

Both also comment on how training is done when a new feature is introduced and what the future holds for the supply chain in 2022 and beyond. You can watch the full video interview with Steph Davis and Javid Sandra below now. *



DRIVING A PROACTIVE MANUFACTURING AND SUPPLY CHAIN WITH THE CLOUD

Supply shortages, delivery issues, energy cost pressures and staff gaps. The past two years have not been easy on the manufacturing and supply chain sector. Issues already brewing have been compounded by recent legislation, notably Brexit and IR35 in the UK, including COVID disruptions worldwide.

The sector has quickly adopted and integrated technological solutions, from ERP software to support planning operations, to robotics and the Internet of Things (IoT) to drive efficiencies and reduce handling costs. Yet, the biggest headlines still come down to delays, shortages and failure to forecast or meet demand.

The key here is ensuring manufacturers and suppliers are accessing, sharing, and making the best use of data - where possible, in real-time- to allow them to make better and more informed decisions in the moment. Not having access to timely data can cause a big disconnect across supply chains, impacting how teams from the manufacturing floor to Head Office plan their output.

How can cloud analytics support the manufacturing sector?

Data can make a huge difference to organisational planning – but only when accessible to those who need it and provided promptly. This is where data analytics in the cloud offers a huge opportunity to manufacturing organisations. Firstly, it allows them consistent access to real-time information, ensuring teams can work in tandem rather than at cross-purposes and make more effective decisions in the process and provides critical visibility to stakeholders across the entire supply chain.

Tracking all potentially disruptive elements in real-time – from weather and geopolitics to warehousing issues and subcontractor problems – informs proactive planning and operations that can minimise potential issues and uncover new opportunities.

Cloud analytics also empowers teams with the latest innovations in analytics. For example, having live updates on capacity and inventory across a network of warehouses can help prevent waste and even grow regional revenue by offering more goods to retailers in line with higher-than-expected demand.

The sector has quickly adopted and integrated technological solutions, from ERP software to support planning operations, to robotics and the Internet of Things (IoT) to drive efficiencies and reduce handling costs.



ADAM MAYER, SENIOR MANAGER AT QLIK

Getting data across the supply chain into the right hands

There's ample evidence for the benefits of cloud analytics in the sector too. For example, one of our customers, Whitworths, found that storing data across multiple locations was hindering decision-making for its manufacturing operations team, who mostly did their reporting via internal spreadsheets. Since partnering with Qlik to introduce cloud analytics, teams across Whitworths can access a single, up-to-date,

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and accurate version of the truth regarding performance and inventory levels, providing clarity from the manufacturing floor to the boardroom. Qlik Cloud also offers a more cost-effective licensing option for analytics teams and across the wider business.

This, in turn, promotes a better data culture across the organisation. Qlik is putting data in the hands of the people in warehouses and on the factory floors by giving mobile access to real-time applications. This has transformed how and when data can inform the decisions made. And of course, investing in employees' data literacy is important for ensuring they can use these new analytics dashboards and drive decisions from an informed, up-to-date position, armed by data insights.

Data can make a huge difference to organisational planning – but only when accessible to those who need it and provided promptly.

Qlik Cloud is also preparing a gateway for Whitworths towards predictive cloud analytics to help forecast manufacturing and industry trends for more accurate resource planning across the business. In this way, Whitworths are continually striving to achieve Active Intelligence in its operations, where continuous intelligence with context-rich, real-time analytics proactively offers information in the business moment and compels teams to act.

Driving better decision-making with data analytics

It goes without saying that problems are inevitable in today's globalised, extended supply chains. But in this environment, it's accurate, timely, and accessible data that will support better decision-making and problem-solving when issues do arise.

Cloud analytics is helping give more control to the teams operating across an organisation, leading to improved communication between suppliers and manufacturers, manufacturers and sales teams and by extension, between retailers and consumers at the front of the chain. The potential for organisations to improve their proactivity and performance is huge once we start tapping into the possibilities provided by real-time data across the supply chain – and its analytics that is facilitating this for better business security, sustainability and supply in the long term. *



VIDEO
**LOGISTICS SHOULD
TAKE ON
COUNTERFEIT ITEMS
BEFORE IT'S FORCED
TO**

Counterfeit items are a billions of euros problem that brands are trying to desperately solve. Currently the way to do this is tedious and takes a lot of manpower. Customs do not have the capacity to deal with all items and check each parcel.

Phil Hamilton, Co-founder of Countercheck, a company that provides software to combat counterfeit items, spoke to The Logistics Point about what the role of logistics companies is when combating counterfeit products and how technology can be installed in distribution centres to help. Watch the full interview below.

Legally logistics firms are not required to do anything to fight counterfeit items in their supply chains. For Phil Hamilton, however, the question is more about what clients expect. Logistics companies cannot just close their eyes and pretend the problem does not exist in their organisation. 'The challenge is that if they knowingly transport counterfeit goods, they can be held liable and there's lots of cases recently on that,' Hamilton explains. In addition, brands are looking to partner

with firms who are ready to protect their intellectual property.

New rules coming

The laws are also expected to change soon and logistics companies might be added to the list of intermediates - or organisations which are responsible for checking the authenticity of goods. Currently marketplaces like Ebay, Alibaba, etc, are at the forefront but this could change very quickly.

The method used by customs at the moment is to select a sample of goods and do the checks. The probability of catching a counterfeit item is low. On the other hand, brands have to do manual research. They can rely on their partners but often companies in a different country are not obliged to work with the brand on the topic. According to Hamilton the solution could be technology.

With the help of technology logistics firms can become an indispensable partner for brands. Scanners can be installed at distribution centres and track parcels. In case a parcel is believed to be counterfeit a manual check is performed. The technology could also connect businesses and customs to alert authorities about the problem.

You can watch the full interview with Phil Hamilton from Countercheck now and learn why logistics companies should take on counterfeit goods and how they can use technology to do it now. *



VIDEO

WHEN EVERY EVENT BECOMES A CRISIS, TECH CAN HELP

'It seems that every single event we are experiencing today is becoming a Black Swan event,' says Erik Lund, Head of Tracking Division, Visilion. During his interview with The Logistics Point, we spoke about technology trends that are reshaping the supply chain, how companies are responding, what role Sony has in the supply chain industry and what to expect from advances in technology.

It is not surprising that there is growing interest in implementing technology in the supply chain. During the past couple years, supply chains have experienced their fair share of crises. Organisations are trying to understand what needs to be done and have come to realise the advantages of having more data and visibility. 'Predictability, based on pattern understanding, is something we are working on,' explains Erik. According to him, deep learning, AI and IoT will only become more important as companies look for ways to better map their supply chains with data.

Costs

Technology costs are expected to decrease with mass adoption. However, due to the current supply chain shortages, many components used in the production of

tracking devices are expensive. As a result, Erik does not think we will see a drop in prices anytime soon. At the same time, many companies are still trying to properly implement new technologies and realise their full potential. He believes there has been a general acceptance that technology should be incorporated into the supply chain, but that we still don't fully understand how.

While certain industries like pharmaceuticals and electronics have been leading the digitalisation of the supply chain, Sony is experiencing increased interest in their visibility solution Visilion from unlikely supply chain players. Companies and industry segments that were previously more sceptical are embracing the idea of high-tech logistics. In addition, supply chain officers are finally

getting the attention they deserve, and managers are actively seeking ways to improve processes and increase visibility.

Why Sony

In our conversation we also discuss the reasons Sony provides supply chain technology. Erik refers to the company's long history with telecommunication and communication technology, which he sees as a strong asset in increasing visibility and creating connected supply chains.

Watch the full video interview with Erik to learn more about how to manage critical events in the supply chain with help from real-time tracking solutions like Visilion.

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