

# CAMELOT Digital Innovations Radar

## How to Cope with the Flood of Digital Technologies in Logistics

Focus Topic Paper

# Innovative Technologies are Flooding the Logistics Market

## It's time to react and gain the full potential

In the last decades, logistics rarely made headlines with major innovations. This has changed significantly in the past few years, with ever-advancing digital transformation and impressive evolution. Currently, more and more technological developments are entering the market at high speed, affecting the logistics industry like no other. Today, innovative digital technologies are found on the one hand in, tangible solutions like autonomous trucks or smart pallets that take supply chain execution to a new level. On the other hand, non-tangible data-driven technologies like partner collaboration platforms or real-time visibility solutions are also emerging with the goal of improving your overall operational excellence.

Digital technologies have an enormous potential to add significant value to the entire logistics chain by increasing your profit, raising your service level, reducing your costs and, offering you new revenue potential based on a digitally enhanced business model. In some cases, however, digital transformation is an enabler and, therefore an essential prerequisite in securing hard-fought market positions and retaining market shares even in your core business.

### Main Benefits of Digital Technologies in Logistics



Increased Service Level



Cost Reduction



Improved Partner Collaboration



Operational Excellence



Increased Sustainability

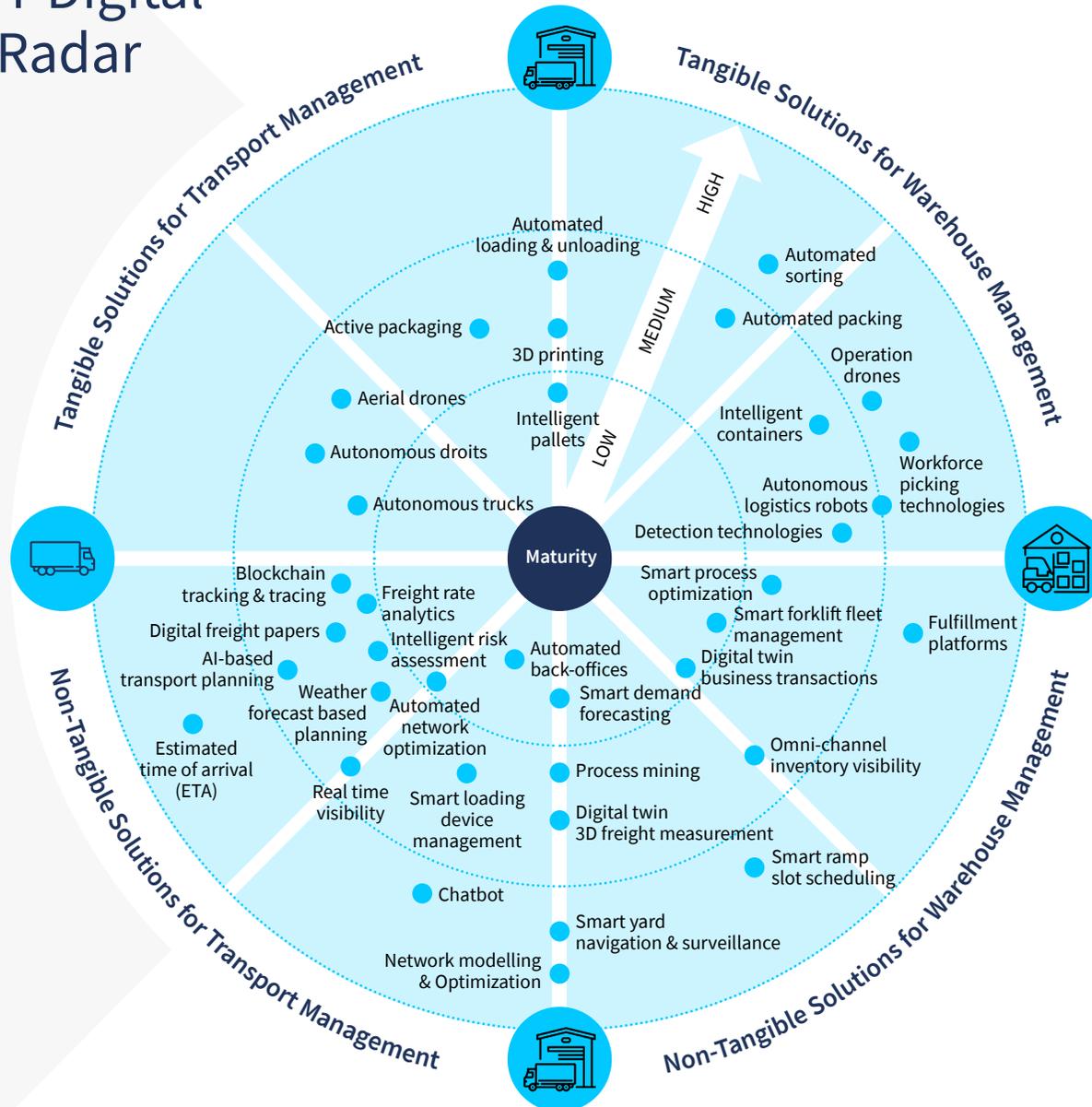


Enhanced Transparency

One thing is certain: due to the disruptive force that digital transformation implies, logisticians – no matter at which point of the logistics chain: supplier, manufacturer or logistics company – need to react fast to not miss the boat and to stay competitive.

# The Solution to This Challenge: The CAMELOT Digital Innovations Radar

The CAMELOT Digital Innovations Radar is a comprehensive and continuously updated database covering the latest and most promising digital technologies in logistics. It uniquely combines expert know-how from industry and academia as well as customer insights and extensive desk-based research as a source of inspiration for identifying the future of digital logistics.



# What the CAMELOT Digital Innovation Radar Offers

The focus of the spotted digital technologies is on transportation and warehousing, making the radar equally applicable to shippers and logistics service providers. By differentiating between tangible and non-tangible solutions, logistics managers can get a quick and comprehensive overview of the latest innovations in both categories on a single radar.

All technologies on the radar are regularly rated in terms of their maturity and logistical impact as well as on their industry relevance, expected benefits and existing challenges. This in-depth knowledge about practical applicability makes the CAMELOT Digital Innovations Radar a valuable input and accelerator for digital transformation projects in logistics. As the market in emerging logistics technologies grows, the CAMELOT Digital Innovations Radar is regularly reviewed.



# Changes to the CAMELOT Digital Innovations Radar in 2020

Several events, including changes in governmental policies, customer demands, or even the outbreak of the Covid-19 pandemic have fostered and accelerated the change to a faster digital transformation of logistics. In the last 12 months since the radar was first published in early 2020, we have not only seen new digital technologies quickly and constantly enter the logistics market, but also existing technologies underwent a significant maturity growth.

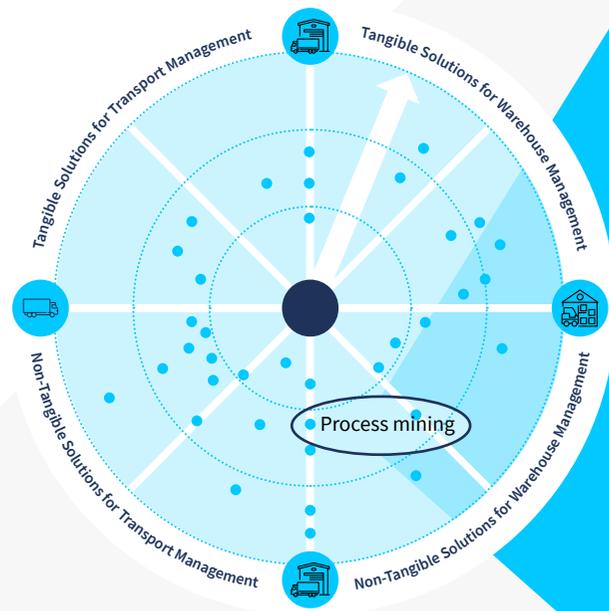
From an industry point of view, there has been a clear shift of attention from tangible to non-tangible solutions in transportation and warehousing alike. One key reason from our observation is related to the desire of companies to improve their operational processes with IT-driven digital solutions and therefore look for non-tangible solutions which can be used as reasonable digital enhancements to existing IT systems. This practice implies high quick win potential within a relatively short implementation time which becomes increasingly important for companies in volatile and uncertain times. Therefore, the 2nd version of the CAMELOT Digital Innovations Radar (January 2021) is characterized by presenting many new non-tangible technological solutions with a considerable growth in importance in the recent time.

## EXAMPLES ARE:

- Process mining
- Digital freight papers
- Smart demand forecasting
- Digital twin business transactions
- Omni-channel inventory visibility

Based on insights gained in our customer projects, we also noticed that there is a rising interest in digital solutions for process optimizations such as process mining. This is mainly due to the potential to easily uncover process inefficiencies and improvement potentials. Overall, process mining aims to strengthen your competitiveness and increases your revenue as well as profitability.

# How to Take Advantage of the CAMELOT Digital Innovations Radar



In our digital assessment approach, the CAMELOT Digital Innovations Radar plays a central role as it goes beyond a simple collection of digital technologies. In addition to the basic classification of digital solutions, we continuously assess different aspects of the respective technology, focusing on major potential benefit categories and key associated challenges. The CAMELOT Digital Innovations Radar is thus also a continuously growing and comprehensive opportunity database with interesting business use cases from the logistics world.

## CAMELOT Digital Assessment Approach

### DETAILED EVALUATION

Impact:



Maturity:



Pharma Relevance:



Chemical Relevance:



Sample Vendors:

Celonis, Disco, ProcessGold, LanaLabs, Everflow

### KEY BENEFITS



**Reduced costs:** uncover hidden inefficiencies and bottlenecks.



**Increased transparency** empowering people to solve problems earlier in the resolution process.



**Operational excellence** due to higher process efficiencies and automatically initiated task allocation.



**Improved service level** due to eliminated process bottlenecks and proactive reactions.

### KEY CHALLENGES



**Merging event data:** distribution of data across a variety of sources.



**Dealing with complex event logs:** certain logs might be too long others too small to draw conclusions.

In this way, the CAMELOT Digital Innovations Radar helps quickly identifying suitable technological innovations that not only fit into your underlying logistics strategy, but also helps strengthen or even improve your business model and evaluate your digital maturity level. All in all, the CAMELOT Digital Innovations Radar helps you overcome digital business challenges and brings about tangible benefits to your daily logistics operations.

## CAMELOT Management Consultants

CAMELOT Management Consultants is the globally leading consulting specialist for value chain management in the process, consumer goods and industrial manufacturing industries. The company is part of the CAMELOT Group with 1,800 employees worldwide and headquarters in Mannheim, Germany. The integrated consulting approach and close collaboration with renowned technology specialists, guarantee project success along all consulting phases: from decision-making to the organizational and technical implementation.

[www.camelot-mc.com](http://www.camelot-mc.com)

### Why Camelot

- CAMELOT combines extensive logistics know-how and in-depth knowledge in digital transformation with broad experience across several industries
- CAMELOT provides a digital assessment approach to identify the right technological innovations with the highest added value
- CAMELOT continuously scans the market for newly developed technological innovations in logistics and has experience in implementing a variety of digital technologies

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