

Digital Cities

Shared Cityhub for Parcel Deliveries

PRODUCT LAUNCH

PARTNERS: Bookit (Finland), FBK (Italy), Politecnico di Milano (Italy), Forum Virium Helsinki (Finland)

Shared Cityhub for Parcel Deliveries



A disruptive service platform to last mile e-commerce parcel delivery.

A disruptive service platform to last mile e-commerce parcel delivery will be created, enabling private and public operators to manage a shared city hub. It will enable a shared environment with a centralized, green and convenient way of delivering, which will be adopted in many city environments.

The outcome is a business platform to consolidate parcel delivery operations in each final mile area (part of city). This will reduce the number of delivery vans and miles driven. The user interface for city hub operator will integrate data from multiple parcel operators and delivery companies, where status of each parcel can be followed and their routes are automatically optimized.

From end-user point of view, the main impact will be the reduced cost of last mile delivery by 30-50%. The prediction given to the receiver on the delivery time improves and number of delivery option increases.

From city point of view the result is a livable city because of less van traffic.

Competitive Advantages

- Capable of integrating different courier needs in the same hub, which competitors cannot do
- Capable of improving e-shopper experience in parcel delivery
- Capable of incentivizing public governments to facilitate city center hubs.

Target Markets

Types of customers we target:

- Companies having multi-city or country networks to deliver parcels like traditional postal services and courier companies
- Local city governments

Markets we target

- Italy
- Finland
- European wide operators like UPS and DHL

Status/ Traction

We have started a pilot in Helsinki with Collico and Skynet and planning pilots in Trento and another Italian city. Sales activities are projected to Finland and Italy in years one and two, scaling up to 10 EU countries all over the five years of the sustainability projection. The final European coverage would be: Finland, Italy, Sweden, France, Germany, The Netherlands, Spain, Portugal, Greece and Austria. For each country the number of sold Shared Cityhub systems is then estimated based on a penetration strategy for these countries. By the end of 2025 the total sales to 525 cities is projected.

Road Map

The focus in further product development will be in integrations. As the city hub user interface will be developed in 2020, its successful use will demand a large number of integrations to different data sources improving routing optimization, as well as integration to different ERP and TMS systems of parcel operators.

Leveraged Technologies

Bookit's customer engagement platform and control room solution. FBK's technology for historical data integration and data analytics from multiple sources and PoliMI's Stream Reasoning stack (based on Kafka, Spark, and Semantic Technologies) to simultaneously tame the velocity and the variety dimension of Big Data Analytics.

Contact



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Shared Cityhub for Parcel Deliveries

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