



LOGICAL

transnational logistics improvement through cloud computing
and innovative cooperative business models



**CENTRAL
EUROPE**
COOPERATING FOR SUCCESS.




EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND



Project Presentation

Dirk Ottwald
-Aufbauwerk Region Leipzig GmbH, GERMANY-
Project Lead Partner



Facts



LOGICAL

transnational logistics improvement through cloud computing
and innovative cooperative business models

- LOGICAL
 - Transnational **LOG**istics' **I**mprovement through **C**loud computing and innov**A**tive cooperative business mode**L**s
- May 2011 - October 2014 (42 months)
- Budget
 - 2.943.876 €
 - From which 2.363.446 € ERDF
- 6 regions
- 14 partners

The Partnership



LOGICAL

transnational logistics improvement through cloud computing
and innovative cooperative business models

GERMANY



CZECH REPUBLIC



ITALY



POLAND



HUNGARY



SLOVENIA



CENTRAL EUROPE
COOPERATING FOR SUCCESS.



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

The Project



LOGICAL

transnational logistics improvement through cloud computing
and innovative cooperative business models

1. Elaboration of a universal standard for cloud computing for logistics
2. Implementation of a cloud computing platform (in a beta version)
3. One-year test phase (functionality, quality parameters)
4. Bringing the LOGICAL cloud to full operational capacity for 4 major logistics hubs
5. Elaboration of Business Plans for the partner regions
6. Broad market launch of the LOGICAL cloud



LOGICAL

transnational logistics improvement through cloud computing
and innovative cooperative business models

- To enhance the interoperability of logistics businesses of different sizes
- To improve the competitiveness of logistics hubs
- To promote collective (sustainable) modes of transport (multi-modal co-operation)

→ Beneficiaries of the project are especially SME

- to lower transaction costs
- access to collaborate with global players



Thank you very much for your attention!