KER 9: Smart and Green Collaborative Platform

PLANET KERs are innovative, interdisciplinary knowledge exchange networks designed to foster collaboration and knowledge-sharing between different sectors. By facilitating the sharing of knowledge and experience obtained during the development of **PLANET**, KERs have offered an innovative vision for developing new solutions to complex challenges.

What are the Key Exploitable Results (KERs) in PLANET?

Overview

The KER Collaborative Digital Platform (Green and Smart Collaborative platform) is one of PLANET result developed within the project lifetime. Operations in T&L are highly fragmented leading to inefficient use of resources and overlapping actions, resulting in increased operational costs and CO_2 footprint for the different actors. Our concept aims to offer a digital ecosystem for designing and implementing "smart" and "green" operations in T&L. This concept aims to solve:

- technical and business barriers by designing an agile platform aiming to accommodate all the different actors and their operations
- accelerate the digitization of the supply chain processes and resolve diverse challenges such as traceability, trust and transparency between different stakeholders

Description	A cloud-based platform offered as a service (SaaS) to T&L users that want to leverage the EGTN platform functions along with complimentary Services for Integration and Support. The platform aims at empowering T&L stakeholders by offering them services and guidelines for shipping, routing and PI node optimization as well as to collaborate with other actors of the supply chain, within and across borders in a self-determined and secure way.
Needs Addressed	T&L actors need to interact, share information and optimise their performance under the PI principles.
KER Type	New service
Direct or indirect exploitation/use of KER	Further research and innovation activities

Business Model

The Business Model section will provide a comprehensive overview of the different aspects of the KER's business operations, including its key partners, resources, value proposition, customer segments, customer relationships and also highlighting the strengths and opportunities that this KER offers to its partners and stakeholders.

Key Partners	Inlecom, PLANET partners (e.g., KNT, VLTN), Other SMEs offering PI services
Key Activities	• R&D to increase TRL of the solution • Extensive testing of the platform Quality of Service (QoS) parameters • Interaction and integration with other solutions providers/services
Key Resources	• Research and software engineers to support the evolution of the platform • Sales & Marketing to explore business prospects/partners • Cloud Infrastructure for hosting the platform and its services
Value Proposition	Integration and support of new services based on cutting edge technologies and concepts for supporting cost effective applications of T&L actions (e.g. freights forwarding, routing, collaboration and transparency)
Customer Segment	Small and medium size companies, with medium-low level of technology capabilities, seeking to "consume" T&L operations' optimization services and they lack the technical and financial capacity to establish the relevant infrastructure by themselves.
Potential USP	A "Smart and Green collaborative Platform" that it is an accelerator service towards realizing the PI vision.

Exploitation Pathway

In the short/medium term, the suitable exploitation pathway is to continue the development of the platform and the capabilities that will offer to T&L companies. This will be achieved through further research and development of platform technological stack through participating in new research and innovation H2020 projects, where in more detail:

• Further research on exploring needs and methods for efficient information sharing and performance optimization for T&L Actors under the PI principles will take place.
• Further research for evolving the cloud-based infrastructure for hosting additional services.

The main benefit is that industry actors involved in the respective research activities could assess and appreciate platforms and related services value at very low cost. Finally, the long-term exploitation pathway includes the following activities are considered:

• Additional technical development on the cloud-based platform in order to be offered as a stable secure service.
• Further formalize the integration and support new service, potentially in cooperation other project partners
• Consultancy services offered by Inlecom itself
• Providing a proof of concept of the platform and gather users' feedback of the solutions and market research by 2024

Contact Information

For more information about the Smart and Collaborative **Green platform** under development please contact the members of the KER owner: gerasimos.kouloumbis@inlecomsystems.com.