



**BLUE ROCK**  
LOGISTICS

疫情下的新機遇 – 運用TMS運輸管理系統, 掌握先機

***Capturing post-COVID-19 opportunities***

***Next-Generation Transportation Management Systems (TMS)***

**One Small Step for a Big Return**

**Join us and experience our business case and free demo in our upcoming webinar in Hong Kong**

**6 July 2021, from 3:00 pm to 4:30 pm HKT**

***Register now***

**For the first 5 registrations, a free one-hour advisory session will be offered**

**Our Speakers:**



**Hein Fleuren**

Professor, Applications of  
Optimisation and Simulation  
*Tilburg University*



**Luigi Biondani**

VP Global Business  
Development  
*BlueRock Logistics*

**Moderator:**



**Amy Yu**

Area Manager Asia  
*BlueRock Logistics*

***Asia: The highway of value for global logistics***

While the pandemic caused severe and sudden supply-chain disruptions, the crisis has also yielded opportunities for the logistics industry. According to a recent industry report of a global consulting firm, Asia is projected to recover faster than other regions economically and will be at the centre of all logistics activity. Trade growth between Asia and the rest of the world will contribute about 55 percent, with intra-Asia trade growth making up the rest. The Asia e-commerce logistics market will account for 57 percent of total market growth from 2020 to 2025. Industry players will, therefore, need to reconfigure their networks if they aim to capture these opportunities.

A lasting competitive advantage and strengthened market position will be created by leveraging this post-pandemic opportunity. The next-generation Transportation Management Systems (TMS) can help the logistics industry to capture these opportunities in Asia.

**You can stay ahead of the game by deploying a solution that adapts to the tactical and future perspective of transportation solution for your customers.**



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## *How BlueRock TMS helps the logistics industry to capture the opportunities*

### **1. Orchestration Approach**

#### **The Central Planning to Tackle Sudden Market Changes**

Besides daily operations, we help you to focus on what could happen (predictive) and what should be done (prescriptive). Our AI-enabled capabilities support you to orchestrate your complete logistics network and define the optimal routing based on specific but changing requirements – the path that a shipment takes to get from different modes, all managed in a daily operational platform to control execution and measure performance.

### **2. Simplifying Supply Chains**

#### **The End-to-End Transportation Process Management**

Not only costly and inefficient, but fragmented transportation processes will also prevent us to simplify our supply chains. We put much effort to streamline the multi-modal transportation process from supplier to origin warehouse, destination warehouse to the final customer and make real-time decisions dealing with many internal and external parties.

### **3. Big Data Analytics**

#### **The Supply Chain Manager for Tactical and Strategic Decision Making**

Our Supply Chain Manager collects real-time transportation data from all key players in the process in a structured way and provides flexible tools including mobile apps to share dashboards to set targets and track real-time performance for crucial decision making.

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Please contact **Amy Yu, Area Manager Asia** at [a.yu@bluerocklogistics.com](mailto:a.yu@bluerocklogistics.com) for further information or queries.