



Commercialization potential for cooperative freight transport services

IRU Projects

CO-GISTICS Final Event
Trieste, 8-9 June 2017



Motivation

- **Perform market analysis for CO-GISTICS services**
- **Explore the business viability perspective of CO-GISTICS**
- **Highlight commercialization potential of services**



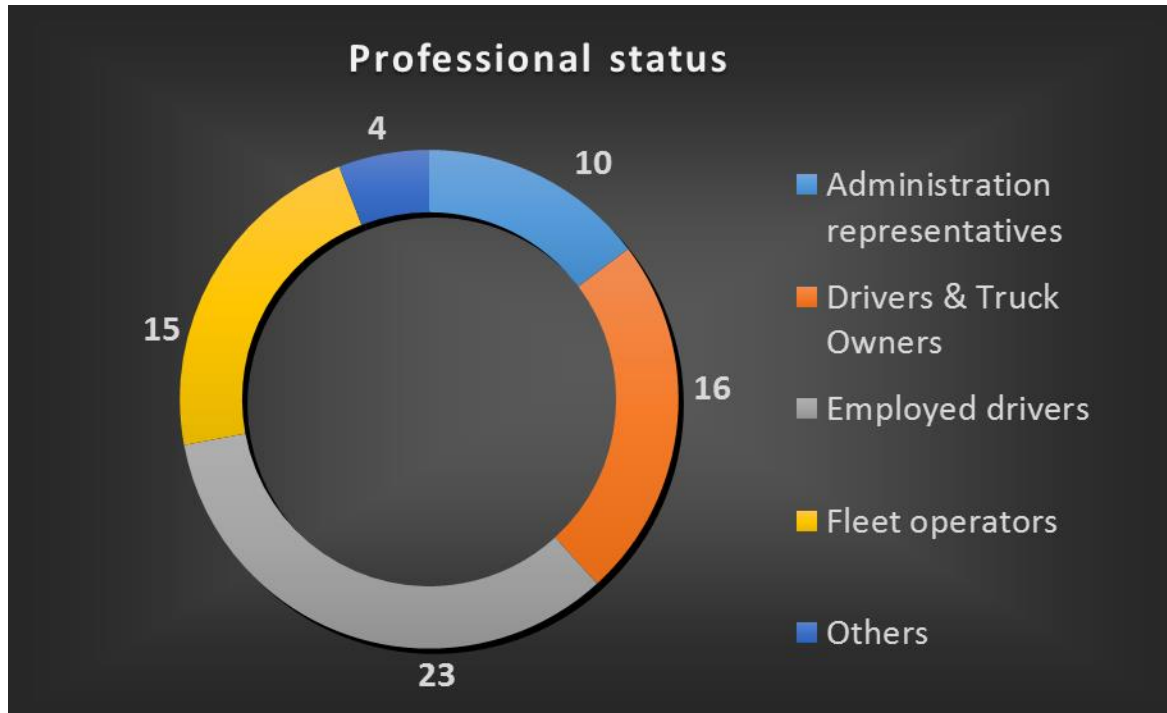
How?

QS - 46 questions on:

- a) Participants profile
- b) Current use and acquaintance with CO-GISTICS services (or similar)
- c) Trust in the services having an actual impact
- d) Evaluation of significance and importance of daily operations
- e) How should the services be commercialized?
- f) Willingness to pay and how much?
- g) Motives behind potential investment
- h) ...



Profile of respondents

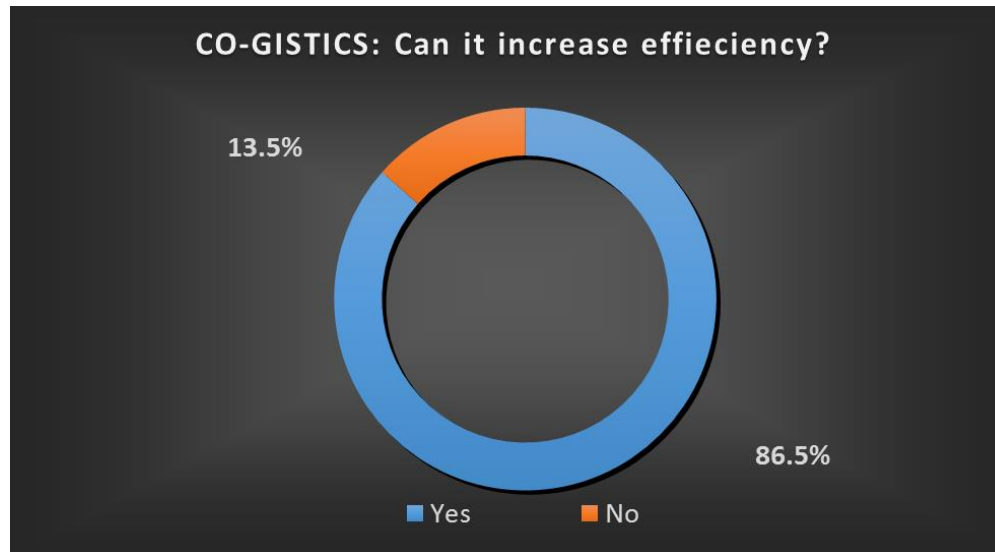
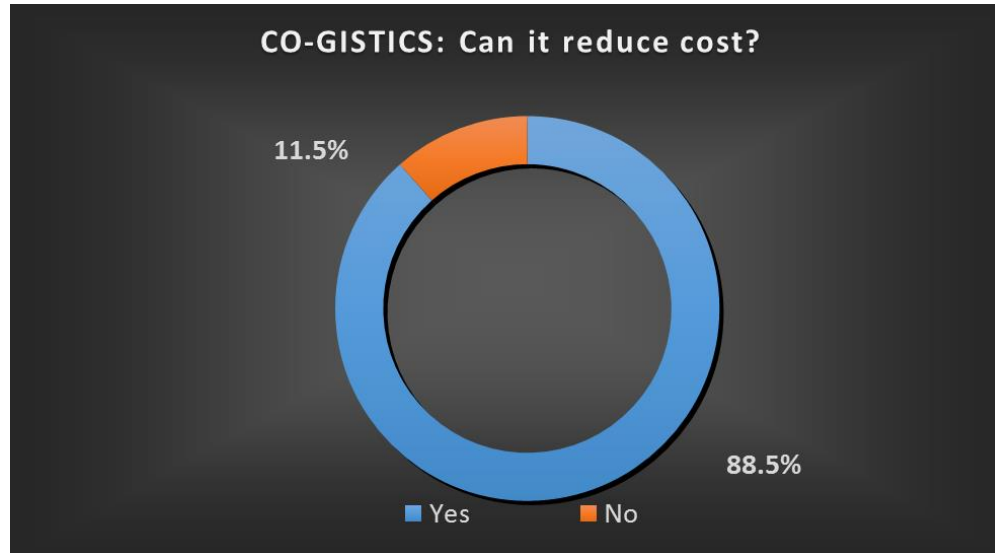


- 57% have received eco-driving training
- 88.5% monitor fuel consumption
- 41% monitor pollutant emissions
- 31% offer at least 1 of the CO-GISTICS services (or similar)

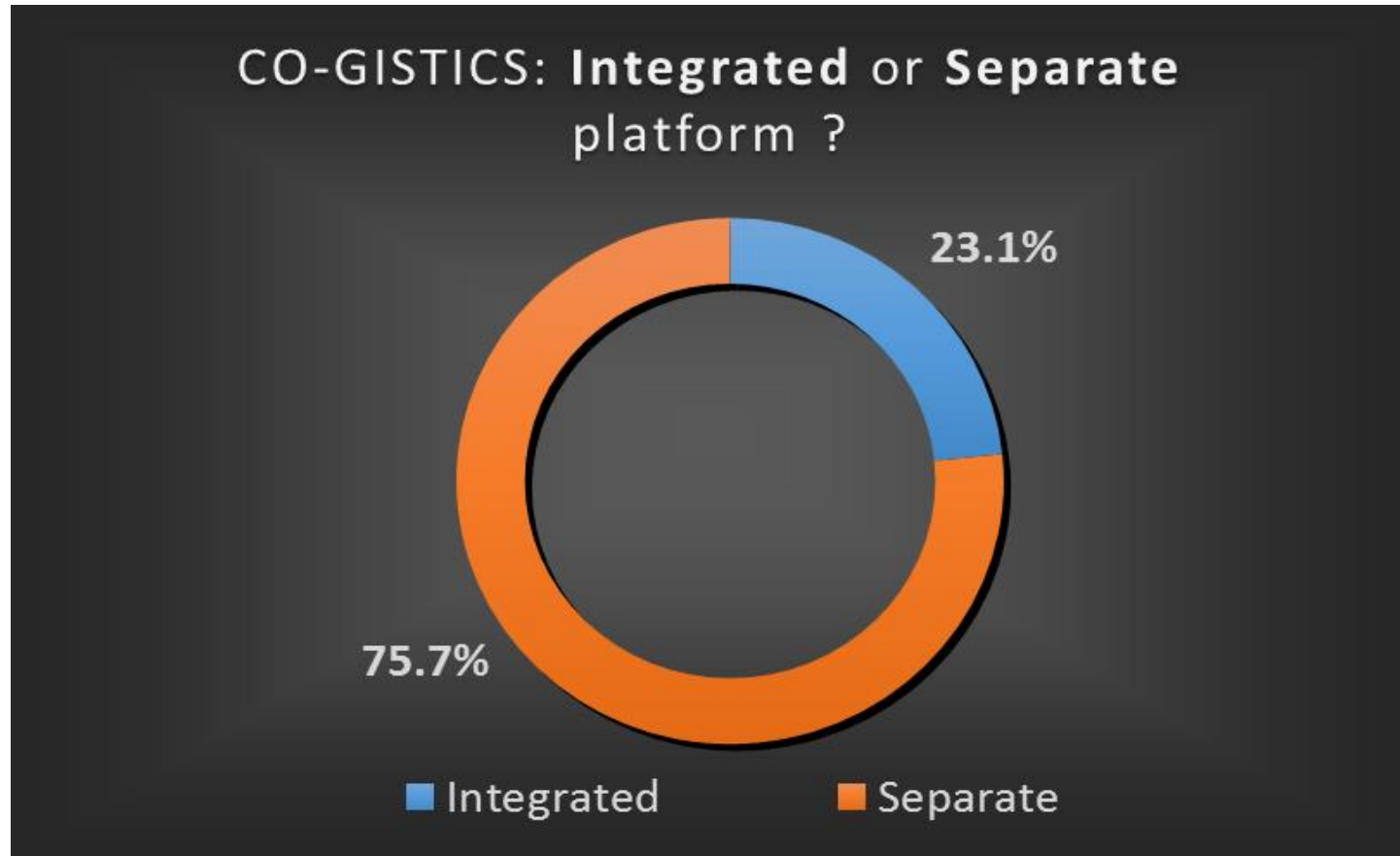


CO-GISTICS:

Can it reduce cost and increase efficiency?

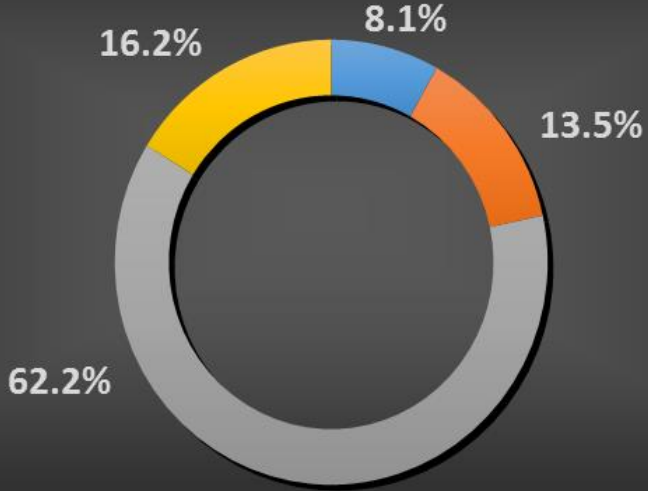


Should CO-GISTICS platform be **integrated** to your systems or offered as a **separate** platform?



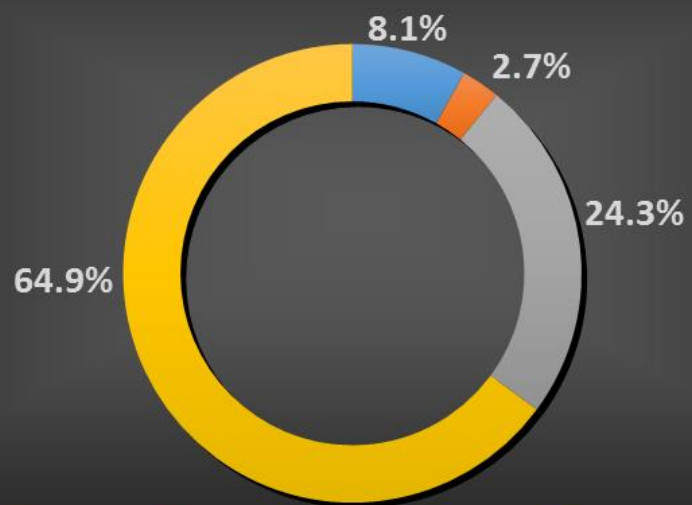
What % of your revenues would you be willing to invest for reducing ..?

fuel consumption



>15% 10% - 14% 1% - 9% not at all

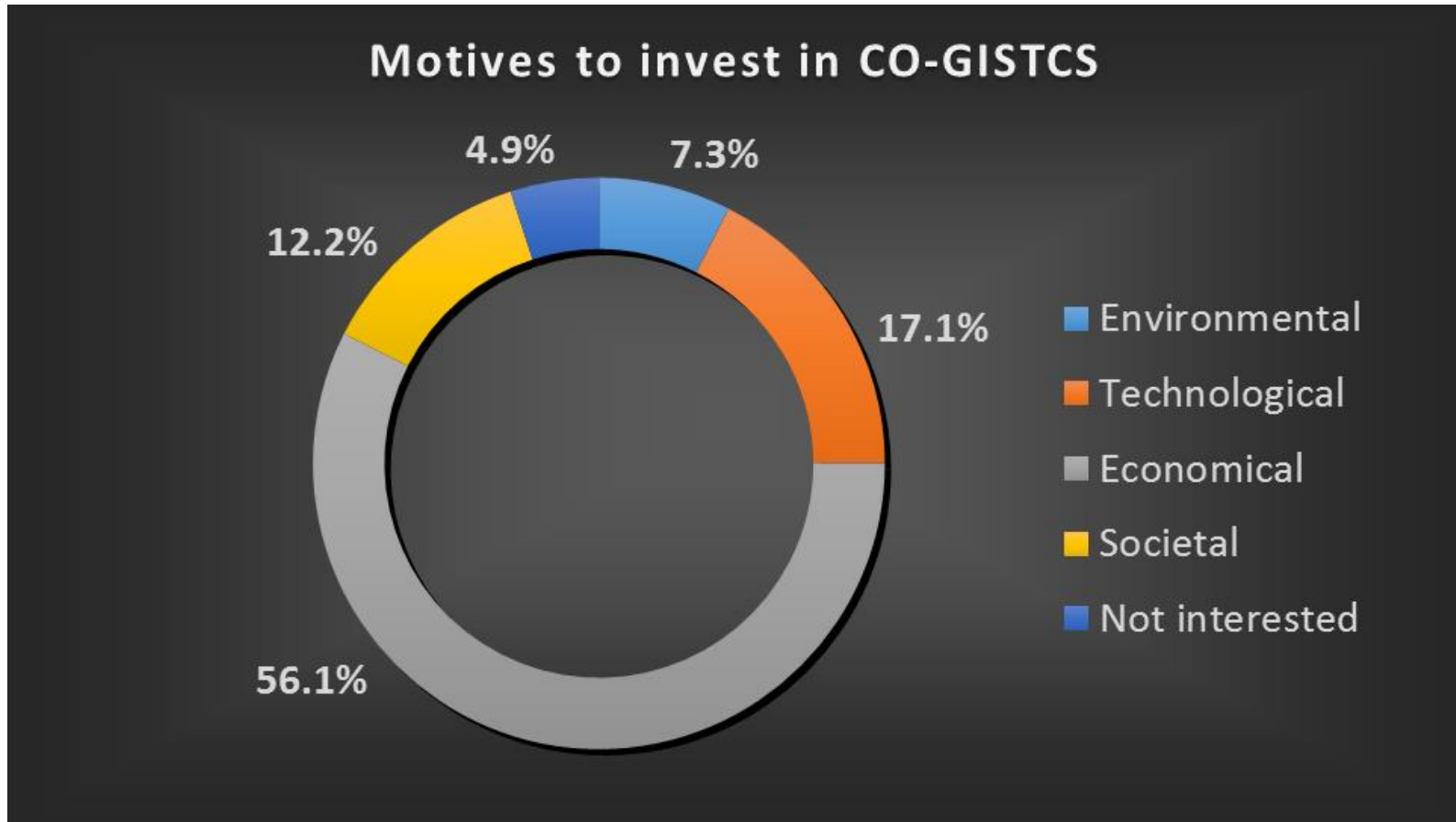
pollutant emissions



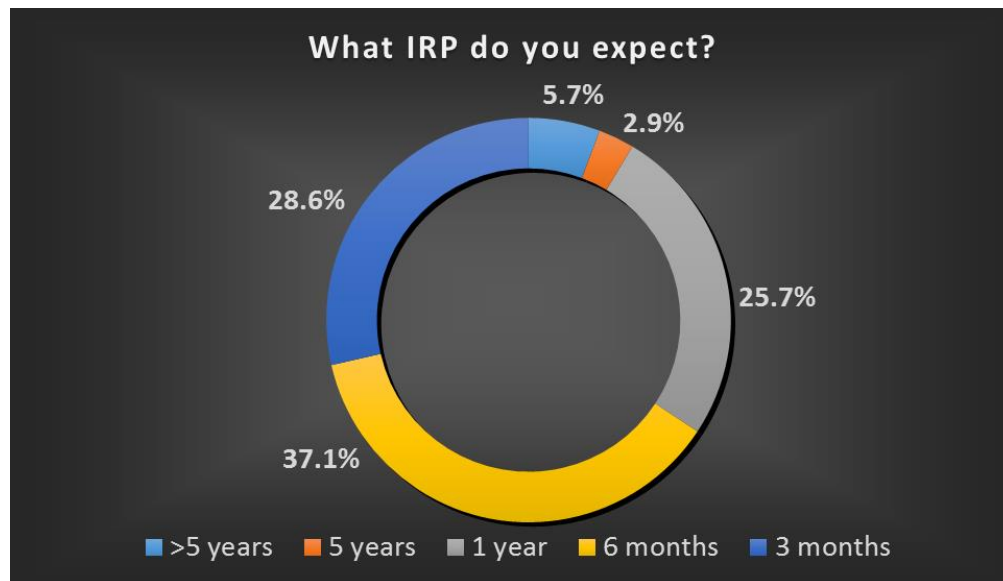
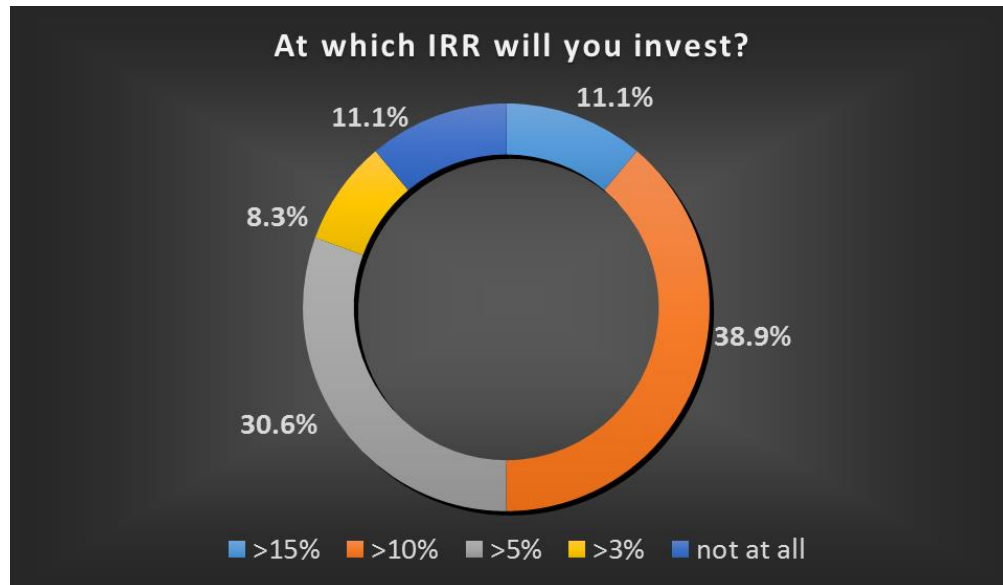
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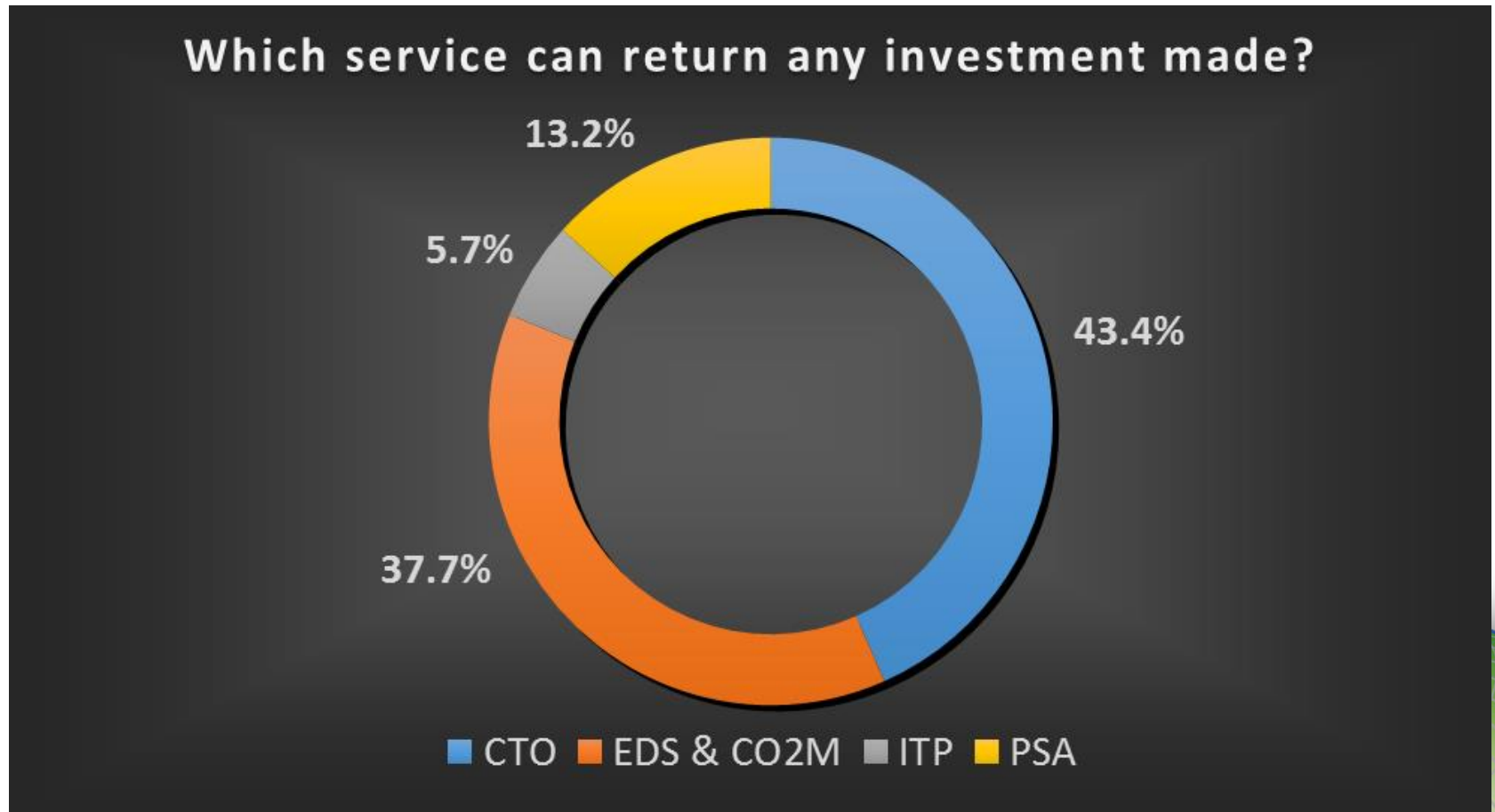
Why would you invest in CO-GISTICS?



Investment Return Rate (IRR) & Investment Return Period (IRP)

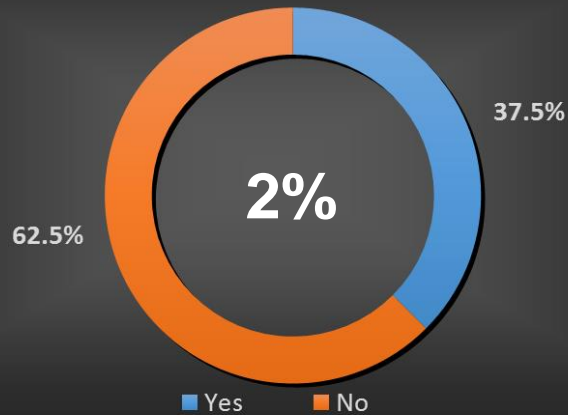


Which service do you trust more to return any investment made?

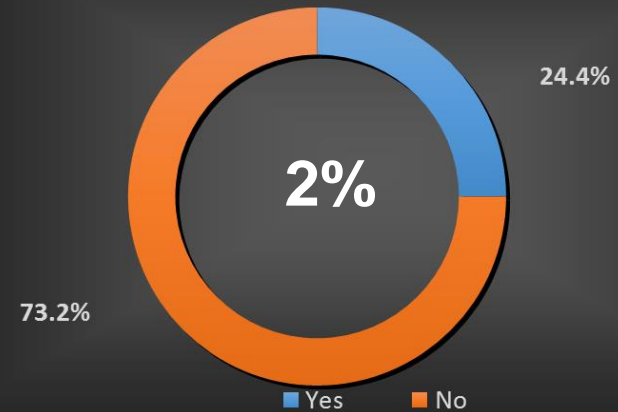


If service 'x' can create up to 'y%' savings, will you invest?

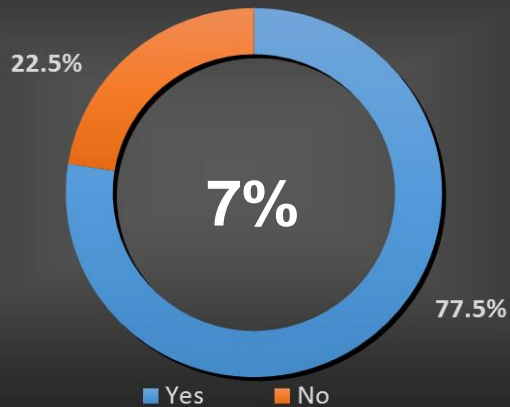
Cargo Transport Optimization



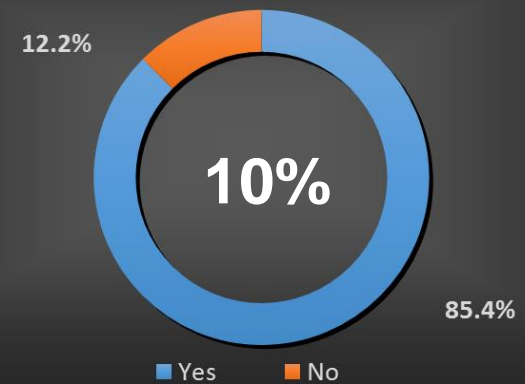
Intelligent Truck Parking



If PSA can save up to 7% fuel, will you invest?



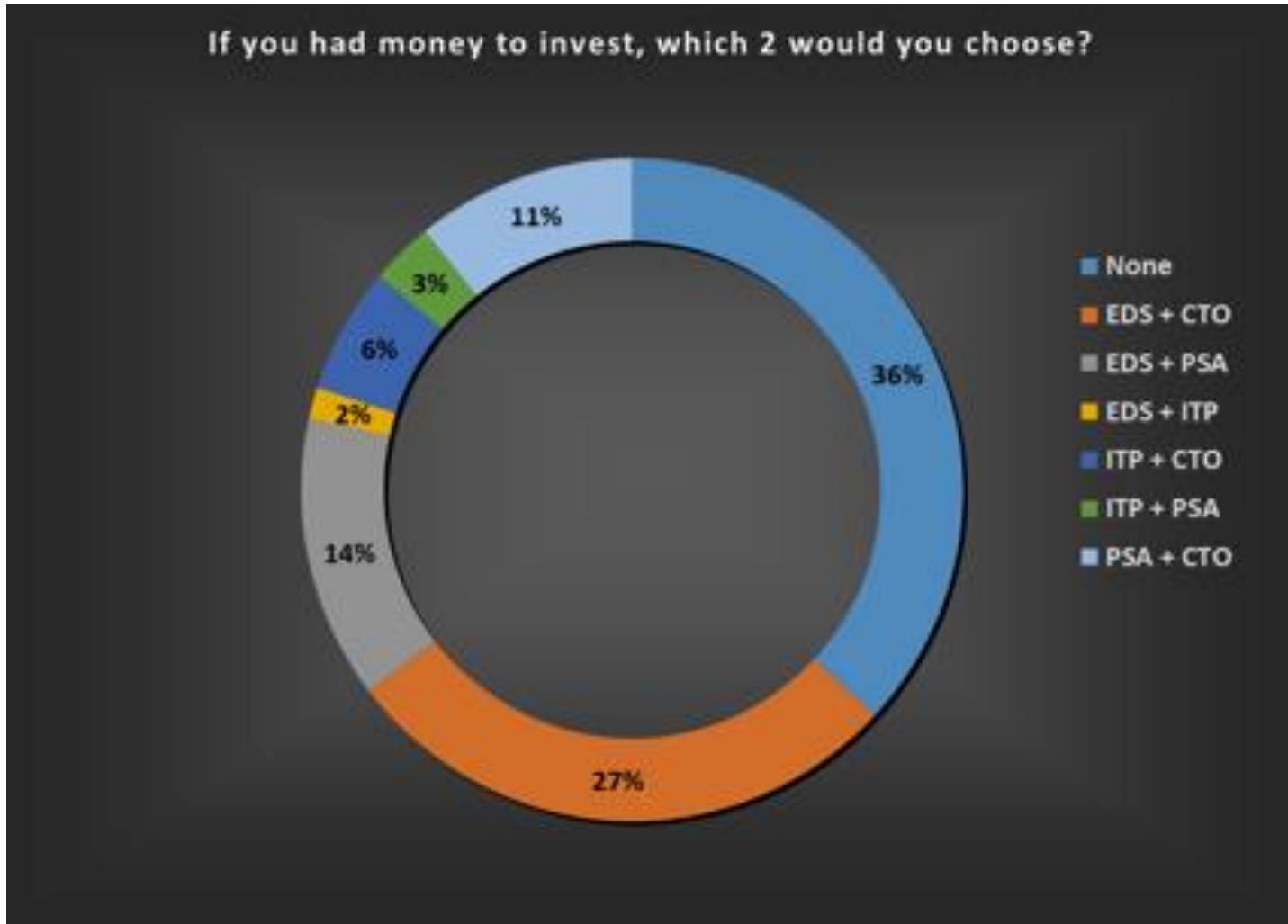
If EDS & CO2M can save up to 10% fuel, will you invest?



Priority & Speed Advice

Eco Driving Support & CO2 Monitoring

Bundling of services in pairs:



EDS: Eco Driving Support
CTO: Cargo Transport Optimization

ITP: Intelligent Truck Parking
PSA: Priority & Speed Advice



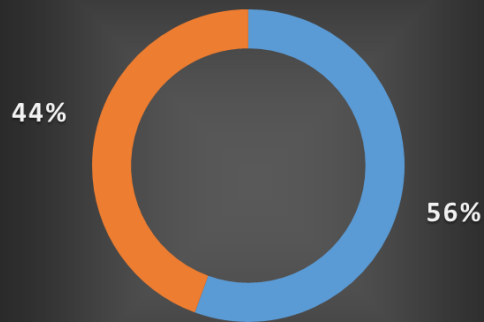
What type of commercial agreement would you prefer for ...?

Cargo Transport Optimization



■ Per vehicle/truck ■ Per fleet

Cargo Transport Optimization



■ Per usage ■ Unlimited

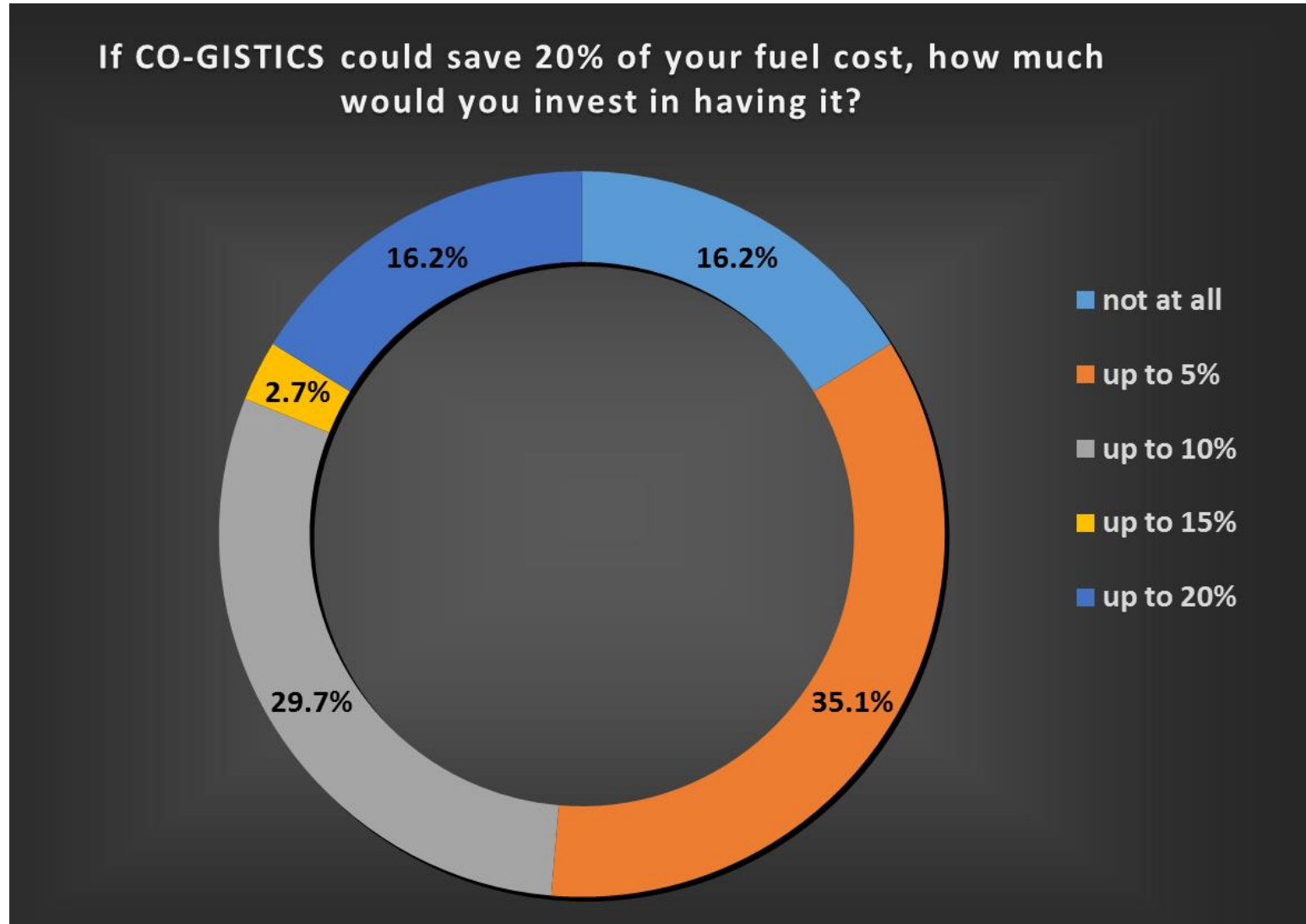
Cargo Transport Optimization



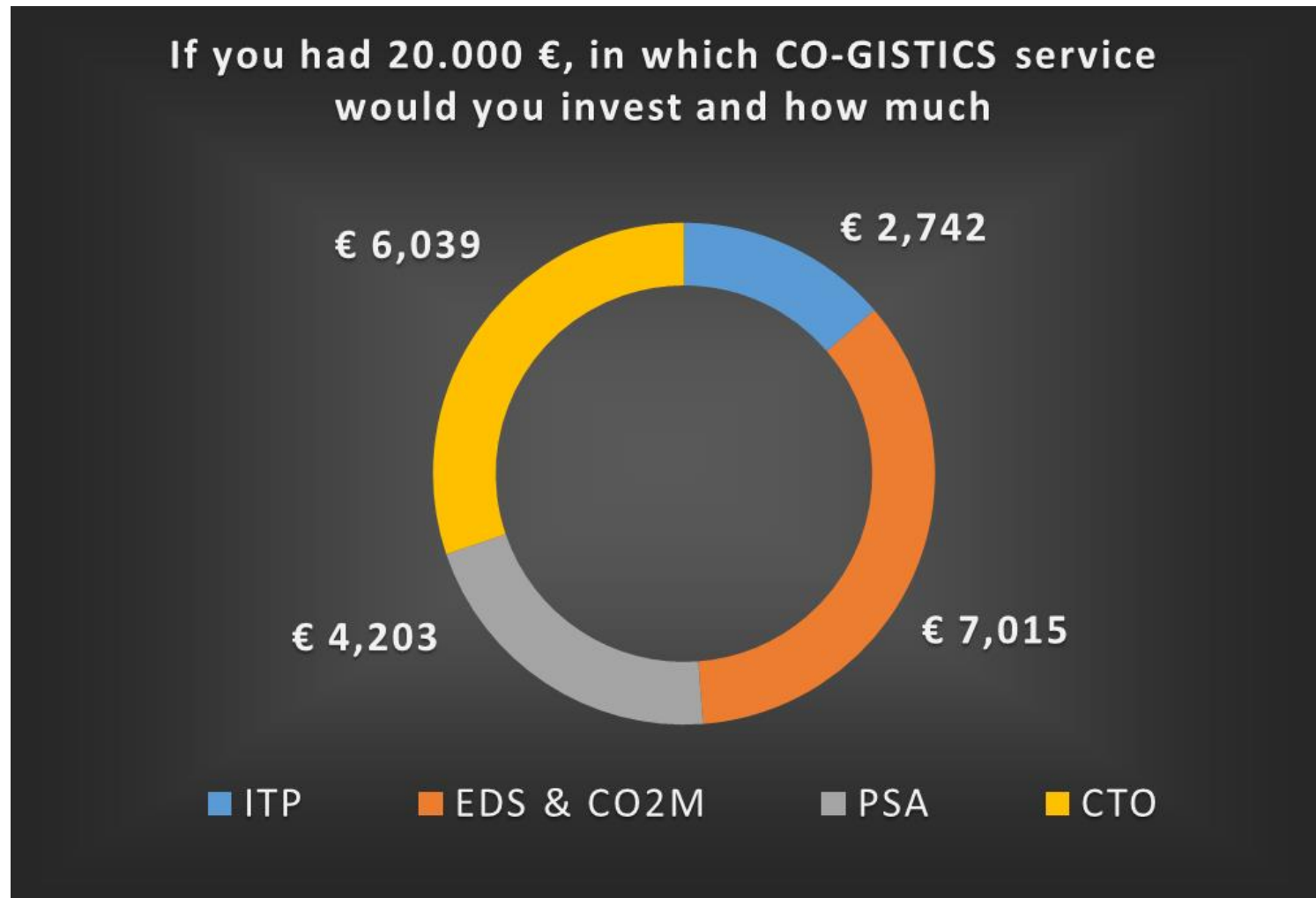
■ Per month ■ Once/standard price



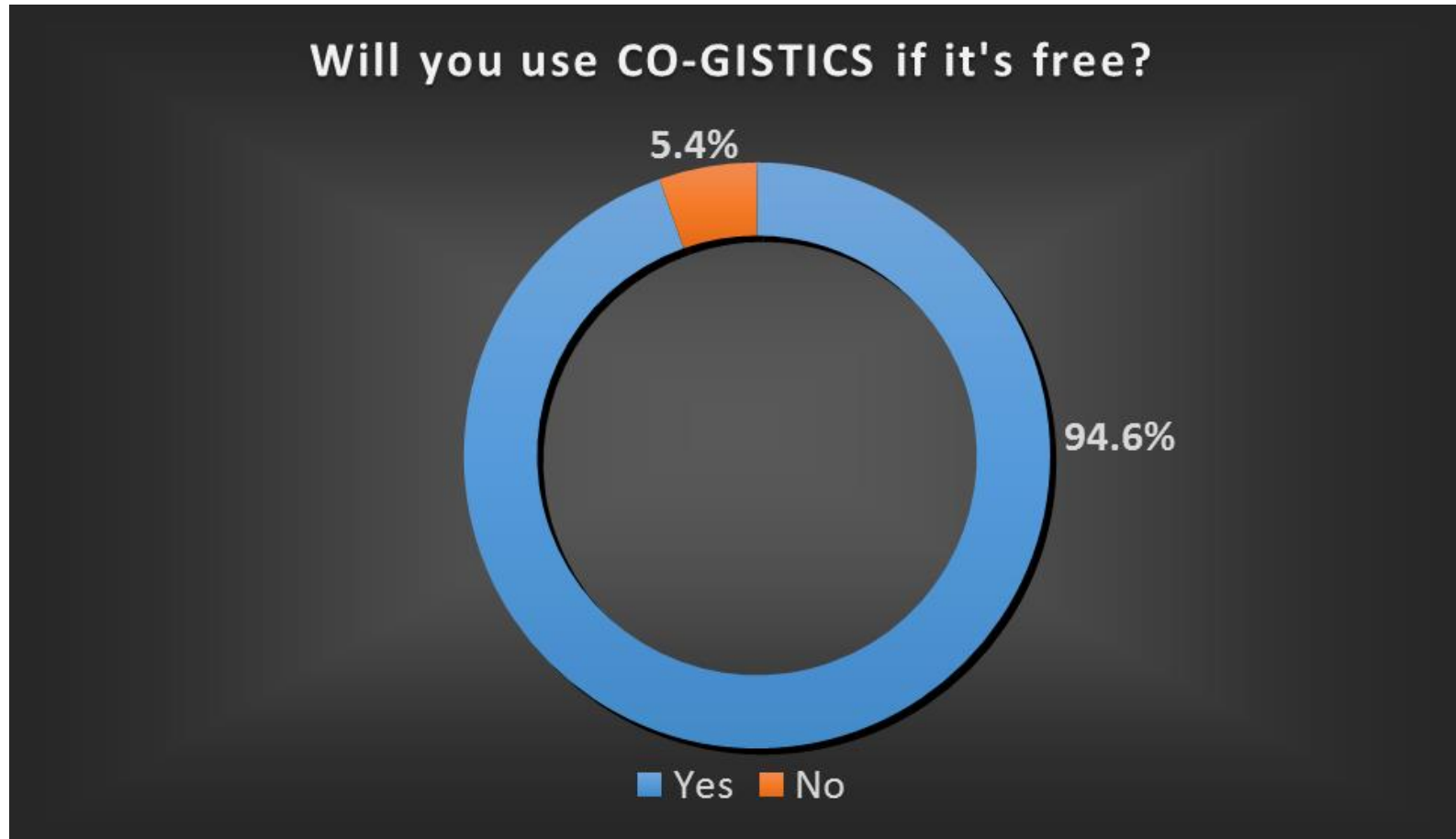
If CO-GISTICS could save 20% of the monthly fuel cost, how much would you invest back for retaining the services?



If you had 20.000 €, in which of the CO-GISTICS services would you invest and how much?



One Business Model to rule them all!



Insights (1)

- Trust in CO-GISTICS services to reduce cost and increase efficiency:
 - Overall : 88% Positive
- Which service is trusted more to return investments?
 - CTO: 43.4%
 - EDS & CO2M: 37.2%
 - PSA: 13.2%
 - ITP: 5.7%
- CO-GISTICS should be offered as **separate platform** – not integrated with existing systems or services
- 84% of respondents willing to re-invest in CO-GISTICS revenues that are created from it (different %)



Insights (2)

- Cost savings dominant motive for investing in services – CO-GISTICS has to be marketed around that, i.e. fuel consumption reduction, operational savings, etc.
- Reducing pollution not high in the agenda – unless covered under fuel reduction:
 - Approx. 80% of drivers and truck owners, and fleet operators would not invest in cooperative freight transport services that aim to reduce pollutant emissions.



Insights (3)

- Any platform offering C-ITS for freight transport should provide savings between 10% and 20% to justify investments for the majority of end users (>60%)
- A lower reduction % might still be enough; almost 1 out of 4 respondents will invest with savings between 5% and 9%
- An additional 10% state that any reduction between 2% and 5% would be enough for them to consider investing

- End-users prefer CO-GISTICS to be offered for free or in trial version and then decide on potential investment



Insights (4)

- End-users eager to recuperate any investment very quickly (3-6 months)
- End-users prefer the most flexibility possible for the commercial agreements
 - Not to be bound down and charged for their entire fleet of vehicles, but on a vehicle/truck basis
 - Do not prefer a fixed price one-off
 - Prefer pay-per-use and be charged on a monthly (or other) basis



Thank you for your attention!
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