

## PRESS RELEASE



*Logivations creates more transparency in intralogistics and logistics networks*

### **Logistics Software W2MO Optimizes Supply Chain for the First Time on the Basis of Big Data**

**Munich, August 4, 2015** – [Logivations GmbH](#), one of the leading providers of solutions to holistic logistics optimization, enhances its awarded cloud-based simulation and optimization platform W2MO. From now on W2MO is able to collect Big Data (especially large and rapidly growing amount of data) from existing WMS and ERP solutions and afterwards effortlessly use it for supply chain analysis and optimization. This creates medium-term impact:

“The visualization of the data base – i.e. the evaluation of Big Data – provides the user with the great advantage of getting an overview of the entire supply chain for the first time”, comments Dr. Christoph Plapp, Managing Partner of Logivations. “That is why visualization serves as a basis for decisions with considerable monetary consequences, such as whether to order items (and if yes – how many) and from which supplier, where to store items in the best possible way, or whether another location would be reasonable to avoid regular costly express-shipments.”

In the light of steadily increasing data volume, the evaluation of Big Data had, however, remained an unsolvable task for most companies up to this point.

#### **Analytics-as-a-service in logistics**

The majority of data in logistics will be produced either by entries in the ERP system or by stock movements recorded in the warehouse management system.

The [logistics software W2MO](#) offers different possibilities for using this data:

1. Transactions between different locations, customers and suppliers can be displayed and analyzed on demand directly from the ERP system in a [network overview based on Google Maps](#). The data will automatically be downloaded using either a standard or an individually programmed interface.
2. A more detailed overview of [intralogistics](#), including movements in the warehouse and supply chain, is achieved by downloading dynamic data into a stored warehouse model. This is possible due to the interface to particular warehouse management

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systems such as [SAP EWM](#) among others. Based on this data, optimizations can be suggested, which show undiscovered potential in the warehouse.

3. Visualization and simulation of the results of proposed location optimizations or consolidations is clearly represented through the integrated 3D simulation.

Definitely greater and above all faster transparency in logistics networks can be achieved when using Big Data. Since W2MO is based on the latest in-memory database technologies, Big Data of more than 100 million records can be processed within a very short time. This is an important success factor for many companies, especially in trading. According to Fraunhofer Institute\*, powerful data collection and analytical tools such as Logivations' W2MO will play a crucial role in one's competitiveness in the nearest future.

The reason being, that you can simplify and speed up process cost analysis, make cost effectiveness of single items more visible and quickly create a basis for important strategic decisions.

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)\* *BIG DATA – Vorsprung durch Wissen; Fraunhofer-Institut für Intelligente Analyse- u. Informationssysteme IAIS;2012; page 59*

*(Copy or link requested if published)*

#### **About Logivations**

Logivations is an international consulting and software solutions provider focused on any kind of logistics with headquarters in Munich. The company develops innovative solutions based on advanced web technologies. The software solution W2MO is the leading Internet platform for logistics design, 3D-simulation, optimization and performance evaluation. W2MO has a user-friendly interface and can be easily integrated. Now more than 30.000 professional users worldwide enjoy W2MO directly from the cloud. W2MO has been nominated several times, including for the “Best Product” at LogiMAT 2011. Logivations is SAP Application Development Partner. Gartner Inc., a US research and advisory corporation, highlighted Logivations in their 2013 report on “Cool Vendors in Supply Chain Management Applications”.

[www.logivations.com](http://www.logivations.com)

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**Illustration:**



Picture 1: Logivations W2MO optimizes supply chain on the basis of Big Data