Amar More
Vice President
amar.more@kalelogistics.in

Amar is the first proud Indian recipient of CILT Young Achiever Award-2009 and is the only individual globally to receive this honor on account of his exemplary contribution in delivering Technology solutions to the logistics industry. He is an accomplished professional with 15 years of experience in setting up new initiatives, practices, processes, business analysis and enterprise wide application development. He has been driving strategies behind key business areas of Kale Logistics Solutions.

He also proactively tracks the industry changes to assist the internal team at Kale Logistics in delivering up-to-date industry solutions. Amar works very closely with associations like CSCMP, CILT which are committed to delivering excellence in Logistics and his passion is to bridge the technology gap between International and Indian Logistics Industry. The foundation of his excellent domain expertise is his rich educational background with a Bachelor's Degree in Electrical Engineering and an MBA in Supply Chain Management.

Demystifying M2M

M2M communications have three dimensions to it, Machine-to-Man, Machine-to-Machine and Machine-to-Mobility apps. This also sums –up the evolution of M2M communications since 19th century. The question is how these aspects influence the world of business / business communication? Which are the industries most affected/ benefitted by these technologies? What is the future likely trend? Finally, where does all the money flow in this scenario?
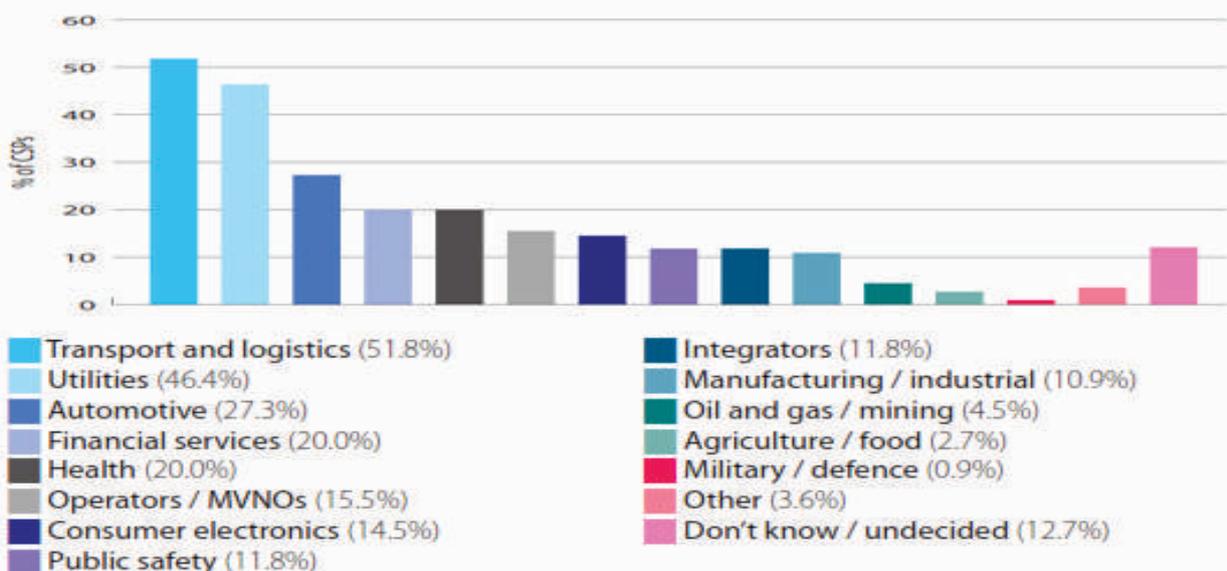
There is no single answer to these questions as the possibilities of M2M communications are countless. The market for mobility solutions is shifting from consumer/ retail/ wholesale to Enterprises/ SMEs / Manufacturers and is valued to reach at $65 bn by FY 2015.

As per an industry analysis of M2M service providers across countries, the following conclusions have been drawn-

↗ Transportation & Logistics followed by Utilities & Automotive segments will see highest adoption of M2M services

↗ M2M service success depends more on margin rather than on machines.

↗ Value is shifting from M2M data delivery to data intelligence.

↗ Power is accumulating among enablers of end-to-end M2M service visibility.

The question is, if 'Transportation & Logistics' segment holds the largest pie for M2M services, what does the complete picture look like?
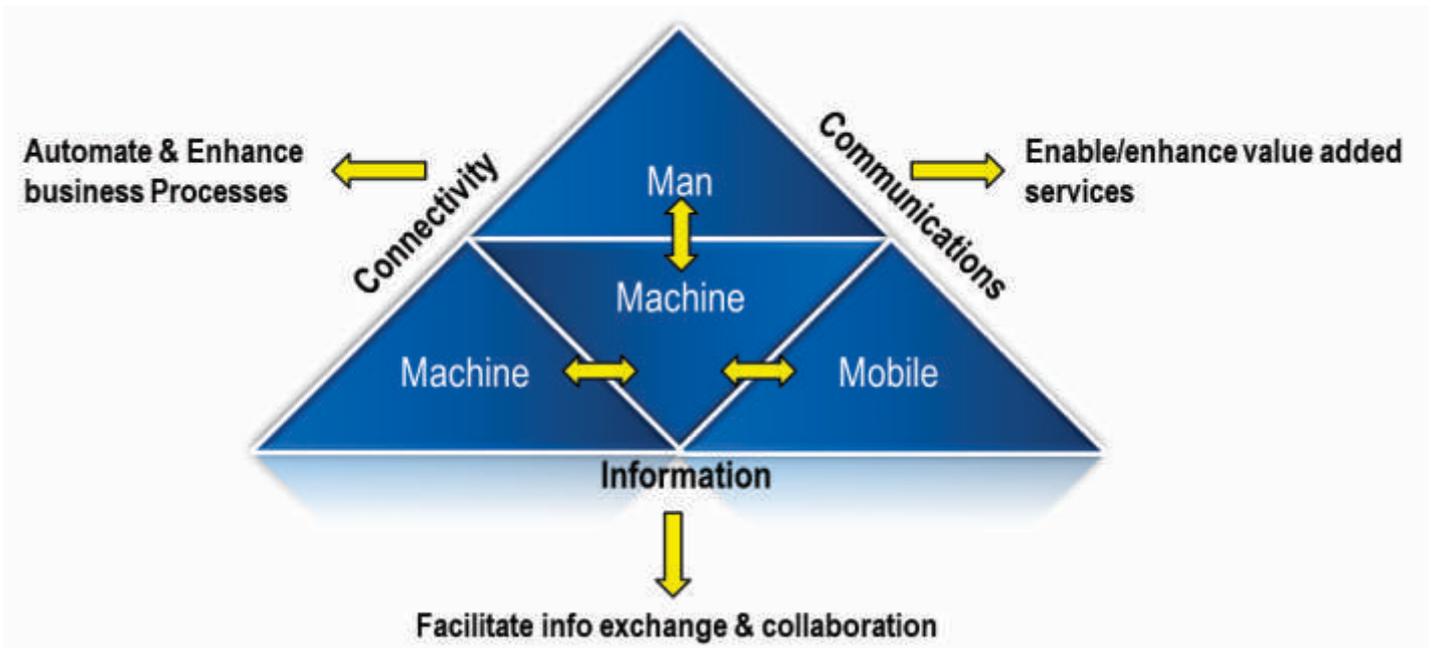

Fig. 6 – CSP target industries for M2M

Transport and logistics (51.8%)
Utilities (46.4%)
Automotive (27.3%)
Financial services (20.0%)
Health (20.0%)
Operators / MVNOs (15.5%)
Consumer electronics (14.5%)
Public safety (11.8%)
Integrators (11.8%)
Manufacturing / industrial (10.9%)
Oil and gas / mining (4.5%)
Agriculture / food (2.7%)
Military / defence (0.9%)
Other (3.6%)
Don't know / undecided (12.7%)

NOTE: n=111

SOURCE: Informa-SAP M2M Communications Survey, 2012

Industry experts predict the emergence of new trade corridors between & within Asia, Africa and South America to re-chart global supply chains. It is expected that trade volumes will shift towards emerging markets and least developed countries will take their first steps into the global marketplace. Increasing movement of goods will take place between the trade corridors connecting the emerging world with the developed western nations. And Logistics will play a central role in orchestrating this movement.

However this movement of goods across global trade network will be smooth, timely and at affordable costs only if adequately supported by communication tools. That's where the M2M communications will plug the current supply chain loop holes existing in the globalized trade lanes.

Future: Machine - to- Machine Collaboration

After globalisation, we are now entering an era of 'Technology Convergence'. IT providers need to work closely with the industry players. That's when they can move from serving plain vanilla IT systems to providing web-based & cloud-based solutions to collaborative IT platforms. Currently the logistics industry is utilising technology in bits & pieces. For example, Forwarders, Airlines, Airports, Customs are using operational systems which merely automate the processes and are disparate in nature. CFSs/ ICDs and Warehouses are using some operational systems combined with technologies like bar-code scanner, RFID/ GPS solutions. However, more-advanced stakeholders from cargo community are now relying on EDI- based cargo community systems that can connect multi-modal supply chains.

A sophisticated collaborative platform is a scalable & user friendly web platform. There is an increasing demand for better collaborative business processes with greater execution capabilities which is beyond the disparate IT systems currently in use. The next step for IT in Logistics is to bridge the gap between software & mobile apps for the Logistics community. In coming years, Logistics & Supply Chain businesses need to move to the next level of Machine-2-Machine Communications/ wireless communications. This has the possibility to get efficiency, security, tracking, monitoring, information, connectivity & collaboration for the Transportation industry players. It can also help monitor logistics and minimise economic losses.