






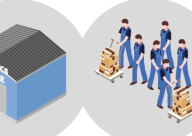



A ROADMAP TOWARDS A NEW LOGISTICS CONCEPT FOR AMSTERDAM SCHIPHOL AIRPORT IN 2030

	2020	2022	2025	2030
VALUE PROPOSITION	<p>Schiphol retrieves and <b>collects</b> data to <b>create</b> a data platform in order to gain insights into the logistics processes</p>	<p>Schiphol controls the data platform by <b>scheduling</b> fixed time slots and <b>transfers</b> logistics processes to a Drop-off Point with the Schiphol Logistics Service</p>	<p>Schiphol controls the logistics process by <b>centralising</b> the logistics process with a Schiphol Logistics Centre while making use of an <b>automated</b> and predictive process</p>	
VISION THEMES	<p>CONTROL</p> <p>CONNECTED</p>	<p>CONTROL</p> <p>CONNECTED</p> <p>AUTONOMOUS</p>	<p>CONTROL</p> <p>CONNECTED</p> <p>AUTONOMOUS</p>	
SERVICE PROPOSITION	<p>Collecting data</p> <p>Sharing data with Schiphol</p> <p>Insight into the data platform</p> <p>Retrieve existing data</p> <p>Collecting new data</p> <p>Controlling data platform</p> <p>DATA PLATFORM</p> <p>DATA CONTROL TEAM</p> <p>DATA ANALYTICS TEAM</p> <p>KNOWN SUPPLIER</p> <p>UNKNOWN SUPPLIER</p>	<p>Fixed time slots</p> <p>Interactive fixed time slot registration</p> <p>Insights into data platform</p> <p>Drop-off Point</p> <p>Schiphol Logistics Service</p> <p>Pick-up Service</p> <p>Data-driven process</p> <p>Control over fixed time slots</p> <p>DATA PLATFORM</p> <p>KNOWN SUPPLIER</p> <p>UNKNOWN SUPPLIER</p> <p>LOGISTICS SERVICE</p>	<p>Fixed time slots</p> <p>Overview of goods and Service at data platform</p> <p>Delivery to Logistics Centre</p> <p>Schiphol Logistics Centre</p> <p>Schiphol Logistics Service</p> <p>Predictive data platform</p> <p>DATA PLATFORM</p> <p>KNOWN SUPPLIERS</p> <p>LOGISTICS CENTRE</p> <p>LOGISTICS SERVICE</p>	
VALUES	<p><b>Suppliers</b></p> <ul style="list-style-type: none"><li>Overview of own logistics process</li><li>Overview of processes at Schiphol</li></ul> <p><b>Schiphol</b></p> <ul style="list-style-type: none"><li>All data in one central place</li><li>Insights into cart flows</li><li>Insight into all logistics processes</li></ul>	<p><b>Suppliers</b></p> <ul style="list-style-type: none"><li>Self-determination time slots</li><li>Control in logistic streets</li><li>Unburdened of processes at Schiphol</li><li>Overview of goods status</li></ul> <p><b>Schiphol</b></p> <ul style="list-style-type: none"><li>Control over who enters logistic streets</li><li>Data-driven process</li><li>Control over small flows</li><li>Unknown suppliers removed from logistics process</li><li>Carts sorted with multiple store orders</li></ul>	<p><b>Suppliers</b></p> <ul style="list-style-type: none"><li>Unburdened of logistic processes at Schiphol</li><li>Cost saving operational processes</li><li>Real-time insights in goods and Logistics Service</li></ul> <p><b>Schiphol</b></p> <ul style="list-style-type: none"><li>Control over full logistics process</li><li>Connected chain with predictive processes</li><li>Human error and inefficiency minimised</li><li>Zero emission at landside</li></ul>	
TRENDS	<p>Collaboration between parties</p> <p>Data sharing in chain</p>	<p>Conscious facility usage</p> <p>Data driven decision making</p> <p>Connected chain</p> <p>Robots replace humans</p>	<p>City distribution centres</p> <p>Predictive software</p> <p>IoT real-time automated insights</p> <p>Robots as a Service</p>	
BUSINESS MODEL	<p>Costs =  +  + </p>	<p>% concession =  +  + </p> <p>Logistic streets €€€</p> <p>Pick-up Service €€</p> <p>Drop-off Point €</p>	<p>% concession =  +  + </p> <p>Logistics Centre €€</p>	

**Cher van Slobbe**  
'A roadmap towards a new logistics concept for Amsertdam Schiphol Airport in 2030'  
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Strategic Product Design

**Committee** Lianne Simonse  
Bart Bluemink  
**Company** Amsterdam Schiphol Airport

