



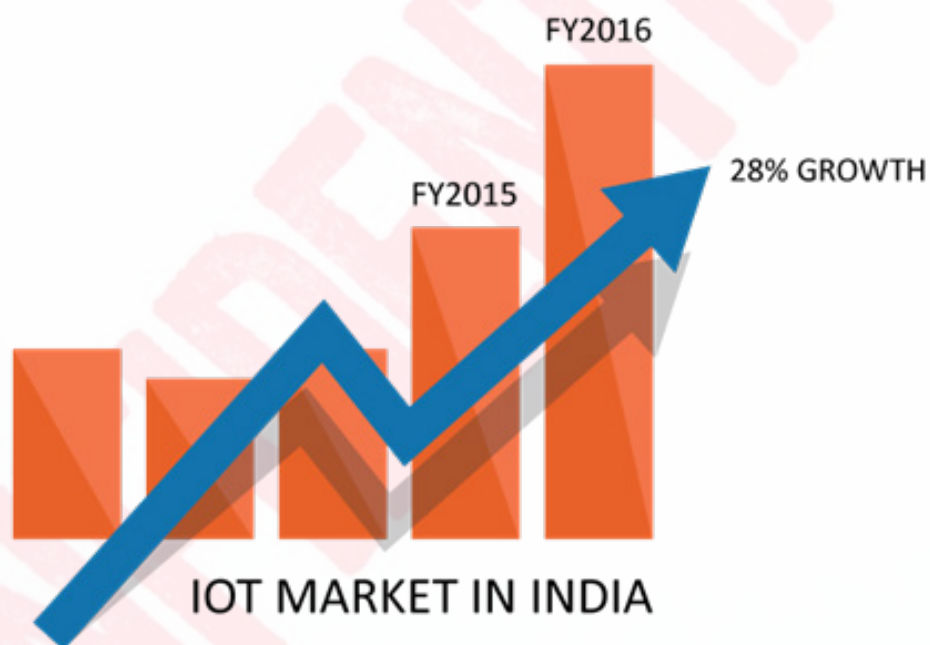
**MARKET  
REPORT**

# Powering the Logistics World through IoT



**Today** **Internet of Things** is more than just a buzzword. It has evolved over the years to become a disruptive force that is set to redefine traditional business models and create entirely new markets. IoT has led to the digitisation of the physical world where 'smart' objects connected to the Internet

have a profound impact on business decisions and strategies globally. As per NASSCOM, IoT is expected to be a USD 328 billion industry worldwide, with over 24 billion connected devices by 2020. IoT in India will reach USD 15 billion by 2020 accounting for 5% of the total global market.



According to R. Chandrasekhar, President, NASSCOM, 'Industrial applications of IoT primarily in Manufacturing, Automotive and Transportation & Logistics are expected to drive IoT revenues by 2020.' More companies in India are realizing the

possibilities and are gearing towards IoT adoption. With the promise of deeper intelligence and visibility IoT will soon become indispensable to these companies.

## ZAMSTARS' VIEW ON THE IOT LANDSCAPE IN INDIA

India is rapidly hurtling towards the next technological Revolution - IoT. It promises to be a bigger phenomenon than smartphone penetration and the Internet. One of the drivers for IoT adoption are government initiatives like 'The Digital India'. The Government has also adopted 'Smart City Mission' with the aim to build 20 Smart Cities across India, based on IoT Technology. NASSCOM has kick-started IoT – Centre of Excellence with the objective to create an IoT start-up ecosystem and incubations centres. This will ensure greater transparency and effective distribution of resources.

To back the vision of 'Digital India', connectivity is crucial to ensure that every citizen is digitally empowered. Efforts from the private sector are needed. Companies like Aeris, Qualcomm, Vodafone, Cisco have already entered Public Private Partnerships with the government to make India the IoT hub of the world.

An interesting example of the impact that private sector can have is that of telecom player Reliance Jio which has taken the Indian market by storm. With Jio network, RIL has taken a huge step towards building a strong connectivity infrastructure in India. The entire Reliance Jio ecosystem of broadband, devices, powerful applications and services are now available to the common man. This also gives the company an unprecedented access to its consumers. Thus, Reliance is well positioned to impact various industries including the transport and insurance sector through IoT.

Here's how Reliance Jio can enable insurance providers and other stakeholders in T&L sector based on its widespread connectivity and IoT services.

With IoT penetration, the use of 'connected' vehicles will rise significantly. OBD data of these 'smart' vehicles will be monitored and made accessible to various stakeholders like vehicle manufacturers, vehicle owners/users, resellers, insurance providers, third party logistics providers, etc.

Consequently, with the proliferation of 'connected' vehicles all vehicle insurance services will be tied to OBD data making it mandatory for all vehicles to have OBD monitoring systems in place. As demand increases, Reliance Jio relying on their established Jio ecosystem, can flood the market with OBD-GPS monitoring devices and diagnostic applications. These will then be made available at competitively low rates to vehicle users, vehicle manufacturers and insurance players.

IoT is bringing in transparency and visibility into functions that were hitherto unmeasurable blind spots for Transport and Logistics players (T&L). At the frontier of rising IoT adoption are Transport & Logistics Companies. As per NASSCOM, Among Industrial IoT applications, transportation vertical will see extensive IoT adoption in the next 1-2 years.

Potential opportunities in next 5 years - Timeline to turn into opportunities				
Verticals		1-2 years	2- 5 years	More than 5 years
Industrial	Buildings	●	●	●
	Public Services		●	●
	Transportation	●	●	●
	Healthcare		●	●
Energy & Utilities	Smart Grid		●	●
	Home Energy Management		●	●
Customer Oriented	Home Automation		●	●

● High potential    ● Medium potential

In the below section, we have closely examined the impact and benefits of IoT to the Transport and Logistics sector.

## CONNECTED LOGISTICS TO THE RESCUE

Sensors installed in vehicles and containers, churn out volumes of data across networks which are analysed to deliver intelligence and insights. What makes IoT ground breaking is that this machine data is now accessible virtually over the cloud, in real-time and with minimal human intervention. IoT adoption is only going to increase with rising smartphone and internet penetration, demand for Big Data, and the pressing need for more efficient industry practices.

As the IoT trend continues to expand and grow, many T&L providers are grappling with the rising IoT adoption. However, if effectively implemented it can become the lifeline of these companies. The complexity of modern operations, across warehousing to transportation can be best addressed by IoT applications. Here are a few indispensable benefits of IoT.

## EXPERIENCE THE NEXT EVOLUTION IN LOGISTICS...



### **Greater visibility and efficiency**

There have been multiple issues that have plagued the T&L sector for eons. For instance, the physical condition of products especially perishable goods and vaccines which should be stored under specific

temperature, on-time delivery of goods, theft and unplanned stops, children and employee safety in school buses and company fleets.



In such scenarios IoT enabled objects come to the rescue.

One can track and monitor the status of assets and people in real time. For instance, regulating storage-container temperature, real time location tracking, monitoring driver behaviour and in-depth analytics. The health of these connected vehicles can be continuously monitored while in transit, thus enabling preventative maintenance e.g. alerts on low battery, coolant level, servicing reminders. It is possible to monitor driver behaviour by analysing parameters like rash turning, wrist and eye movements, breath analyser. Retail, FMCG and e-commerce companies have come to rely more and more on IoT methodologies to manage their inventory and distribution better, create operational efficiencies and reduce pilferage.

### **Route optimization and fuel analytics**

IoT is instrumental in reducing fuel costs through optimized routes and fuel usage.

Fuel thefts can be reduced. Routes and refuelling stops can be optimized to improve fuel mileage. By monitoring speed and idling time. Fuel costs can be brought down, while also reducing wear and tear and ensuring greener operations.

### **A SINGLE IOT PLATFORM**

**The entire IoT ecosystem ensures value creation across the length and breadth of Transport and Logistics industry. The previously unorganised Logistics sector can now be brought under one IoT platform that connects drivers, vehicles, parcels and containers.**

**An IoT platform facilitates streamlining and better collaboration among various functions, can eradicate inefficiencies and corruption, improve transparency and visibility, enable better cost savings and profit making. The truth is the possibilities of IoT are limitless. Early IoT adopters are well poised to discover and harness the complete potential of Internet of Things to gain that most sought after competitive edge.**



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