Digital Innovations for Smart Logistics

Nov 24, 2017

Yihaodian Shopping using QR Screens in Shanghai Subway Station: People's Square

TP Marketing Innovation – Live Stream “Shop While You Watch”

- Worked with Macy’s on 4 July event - video streaming “shop while you watch”
- Generated over 100,000 UV’s
- Over 1,000 orders during live session

July 6, 2016

Alibaba’s Live-stream of Macy’s Draws 100,000 Viewers

By MAGHAN MCDOWELL

Chinese e-commerce retailer Alibaba, known for creating the shopping event surrounding Singles Day, just celebrated American Independence Day — and 100,000 people showed up to watch.

Among the participating retailers was Macy’s, which hosted a live-stream shopping tour of its New York flagship on Alibaba’s Tmall app. This was the first live video shopping event of this kind, and Alibaba reports that the live-stream attracted 100,000 viewers and 880 comments. Other participating retailers included GNC, Childlife and Puritan’s Pride.

The live-stream was an effort to build cross-border cultural education, according to a company spokesman, and included a host providing a tour of the store’s floors, a history of the store and old wooden escalators. Unlike other live-streaming sites in China, a company spokesman said, Alibaba’s live-streaming platforms are created to serve online shopping and provide practical guidance to shoppers.

While it might seem unexpected that a Chinese retailer would make a major nod to a distinctly American holiday, it was a convenient time to enhance brand-building between Macy’s and Alibaba; Macy’s had already been selling its products on Alibaba’s Tmall platform.

Macy's annual 4th of July fireworks.
Andrew Toth/Getty Images

With Macy’s recent entry into the China market, Macy’s China managing director Dustin Jones said the event would bring “energy, celebration and the experience of the Fourth of July” to Chinese customers. “Through Tmall’s live video technology,” he said, “we will introduce Tmall customers to the world’s largest store in New York.”

WeChat CRM & Customer Engagement

Text Messaging

Audio & Video Call

Wechat is the most popular Chinese communication and social app, with 843 million * monthly active users

Retail Payment

P2P Fund Transfer

It is also one of the best social marketing and customer engagement tools for brands and products

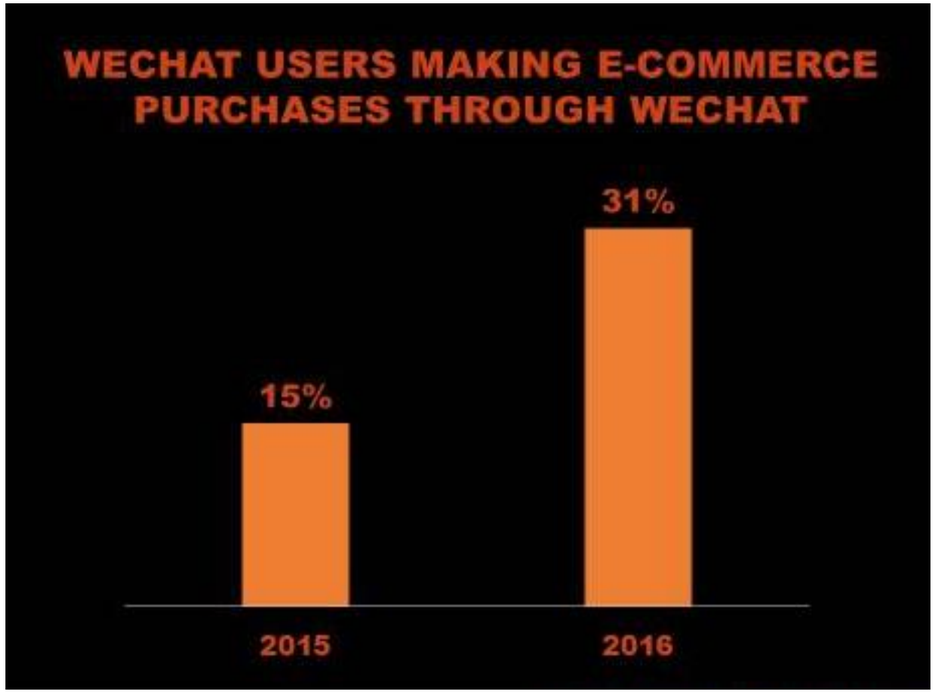
Travel and Hotel Booking

Sharing Moments

* Source: Tencent Q3 2017 financial results

WeChat & e-Commerce

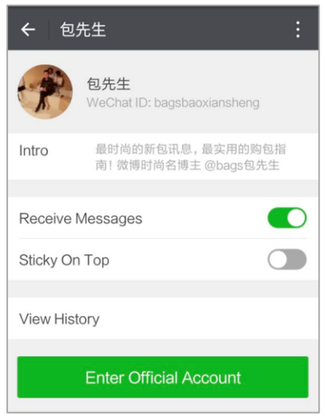
Increasing E-Com Engagements on WeChat with Successful Case Study



WeChat users are increasingly willing to make purchases through WeChat *:
- 2015: 15%
- 2016: 31%

Mr Bag with super star Bingning Fan in an event

RMB¥ 1.2M Sales In 12 Minutes !! **



Tao Liang, nickname "**Mr Bag**", is a popular KOL in the womens bag category:

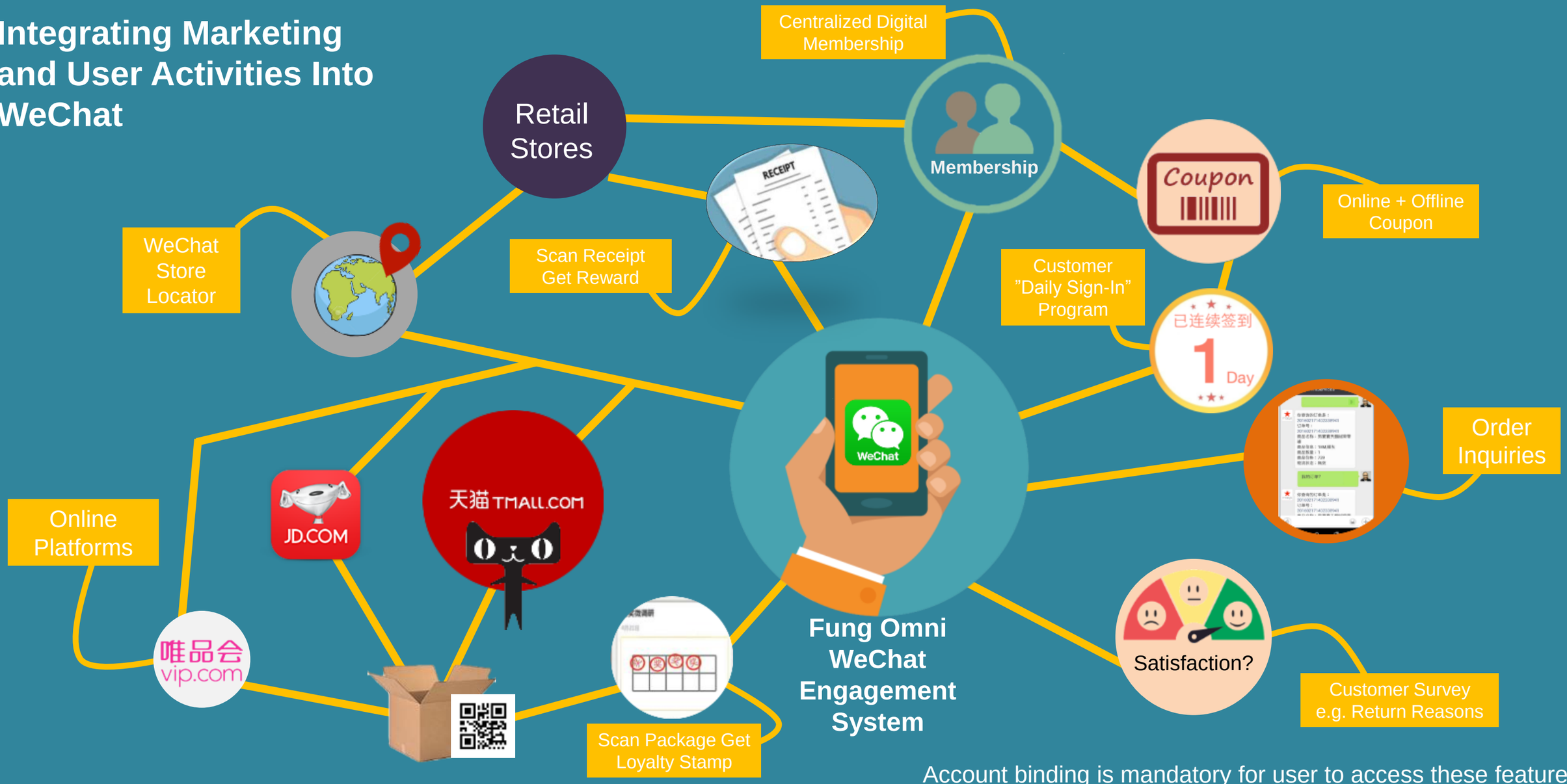
- Mr Bag had a joint-promotion with Givenchy on Feb 3, 2017
- Limited Edition: 80 units of a unique pink handbag at Rmb¥14,900
- Limited time: Purchase only open for 15 mins
- All 80 orders were received within 12 mins

* Source: McKinsey's 2016 China Digital Consumers Survey Report. ** An example, not a Fung Omni showcase

SCRM - WeChat-centric Customer Engagement Activities

LF LOGISTICS

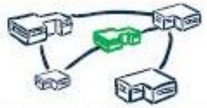
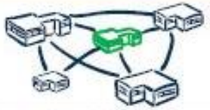
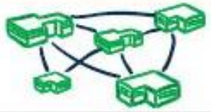
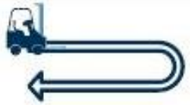
Integrating Marketing and User Activities Into WeChat



Account binding is mandatory for user to access these features.

The Roadmap in Digital Revolution in Total Supply Chain

LF LOGISTICS

Logistics					
Supply Chain Logistics	Local Operating Structure	Global Operations Structure	 Partial Global Resource Planning / Controlling	 Complete Global Resource Planning / Controlling	 Open and Flexible Operations Footprint
Inbound Logistics	Push Delivery Process	Pull Delivery Process / JIS	Vendor Managed Inventory	Autonomous Inventory Management	Predictive Inbound Logistics Management (Big Data)
Warehouse Management	No Automation	Automatic Warehouse System	Automatic Warehouse Network	Supply Chain Warehouse Network	No Warehouse in Supply Chain
Intralogistics / Line Feeding	Manually steered rack, trolley	Manually steered train	 Autonomous FTS on fixed routes	Autonomous FTS on open area	Autonomous FTS on open area steered by production machine
Outbound Logistics	Push Delivery Process	Order-Based Delivery Management	Active Delivery Management	Automatic Delivery Management	Predictive Delivery Management
Logistics Routing	Decentralized Vehicle / Equipment Fleet	Centralized Vehicle / Equipment Fleet	Pre-planned and Centralized Fleet	Real-Time Routing and Connected Navigation	Autonomous Transportation Vehicle / Equipment

UNITY Seminar | Smart Logistics | MAN Group

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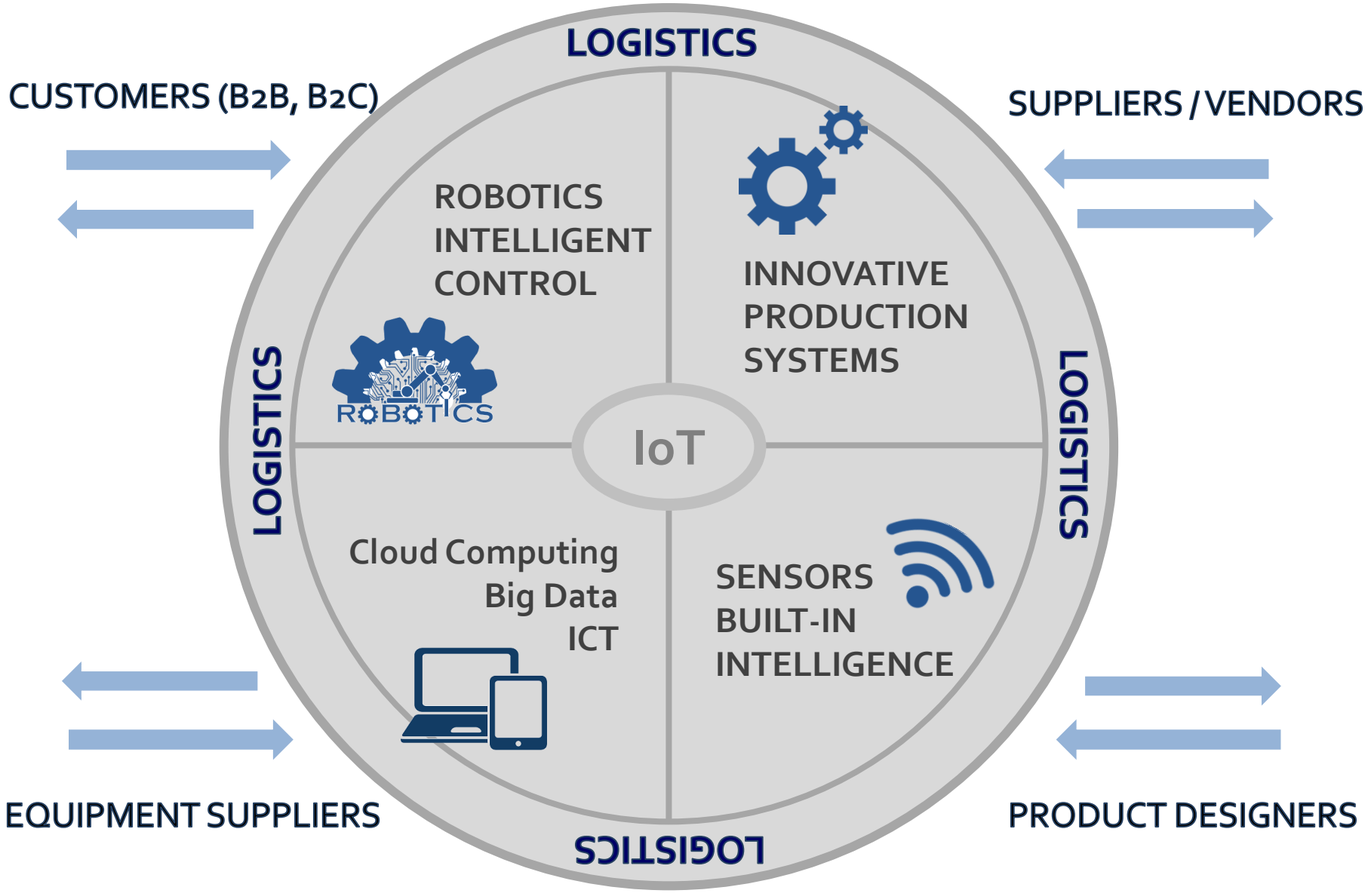
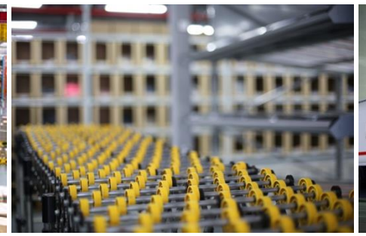
The Internet of Things in Smart Supply Chains

LF LOGISTICS

The IoT – Everything is autonomous!

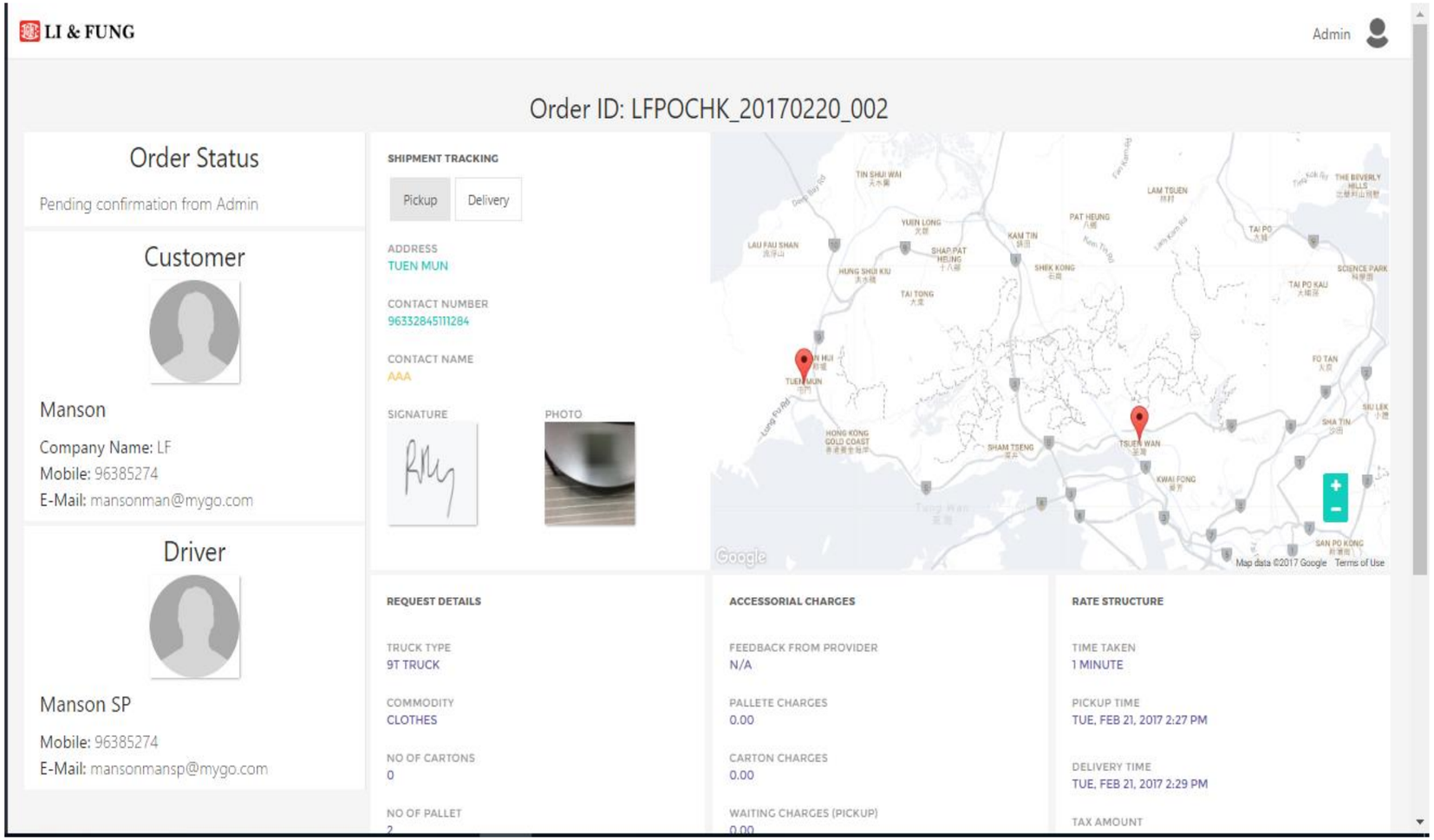


VR 360 Tour
Distribution Centre in Hong Kong



“Uberization” - Digital Transformation in Transportation

“**MyGo**” is a standalone system for shipment request like Uber for Truck:



Speed – Innovation – Digitalization

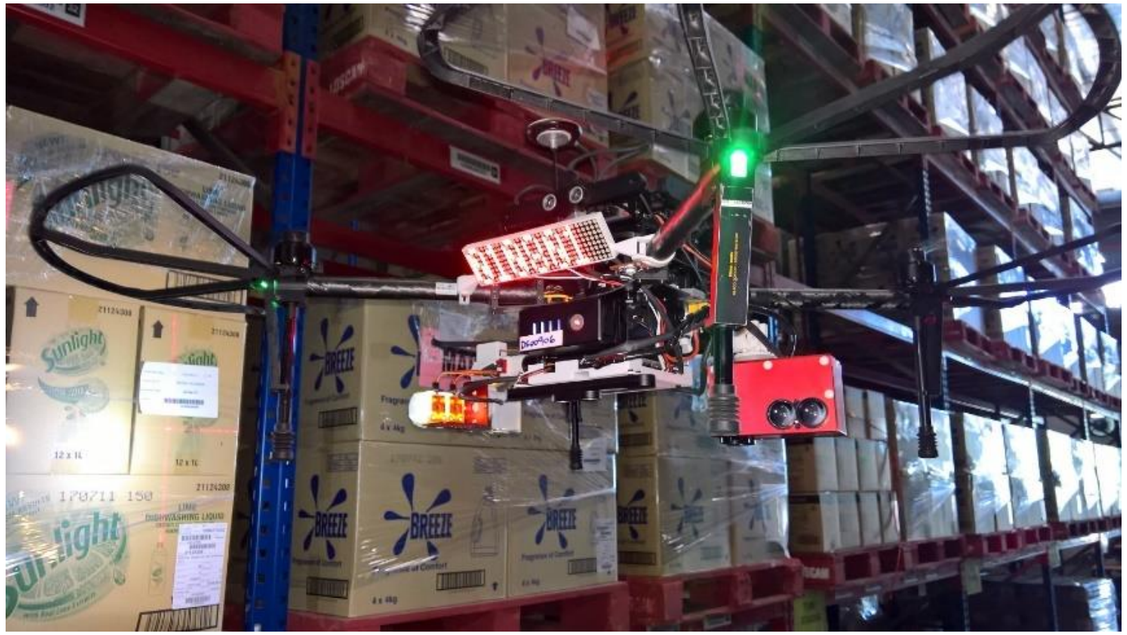
Innovative Pack Stations

Vision Picking

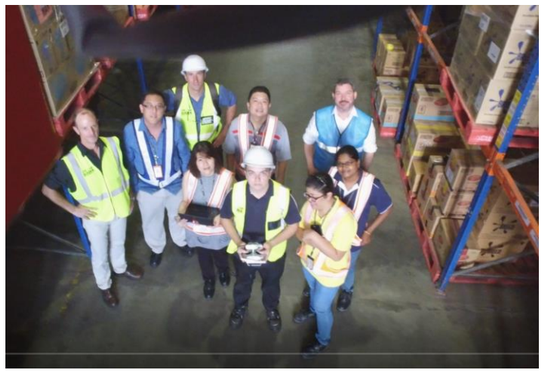
VAS Manuals on Tablets

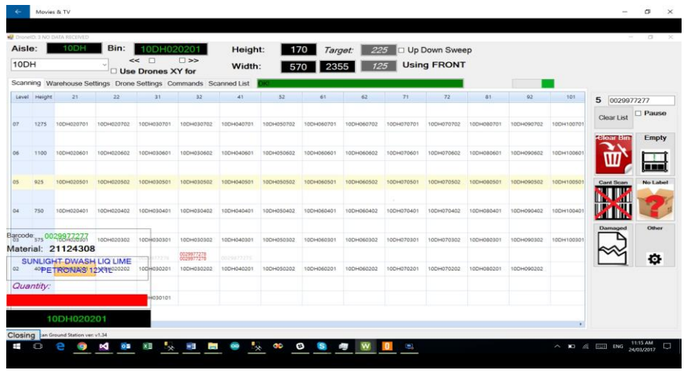
Drones

The Drones Experiment



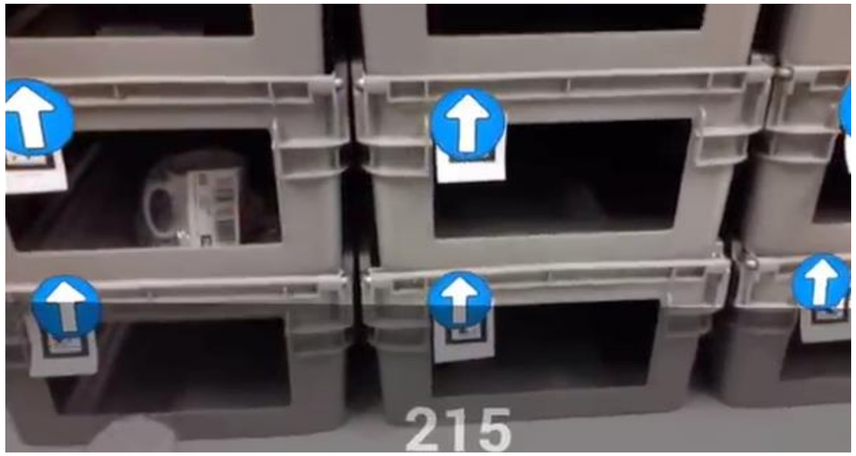
- Single Unit – DJI Matrice 100
  - Pallet Cycle Count @ 180 p/hour (Manual = 90)
  - Some Limitations – Tech Still evolving
    - ✓ Not yet autonomous
    - ✓ Battery Limitations





Augmented Reality

- Picking, Packing, Sorting, Staging
  - Look through / Look Around
  - Smart Watch
  - Blue tooth ring scanners



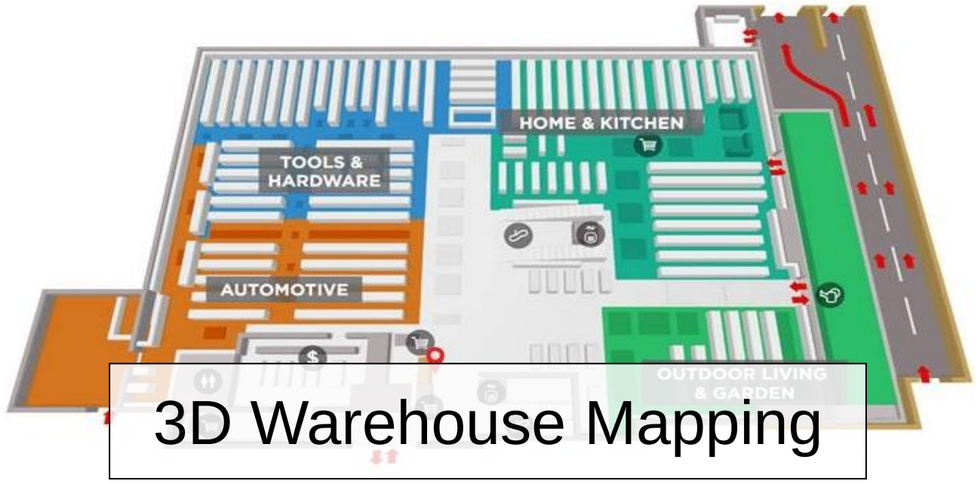
Labour Planning and Logistics Management

Smart Watch

Time and Attendance

Labor Management Reporting

Cone RFID Readers



3D Warehouse Mapping

Driver-less Lift Trucks (AGVs)

LF LOGISTICS

- *Utilize Driver-less Lifts in DCs where standardized movements are frequent*
- *FMCG and other heavy pallet handling operations can benefit from driver-less lift truck operations*
- *Target high labor countries first*

OTTO MOTORS

RoboCV

TOYOTA

DEMATIC egemin AUTOMATION

Linde Material Handling

LF LOGISTICS

FROST & SULLIVAN
2017 BEST PRACTICES AWARD
ASIA-PACIFIC REGIONAL WAREHOUSE SERVICE PROVIDER OF THE YEAR
LF LOGISTICS

ASIAN MANUFACTURING AWARDS 2017
Best Supply Chain Provider
LF LOGISTICS
LF Logistics

INDUSTRY INSIGHT monthly
LF LOGISTICS
Best End-to-End SCM Company - Hong Kong

"Asia Pacific Regional Distribution Service Provider of the Year" – Frost & Sullivan Best Practices Award 2017
"Best Supply Chain Provider" – Asian Manufacturing Awards 2017
"Best End to End Supply Chain Management Company – Hong Kong" – Industry Insight Monthly 2017
"Excellence in Social Media, Organization Development, HR Strategic Plan, Graduate Recruitment & Development" – HR Innovation Awards 2017