Brussels tech firm boosts industry collaborative data sharing

布魯賽爾科技公司創數據共享平台 推動行業協商

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Nallian以「全球一體化」為使命，該公司的行政總裁Jean Verheyen強調，零散的供應鏈需要進行虛擬整合，才有望提高競爭力與巨型電商抗衡。

A technology is called disruptive when it interrupts and replaces an existing technology. Brussels tech firm Nallian's cloud-based open data sharing platform, the first of its kind, is a case in point. This technology is revolutionary in its ability to make collaboration and data sharing among industry players possible. The company's founder and CEO Jean Verheyen reveals that the platform will be extended now from Europe to the U.S. and Asia.

Make data sharing across companies possible

Set up in Brussels in 2012, Nallian has the mission of "Making the world operate as one, one community at a time." According to Jean Verheyen, the success of integrators like Amazon and Alibaba, with their huge market share, has put tremendous pressure on the traditional supply chain including increased requirements in terms of visibility and predictability due to increased customer expectations and compliance requirements from the government bodies. "Fragmented supply chains need virtual integration to be able to compete with the highly integrated processes of such players," he stresses.

In response to this, Nallian developed a platform that empowers the different actors in a fragmented network (such as e.g. in a cargo hub) to easily share and re-use data in their cross-company processes. Participants keep full control over their data by defining granular sharing rights at the field level, using role-specific and contextual sharing rules. As a result, their master and operational data are shared in a secure and controlled way, similar to social media platforms such as LinkedIn. "We think like a consumer sharing data on social media. We use the same principle, which results in easy and secure B2B data sharing between systems to support business processes and to send information between machines," Verheyen explains.

Nallian open data sharing platform

WHAT is being shared	Defines which part of the stored information is made available under the sharing rule
WHO it is shared with	Limits access to this information to specific relations
WHEN it is shared with	Further limits access to this information to specific situations

Why the air cargo industry?

Nallian for Air Cargo is an open data sharing platform topped by an ecosystem of applications for the air cargo industry that empowers different stakeholders in a cargo hub to streamline cross-company processes by securely sharing and reusing data across multiple apps. This generates levels of logistic process integration, efficiency and visibility that historically was only possible within the confines of a single company.

"Logistics hubs, for example airports, are instituting initiatives to facilitate more efficient processes and visibility in their hubs in order to become more attractive. Digital infrastructure makes this possible while it also enables them to grow beyond the limits of their physical infrastructure (which has limited expansion capacity)," says Mr Verheyen, adding that the company is now working with clients including Brussels Airport (BRU), Liege Airport (LGG), Vienna International Airport (VIE) and London Heathrow Airport (LHR).

Mr Verheyen agrees that data privacy is one of the key issues. "Everyone in the community (all the parties from different companies along the supply chain) injecting data into the platform

can have access to the data that is relevant to them, as it's important that they all look at the same data. In other words, they will share 'a single version of truth'. Each data owner stays in control of its own data, and controls what parties will see which part of their data and in which context."

It is a fact that the airport cargo community has been resistant to digitisation and data sharing, making air cargo operations plagued by truck congestion in major airports. With Nallian's Slot Booking application, for example, ground handlers, freight forwarders and trucking companies can streamline freight delivery and pick up processes (via a system that automatically matches available slot capacity and demand) which, amongst others, eliminates waiting times.

With a solid foundation already built in Europe, Mr Verheyen reveals the company's strategy to expand into Asia and the US "We expect to sign with the first American airport shortly and with the first airport in Asia in the next quarter or two."

A high-value commodity with strict requirements
In addition to the Nallian for Air Cargo collaborative solution suite, the company, together with Pharma.Aero, has launched an open data sharing platform for pharmaceutical companies. "Pharma is a high-value commodity with high requirements in terms of traceability, temperature and predictability," says Mr Verheyen.

The Global Pharma Tracker platform integrates data from across the supply chain into a single, real-time portal. "It's an open and neutral industry platform that combines all data required to monitor and trace temperature-controlled pharma shipments. It's about end-to-end flow, in an agnostic way—logistics data, IoT, sensored temperature data, location and thus a quality data."

 "By using the Global Pharma Tracker, US$35 billion loss per year could be reduced significantly through simplified excursion analysis, the availability of real-time data to avoid excursions and log costs for compromised shipments, as well as the availability of historical data such as lane evaluation, reducing risks and optimising packaging for specific shipments." Mr Verheyen says.

More applications, more industry initiatives
When asked about the company's next move in terms of technology development and innovation, Mr Verheyen stresses, "There's no way back. We will keep on investing in more apps to streamline more processes, and getting more cargo communities to enjoy the benefits of 'working as one'.
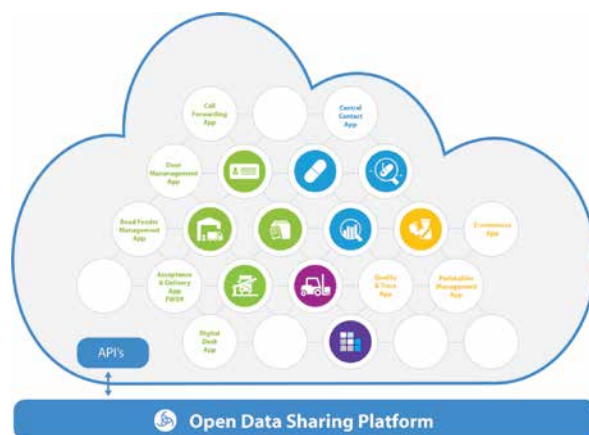
This is Mr Verheyen's first time at the Asian Logistics and Maritime Conference (ALMC) to be held on 19–20 November. "As I understand it, Hong Kong has the largest cargo airport in the world, with very strong and mature community members including the ground handling agents (GHAs)," he says. "It's clear that current challenges need to be solved as communities, and every initiative or platform that can enable collaboration is important in this." At the conference, he expects to learn more about the rest of the world's technology as well as trade forms in Asia and China.

創新的科技之所以能顛覆市場，在於它完全取代現有的科技。布魯賽爾科技公司Nallian所研發的雲端數據共享平台，正是其中一例。其技術突破之處，在於令同一行業的業者共享原屬機密的業務數據。該公司的創辦人及行政總裁Jean Verheyen表示，其共享平台將從歐洲推廣到美國及亞洲市場。

實現行業數據共享
2012年在布魯賽爾成立的Nallian，以「全球一體化」為使命。Jean Verheyen提到，電商Amazon和阿里巴巴佔有龐大市場份額，它們的成功案例，令顧客期望和政府監管要求上升，如需要更高的透明度及可預期性的服務，為傳統供應鏈帶來營運壓力。「零散的供應鏈需要進行虛擬整合，才有望提高競爭力與巨型電商抗衡。」

有見及此，Nallian就研發了一個數據共享平台。該平台可以讓零散的網絡(例如貨運中心)中不同的用戶輕鬆共享和重用其跨公司流程中的數據。用戶可以決定數據共享的權限，包括與誰共享數據，以至誰可以共享的範圍等。如此一來，用戶可以用安全和受控的方式共享其主數據和運營數據，概念與LinkedIn等社交平台相若。「就像消費者在社交媒體上分享資料一樣，我們使用同樣的概念，達至商業對商業(B2B)的數據共享，以支持業務流程及並在機器之間發送信息。」Verheyen解釋。

Nallian雲端數據共享平台

共享甚麼	按照共享規定去設定哪些資料可以共享
與誰共享	設定接觸信息的權限
何時共享	進一步設定信息權限

為甚麼是空運公司？

Nallian for Air Cargo是航空貨運行業的應用生態系統下的一個開放數據共享平台。該平台讓空運物流中心的不同持份者，透過不同但保密的應用程式，分享及重整數據，令跨企業的工作流程更順暢。這個平台亦實現了物流流程的整合，以提高程序的效率及透明度；以往，只有同一間公司才可傳閱這類數據資料。

Verheyen表示：「不少國際機場都積極推動物流中心流程的效率和透明度，以提高其吸引力，另外也透過數碼基建來擴大實體基建的營運效益。」該公司現正與布魯塞爾機場、比利時列日機場、維也納機場及倫敦希斯路機場展開合作關係。

他認同，共享數據平台需要注意資料的保密。「平台所有用家在輸入資料後，亦同時進入與他們相關的數據庫，以確保大家共同擁有相同數據。換言之，他們是瀏覽的數據是『事實唯一的版本』。每一個用家都可以控制自己的數據，為其他瀏覽自己數據的用家設定權限。」

過往，空運業界對於數碼化或數據共享都相對抗拒，以致各主要機場都出現貨車擠塞。然而，用戶包括地勤人員、貨運代理及貨車公司等，可透過Nallian Slot Booking應用程式，自動配

對貨運服務的供求，令貨運送遞及收取流程更見順暢，以減少等候時間。

在歐洲建立業務基石後，Verheyen透露，該公司將把科技帶到美國及亞洲，「預期在短期內會與美國首個機場簽約，下一、兩季亦將與首個合作的亞洲機場簽訂協議。」

要求嚴格的高價值商品

除了應用於空運物流外，Nallian夥拍Pharma.Aero開發的數據共享平台亦為藥物公司採用。Verheyen形容：「藥物是高價值商品，對運送過程的可追溯性、溫度及預期性都有非常高的要求。」

該公司的Global Pharma Tracker平台結合行業供應鏈提供的所有數據，在一個單一及實時的平台共享。「這是公開和中立的資訊共享平台，透過點對點的模式，結集監控和跟蹤溫控藥品運輸所需的數據，包括物流、內聯網、溫度監測及位置等，並整合成具意義的數據。」

Verheyen提到：「Global Pharma Tracker平台可簡化溫度偏差的數據分析，並提供實時數據以減低溫度偏差及記錄成本。平台同時提供車道評估、個別減低風險的運輸包裝及優化過程的歷史數據。最終，大幅減低行業每年高達350億美元的損失。」

更多行業應用的範疇

問及該公司下一步的研發方向時，Verheyen強調「公司發展不會原地踏步。公司會積極投資開發更多應用程式，使流程更順暢，以令貨運業界受惠於『一體化』的營運模式。」

11月19至20日，Verheyen將會首次出席「亞洲物流及航運會議」(ALMC)。「據我所知，香港擁有全球最大的空運機場，與業界包括航空公司等緊密合作。事實上，目前物流業所面對的挑戰，正需要從業者共同應對。Nallian的數據分享平台正是要推動從業者間的合作。」他期望能在會議中了解更多行業的科技新趨勢，以及亞洲和中國的貿易模式等。

Meet Jean at:
Air Freight Forum 2
Embracing new era of digital technology in air freight
Date: 19 November
Time: 2:30am-3:45pm
Venue: Main Forum

與Jean會面：
空運論壇2
迎接空運數碼轉型的新時代
日期：11月19日
時間：2:30am-3:45pm
地點：主論壇