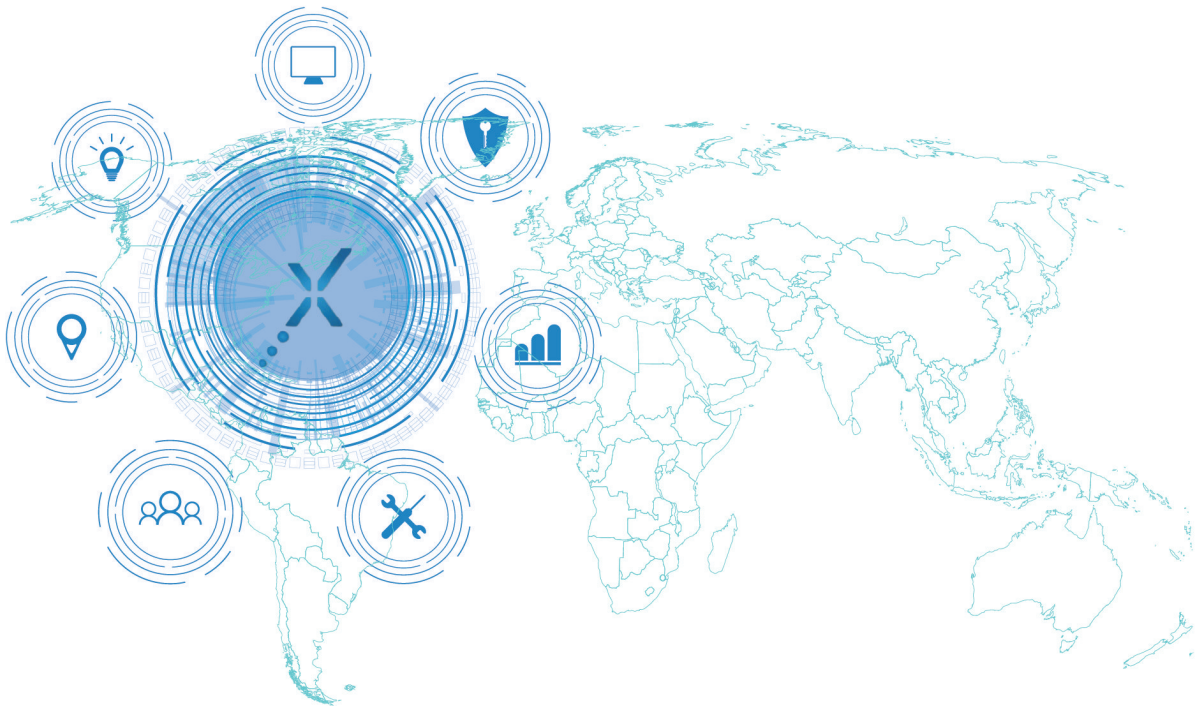


3M of Digital Logistics (Man, Material & Machine)

"This is an excerpt of the publication based on the conversations between CEO - Jagmeet Singh and Telematics Wire."



Executive Summary:-

The low digital maturity in logistics instigated the need for attention and disruption. So much has been the digital disruption, now, that the lines between the three key elements of Logistics – Man, Material, and Machine (3M) have now started getting blurred & redefined. When all these three key elements work in tandem, the logistics come into life. It is this close-knitted working of 3M which /is being impacted by digital. Though 3M definitions are well defined, however in the context of digital, it is important to re-establish the articulation of the 3M.



Man — includes driver, transporter, fleet owner, logistics personnel both at manufacturing unit/depot/warehouse and corporate office, a policymaker, a non-government stakeholder, and so on. In the digital logistics context, it would mean the persona who is the user of smartphones, understands the digital apps ecosystem, aware of transactions via digital means, and is either the consumer or provider of digital information.

Material — any item or good that is being transported and has a commercial value attached to it. It includes raw material, semi-formed product, final product, a by-product of any other product, and so on. In the digital logistics context, it would mean the digital data logging into a material movement where material's physical, functional, and metadata information is not only available digitally but also can be transmitted and shared via digital methods in real-time and on-demand.

Machine — would be an instrument/method/means required for transporting the material. It includes means like road, rail, air, shipways and in coming future drones and so on. In the digital logistics context, machines would reflect the means and type of vehicle along with their working behavior, availability, tracking, location visibility, performance, downtime, etc. in digital format. Such information should not only be managed digitally but also should enable predictive and preventive aspects to increase the machine's life span and reduce occupational risks and hazards.



The low maturity of digital impacted by sudden demand of digital capabilities due to pandemic needs, caught lots of leaders in Indian logistics by surprise. The scarcity of sufficient knowledge and skills to embrace led to the spread of some myths which have become the center piece of every conversation now.

Challenging and debunking myths is a need of time. It is not only important but also necessary to give digital its rightful place in Indian Logistics.



About Axestrack

Axestrack envisions, develops, and deploys end-to-end digital logistics solutions to revolutionise the transportation and logistics industry. We are embarking on a unified and increasingly connected logistics ecosystem, by infusing Artificial Intelligence, the Internet of Things, Machine Learning, and other breakthrough technologies to unlock the exponential value of the supply chain. Our technology is creating the next-generation business models that fuel logistics power and agility with a synchronised transport network.



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Awards



20+
Industry
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