



IMAGE: VEGE/FOTOLIA

## Freight 4.0

**SOFTWARE** Cargo-Bee Solutions offers shipping agents and haulage companies a platform to transact business and reduce empty mileage.

Assigning or inquiring about cargo just like at a marketplace or a stock exchange? That's exactly what the cloud platform Cargo-Bee is making possible. The Hamburg-based start-up has been working for around one year on digitally assigning partial and full loads to transport companies of all kinds. In this system, both shipping agents and

haulage companies have the opportunity to make their capacities and cargoes available and transact business with one another – at the push of a button and without annoying media disruption. "The core concern of Cargo-Bee is to digitise the administrative processes connected with the cargo, and display as many steps as possible in the process

### DEBUT FOR START-UP ENTERPRISES

Now in its 15th year, for the first time the LogiMAT is giving start-ups the opportunity to present themselves to an international audience of professionals at a joint stand. The initiative is being promoted by the Federal Ministry for Economic Affairs and Energy (BMWi) under the motto „Innovation made in Germany“ and is designed to pave the way for young companies to enter international markets and support the export of new processes and products.

The young companies use the trade fair to introduce their ideas of future networked intralogistics. Like the start-up Cargo-Bee Solutions, which digitises the awarding of orders between shipping agents and haulage companies.

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**The Cargo-Bee service is designed to help customers cut down empty mileage through connectedness.**

automatically, from concluding a contract to invoicing. For several hundred cargoes at one time, if required," explained Georg H. Völker, managing director of the fledgling company. "Furthermore, our service is designed to help customers cut down empty mileage through connectedness and put an end to the paper chase," Völker continued.

Accordingly, Cargo-Bee is offering a completely paperless process, except for the legally required bill of lading. Players who have offered an order or loading space in a truck are informed via SMS or e-mail about possible interested parties and can then transact business using a mobile device or a PC. Similar to a marketplace, clearing takes place together with the conclusion of a contract. In other words, the order is then no longer accessible to other interested parties and cannot therefore be assigned twice or offered more than once. With this method, Cargo-Bee Solutions wants to provide greater transparency in the processes and avoid unnecessary duplication of effort. "The same thing is true, of course, for the transportation as well. Via our software we can monitor each load that is assigned via the platform in real-time and keep both shipper and recipient well informed at all times," said the managing director.

The founder sees how the system provides a high degree of legal certainty: "In the past there was often a lot of trouble, particularly when receiving shipments or settling claims. For this reason, with the Cargo-Bee double token we have developed a digital security system. It contains information on the shipment, geodata, and device ID and must be scanned by both the shipper and the recipient in order to officially close the order. The scanned data are then compared with the stored data. That's how we

make sure that everything has been done correctly," Völker emphasised. Once the order has been successfully concluded, Cargo-Bee receives 0.5 per cent of the contract amount as commission. If no business is transacted, the Hamburg-based company does not earn anything.

To enable users to digitise their companies more quickly, Cargo-Bee is offering not only the platform, but the corresponding hardware as well. Via the business partner Deutsche Telekom, customers of the start-up can order mobile devices and data volumes at attractive prices. "In the goods forwarding sector, connectedness is only an advantage if everyone gets involved and we want to make that easier, especially for smaller companies," explains Völker.

The boss of the start-up company recently initiated a new round of financing to drive the idea. Above all, he is looking to profit from the currently favourable start-up climate in the logistics sector. "At the moment we are highly optimistic." *Sandra Lehmann*

### START-UPS AT THE LOGIMAT

At the joint stand „Innovation made in Germany“ ten companies will be presenting themselves at the LogiMAT:

- Conbee GmbH
- Cargo-Bee Solutions GmbH
- Inveniox GmbH
- Shipcloud GmbH
- Blue Inductive GmbH
- Born Stahlbau GmbH & Co KG
- Sandax GmbH
- WeSpot GbR
- Rubicon Automation GmbH
- UTLS-Systems GmbH & Co. KG

**Hall 6, stand 6C61**