

Technology Playing an Even Bigger Role in Logistics Business

Logistics Plus moves hundreds of thousands of shipments around the world each year, delivering everything from rulers to railroad locomotives at precisely the right destination in the time the customer wants.

It's truly a jaw-dropping feat when you think about it.

With nearly 500 employees around the world, Logistics Plus make these daily miracles happen with the help of new technologies.

"Technology has become one of the major differentiators in our industry. So much so, you can say there is a blurred line between the logistics and technology services that we offer," says Emile Zafirov, the Chief Information Officer for Logistics Plus. "There were several routes our company could have taken seven or eight years ago: stick to core logistics and transportation services and have some basic technology capabilities or, follow a more daring approach by branching out into newer, higher-tech territories and taking on any good challenge that comes our way.

"We chose the second."

That commitment to understanding, integrating and utilizing new technologies has paid off, Zafirov says. The number of employees in the company has grown three times in just eight years. In comparison, the size of its Information Technology and Business Intelligence teams have quadrupled in just the last two years.

Embracing the possibilities

Zafirov credits Logistics Plus CEO Jim Berlin for embracing the concept of a technologically-advanced company despite the unknowns and risks that comes with diving into an emerging field.

"We've faced projects that many other companies would have turned down as too challenging or plain impossible," he says. "But Jim's attitude, which infects pretty much everyone, is one of 'can do,' and 'don't be afraid to try.' This creates a unique environment that allows us to take risks."

The company's technology capabilities allow it to keep its headquarters at Union Station in Erie, while operating efficiently all over the world, Zafirov says.

"We are running global projects out of Erie for some of the largest, fastest growing and most demanding companies in the world," Zafirov says.

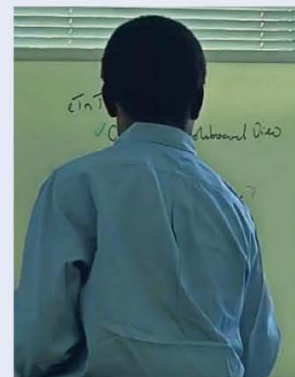
What does the future look like?

Technology is changing daily and the number of goods and services moving globally is only increasing. That means the future is an exciting prospect for Logistics Plus, Zafirov says.

"There is a critical mass of knowledge and technology being accumulated as we speak, which will result in a much different picture of the industry even in the very near future," he says. "From robotics in warehousing, to drones, to autonomous vehicles and autonomous vessels, to the expansion of e-commerce and crowd-sourcing of delivery of goods — nothing will stay the same in this industry."

Zafirov pauses to consider his statement.

"One thing will stay the same," he muses. "Human ingenuity and the constant drive to push the envelope a little further. Also, the fact that people who care and put their heart into what they do will always perform well — and will have even more fun while doing it."



www.logisticsplus.net | 1.866.LOG.PLUS | information@logisticsplus.net