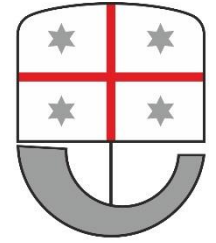




The European House  
**Ambrosetti**



REGIONE LIGURIA

# LIGURIA 2022

**Genova, Palazzo Ducale**  
**Presentazione di Frank Ferro**



# The Logistical digital twin

> The owner of the data will be the lord of chain



## The Logistical digital twin

> The owner of the data will be the lord of chain



Frank Ferro

Director Insights PostNL



# The Logistical digital twin

> The owner of the data will be the lord of chain

# Why Data-analytics



# Inside-out

Logistical optimisation



## Outside-in

The Receiver will determine

The lord of the chain is changing

# Competition

Is not traditional



**UNITED STATES  
POSTAL SERVICE**

**amazon**

# The Logistical digital twin

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## Cases

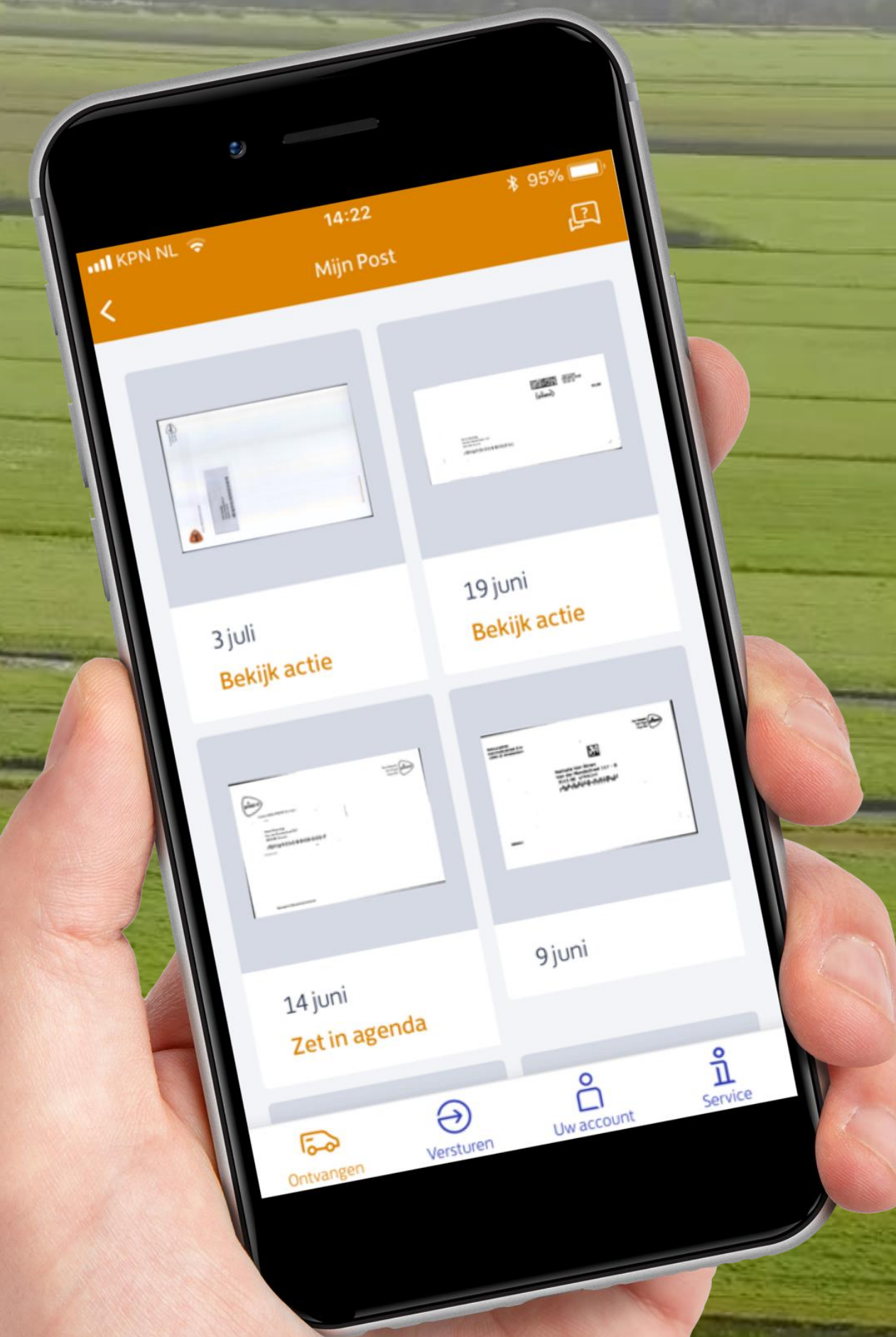




# Parcel delivery notification

More accurate and a shorter time slot

1. 4 hours → 2 hours time slot
2. Less then 63% → more then 80% Accuracy



# Retail capacity

Predict stock volumes available at a retail store

1. Saved 200 retail stores

2. Two million cost savings

## Other cases

PostNL has cases in all domains (HR, FIN, LOG, COM)

Revenue protection (FIN)  
Fraud detection (FIN)  
Lead generation (Com)  
Retention (HR)

## The Logistical digital twin

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# Data-analytics at PostNL



# Structure

Analytics

Organisation

Data & technology

People & culture

# The Logistical digital twin

> The owner of the data will be the lord of chain

# Take-outs



# Take-outs

data analytics atPostNL

Walk the process

Business commitment

Domain knowledge is essential

The cultural effect

Data governance

Learn to deal with transparency

# Stay in control of the supply chain

Thank you

```
mirror_mod.use_z = False
elif operation == "mirror_z":
    mirror_mod.use_x = False
    mirror_mod.use_y = False
    mirror_mod.use_z = True

#selection - add back the deselected mirror modifier
mirror_ob.select = True
modifier_ob.select = True
bpy.context.scene.objects.active = modifier_ob
print("Selected" + str(modifier_ob)) # modifier ob is the active
```