Synfioo launches its own Web App - Better planning of the supply chain through integrated ETA prediction

Potsdam, 08.08.2018 – From August, Synfioo's supply chain services will be available via another channel. Registered users can open the Potsdam-based start-up's Web App in their Internet browser and access the services of the ETA specialist (Estimated Time of Arrival) directly without having to create an interface to software services or have their own transport management system. For small and medium-sized transport companies in particular, this means an increase in efficiency that is possible without additional expenditure on IT infrastructure.

"With the Web App we want to contribute to making the supply chain more transparent and democratic. Our goal is to provide all participants involved in a transport with the same information so that they can react in a precise and anticipatory manner to changes in the process. The web app makes our services even more accessible to all parties," says Marian Pufahl, CEO of Synfioo.

Synfioo is the first company to calculate an integrated process ETA. An algorithm processes real-time data on weather, traffic, traffic jams and construction sites as well as about 50 other influencing factors and combines them with telematics and transport data to provide a detailed view of complex and multimodal transport chains and possible disruptions. For the first time, intermodal transports are integrated into the calculations of the arrival time. "In a pilot project, our software led to savings for the test customer that were 4.5 times higher than the investment in our services," Pufahl explains Synfioo's savings potential.

"This opens up completely new possibilities, especially for small and medium-sized freight forwarders and transport companies. Supply chains as black boxes are a thing of the past, with the Web App transport planners can call up movement and disruption data at any time and from anywhere. The Android app "Synfioo GPS" is for this purpose available for drivers. Time-consuming

troubleshooting is no longer necessary for the planner. Even end customers benefit, as they always know where their transport is and when it arrives with consignment tracking". A Gartner study also ranks Synfioo among the most promising European companies that can contribute to increasing supply chain efficiencies by making global transport chains visible and transparent.

Synfioo has been integrated as the first partner on the platform of RIO, the digital brand of Volkswagen Truck & Bus, since June. In addition, the Synfioo service can be integrated into all transport management systems, including SAP Transportation Management.

About Synfioo:

Synfioo is a young software company that emerged from a three-year logistics research project at the Hasso Plattner Institute at the University of Potsdam. Synfioo's software enables intermodal end-to-end monitoring and incident notification for each individual shipment in real time and the resulting reliable prediction of arrival times (ETA). Both the foundation project and the product have already received several awards (including "Best Product" at LogiMAT 2016, 1st place Startup Award DB Schenker 2016, 1st place Innovators' Pitch 2016 by Bitkom and other founder prizes). Further information: www.synfioo.com/en/

Photo Material: https://www.synfioo.com/en/pressmaterial/

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