
The Synfioo/SAP solution – smart and acknowledged for outstanding innovations

Potsdam, 22.11.2018 – The joint solution from Synfioo and SAP, which was developed as part of the "SAP IoT Startup Accelerator" program, was honoured by the *Smart Supply Chain Solution Award* jury, by the trade magazine LOGISTIK HEUTE and the strategy consulting firm PwC, Strategy&. This year's special prize, which was awarded for the first time on November 21, recognizes outstanding innovations with great potential for the supply chain. Synfioo and SAP impressed with their integrated solution for monitoring intermodal transport processes and their dynamic calculation of the Estimated Time of Arrival (ETA). The integration of this ETA monitor into SAP Transportation Management (SAP TM) creates a more transparent and efficient supply chain for the user.

The extension for the Transportation Cockpit in SAP TM displays transports visually in a traffic light system and highlights those affected by disruptions. Delays can be handled proactively and uncertainty is reduced. "We are pleased that the potential of our solution for the intermodal transport industry has been recognized. We want to make the daily work of carriers and shippers easier, our solution can be used easily and by everyone. Early disruption alerts give the user additional time to make adjustments accordingly. Alternative solutions can be pursued and open time slots can be used more efficiently. This saves a lot of time and money," stresses Marian Pufahl, CEO of Synfioo.

As part of SAP's Digital Supply Chain Innovation Program, Synfioo and SAP are working on new solutions to digitize transportation processes. Synfioo was one of the first start-ups to be included in the SAP IoT Startup Accelerator program in 2017. This enabled Synfioo to further develop its solution incorporating SAP products.

In addition to Synfioo's integration solution, the company's browser-based *OnTime Navigator* also supports logisticians not using a transport management system. This way, companies of all sizes can save costs and increase transport efficiency. The mobile app Synfioo GPS can be used on smartphones to stay in touch with drivers, check waypoints and track shipments in real time. Synfioo is currently working on offering an even more differentiated service to its customers by adding - on top of early disruption alerts - well-founded recommendations for action and alternative routes.

The *Smart Supply Chain Solution Award's* final took place during the EXCHAiNGE conference, happening at Hypermotion in Frankfurt am Main. The jury consisted of experts from industry, science, consulting and trade media.

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 disruption alerts for each individual shipment in real time, as well as the resulting reliable prediction of arrival times (ETA). Both the start-up 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 from Bitkom and other start-up prizes). Further information can be found at www.synfioo.com

Visuals: <https://www.synfioo.com/en/pressmaterial/>

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