

Brandenburg's Digital State Secretary Thomas Kralinski stops by Synfioo

- **Potsdam start-up welcomes Thomas Kralinski to Guido-Seeber-Haus**
- **Synfioo presents Live Demo Solution for Supply Chain Visibility**
- **Company proud of Brandenburg roots**

Potsdam. 01.08.2019 – Politics and business came together today in a Potsdam technology and start-up centre: State Secretary for Media Thomas Kralinski visited the start-up Synfioo in the Guido-Seeber-Haus. The young company was able to present its supply chain visibility platform in its office with a live demonstration. Kralinski and the Synfioo team discussed IT education policy as well as transport and digital infrastructure.

During his visit, Thomas Kralinski expressed his appreciation for Synfioo's efforts to make transport chains more visible and thus more efficient: "Of course we are interested in our state taking a pioneering role in digitisation. We are also dependent on the commitment of dynamic companies that are breaking new ground - especially with regard to artificial intelligence," the State Secretary noted.

Founded in 2015, the company aims to build efficient and networked supply chains by monitoring intermodal transport processes in real time and identifying supply chain disruptions at an early stage. By combining a large amount of historical with current data and using a smart machine learning algorithm, the Synfioo solution calculates a precise Estimated Time of Arrival (ETA) for each shipment/transport.

"Today's visit has shown us the appreciation that the state of Brandenburg has for our work. In addition, of course, we were also able to bring into play aspects that concern us on a daily basis: be it the shortage of skilled workers and the associated IT education policy or the challenges posed by the transport and digital infrastructure. The requirements of the General Data Protection Regulation, which came into force a year ago, were also a topic of discussion with Thomas Kralinski," said Marian Pufahl, CEO of Synfioo.

Synfioo had raised additional investor funds in late spring to continue its growth course with increased financial resources. Also one of the previous supporters, the BFB Brandenburg Kapital from Potsdam, had expanded its commitment in this context once again. "As a spin-off from the Hasso-Plattner-Institute, we are proud that the roots of our universally conceived approach lie in Brandenburg and there in Potsdam," emphasized Marian Pufahl.

About Synfioo:

Synfioo was founded in 2015 following a logistics research project lasting several years at the Hasso Plattner Institute of the University of Potsdam. The Potsdam-based company's software enables end-to-end intermodal monitoring and disruption notification for each individual transport in real time, as well as the resulting reliable prediction of arrival times (ETA). Further information: www.synfioo.com

Visual material: <https://www.synfioo.com/en/pressmaterial/>

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