

DIGITALIZATION IN THE FIELD OF LOGISTICS OF THE 21ST CENTURY

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In the 21st century, no business can be done without digitalization. Especially if it is related to international communication and aspires to the status of client-oriented. A global IT-trend relevant to all markets and affecting the field of cargo transportation is the creation of ecosystems that unite the entire supply chain, creating a "seamless" digital environment.

The rapid development of IT contributes to the formation of adaptive sales management systems and digitalization of supply chain management, the transformation of which is expressed in the following aspects: the growth of the material flow rate; increasing the intensity and complexity of the information flow; complication of financial relationships between logistics intermediaries; formation of global supply chains; constructive complication of goods and expansion of their diversity [1].

Technological modernization makes it possible to accelerate the promotion of material flow while improving quality and reducing overall costs, while digital solutions are designed to improve the supply management system, which significantly affects the supply chain of goods to the end consumer. Modern information technologies make it possible to increase the speed and accuracy of performing basic logistics operations, which is extremely important when fulfilling a customer's order. In addition, digital solutions can help value chain counterparties work together more closely. Supply chain companies can either independently form and organize a digital ecosystem, or focus on a niche service that increases the value of customer service and integrates with the existing ecosystem.

References

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