

***Creating new business opportunities  
for rural area players by integrated  
e-logistic solution***

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***Project  
Roadmap for ICT solutions for Rural Areas  
and Maritime Regions***

# CONTENT

## Rural Wins Strategic Roadmap

- ✍ **Market:** Integrated rural areas
  - Region close to large cities,
  - Industrialised rural regions.
- ✍ **Product:** Creating new business opportunities by e-logistic solutions
- ✍ **Technologies:**
  - e-business,
  - SCM management,
  - Demand management
- ✍ **The expected outcomes**

## **Market aims**

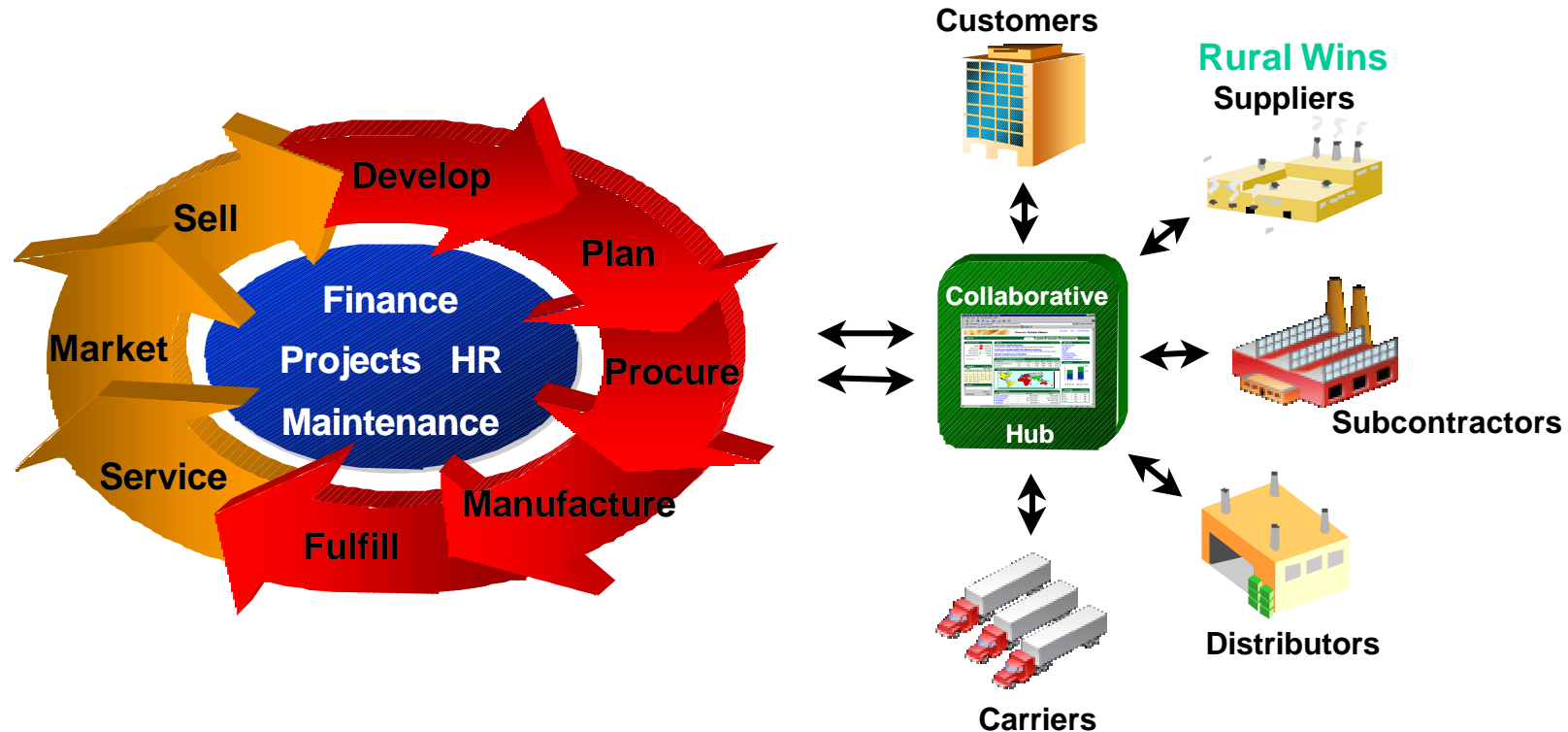
### **To create an e-logistics environment that has to:**

- ✍ provide direct link between the production capacity of the rural areas and the continuously changing market;
- ✍ enhance the efficiency and quality of production;
- ✍ make possible the swift and efficient allocation of resources;
- ✍ be easy and quick to implement and apply;
- ✍ be able to be implemented at EU level.

## **PRODUCT methodology of solution**

- ✍ The environment of solution is self-learning,
- ✍ Integrates the current, reliable solutions with references, in the e-logistic system,
  - BtoB. BtoC. solutions,
  - ASP technology,
  - Virtual logistic management,
  - Global controlling management,
  - Transport management.

# TECHNOLOGIES for rural areas and maritime regions



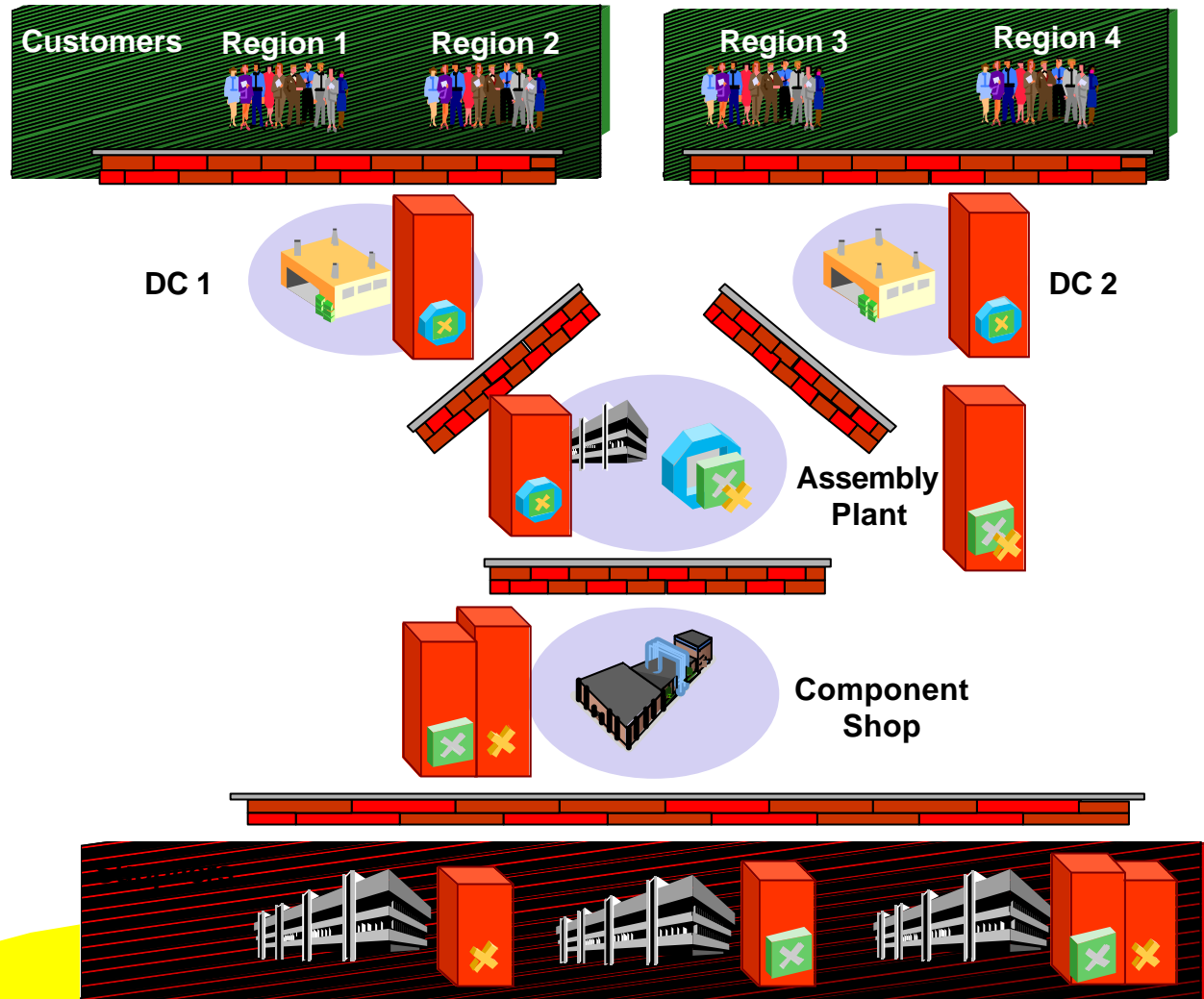
- ✍ Automate All Processes Within Your Company
- ✍ Extend Automation Across Your Supply Chain

# R. D. PROJECT

## Business Impact

### *Traditional Supply Chain*

**Logistic-Coop**



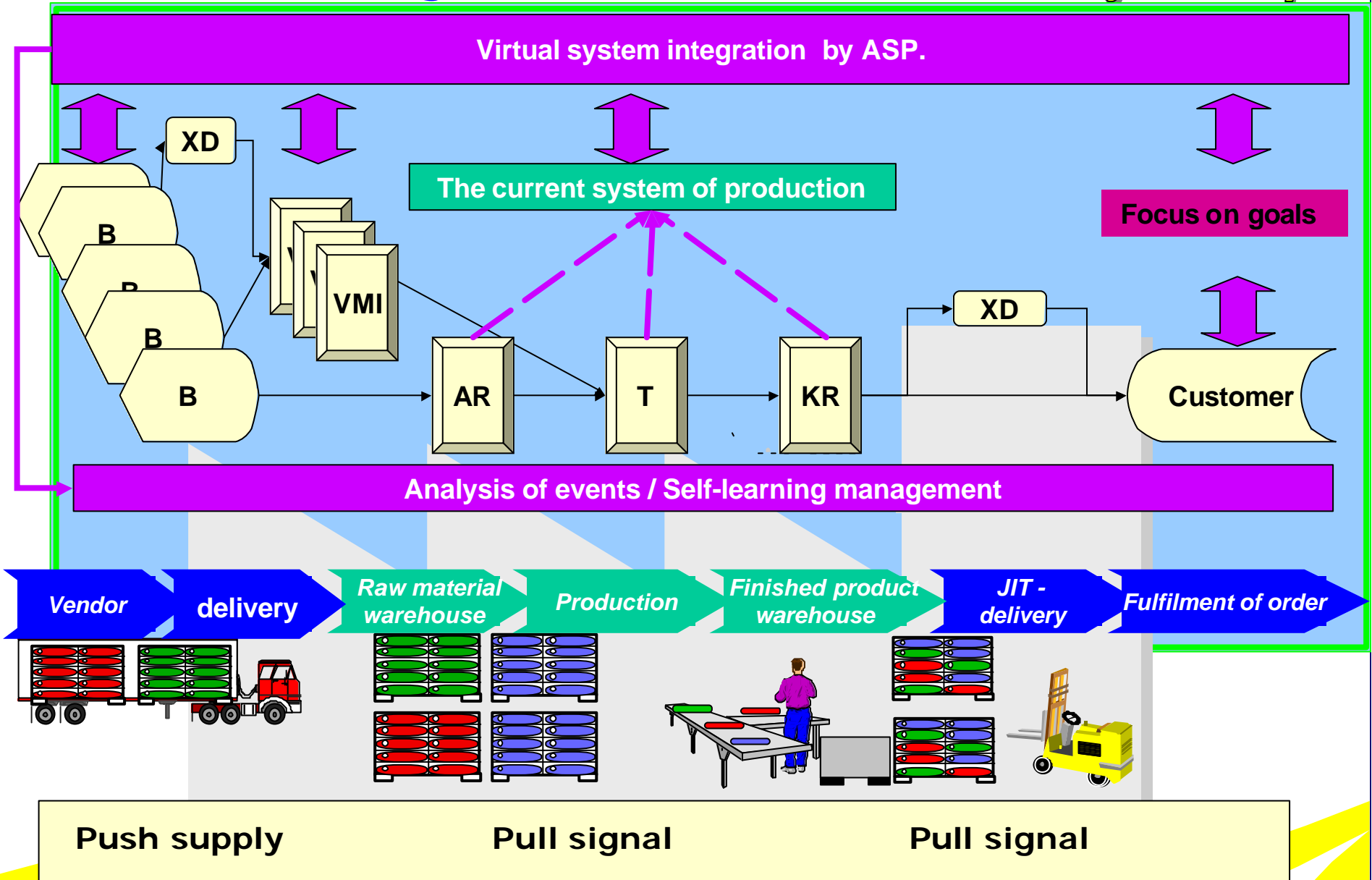
Each node in the supply chain holds high inventory buffers

- End products
- Subassemblies
- Components

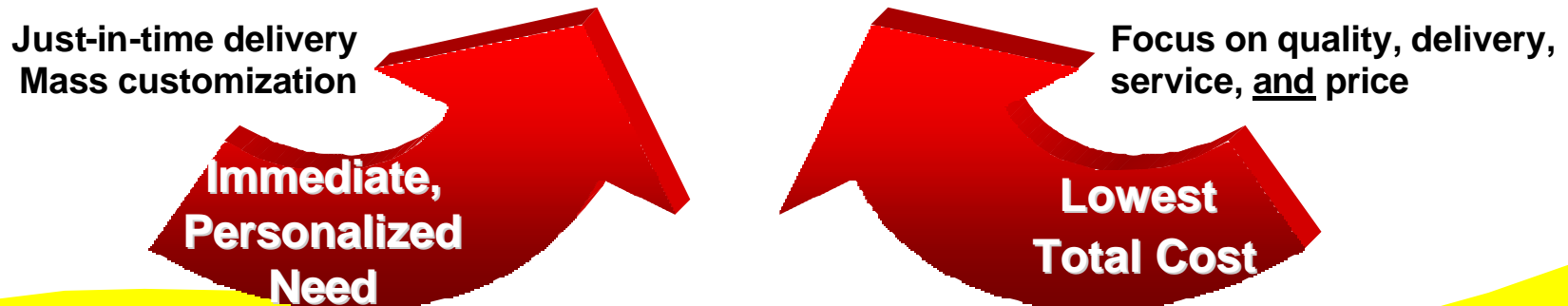
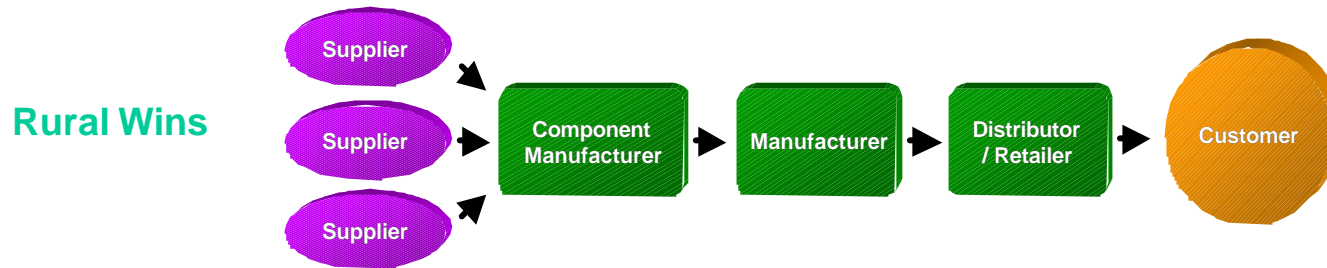
Inventory policies are decided at the individual nodes

# RuralWins e-logistic modell

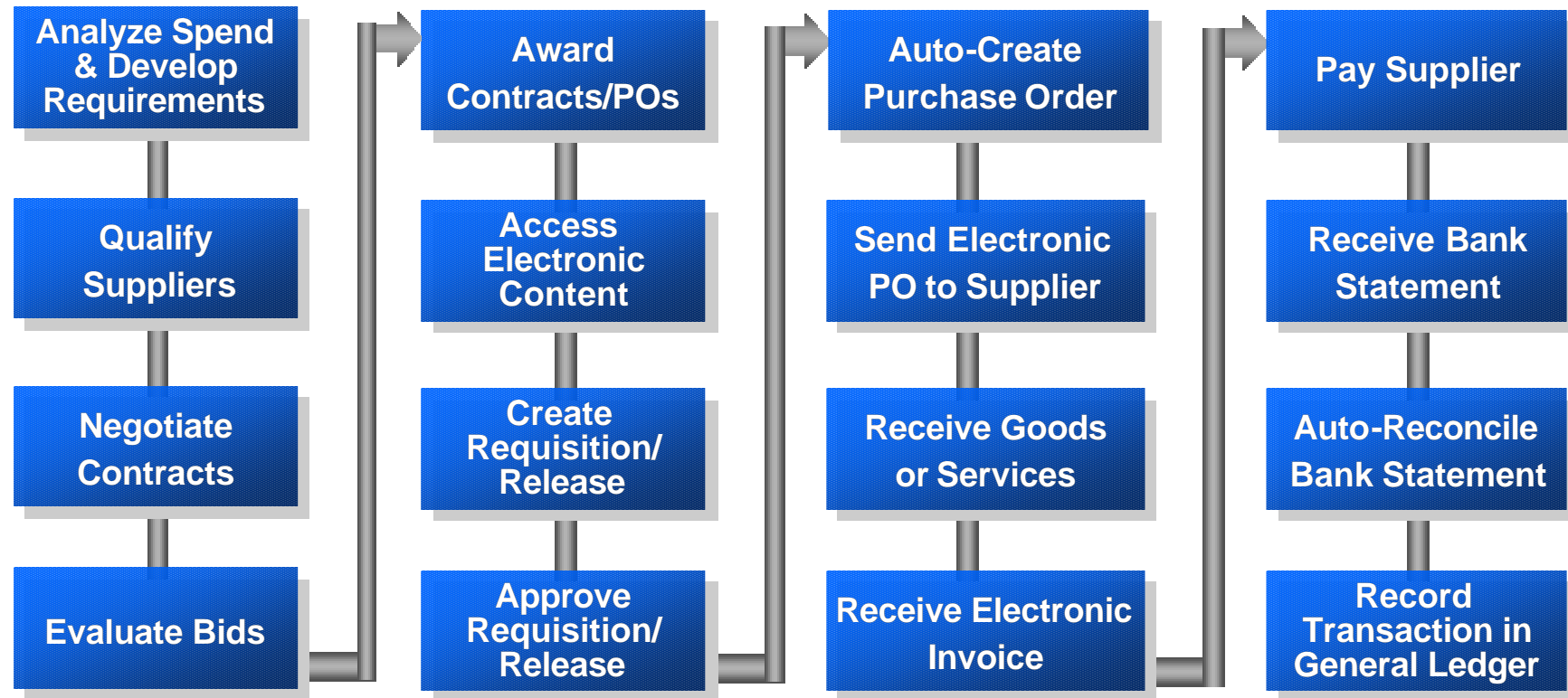
**Logistic-Coop**



# E-logistic Drivers



# Lifecycle Support *End-to-End Solution*



## **The expected outcomes**

- ✎ The business power of small-scale producers is enhanced,**
- ✎ Increased profitability and bargaining power of small-scale producers,**
- ✎ Generates new market opportunities,**
- ✎ Improved development of rural areas,**
- ✎ Supports the project oriented investments,**
- ✎ The resource available for culture and education increases,**
- ✎ Integrates the small and medium size producers into a comprehensive production system,**
- ✎ Makes possible the cooperation for production in Europe, by using virtual information solutions,**
- ✎ Power and solution, that integrates and form cohesion.**

**Some men see things as they are and ask,  
„Why?”**

**I dream things that never were and ask,  
„Why not?”**

**Robert F. Kennedy**