



How Digital Transformations Impact Your Business

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**21ST EUROPEAN
COLD CHAIN CONFERENCE**
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Global Cold Chain Alliance

How digital transformation will impact your business

Jan-Cornell van Ekris, Co-Owner Boltrics



BUILD ON MICROSOFT PLATFORM



FOCUS ON COLD STORAGE LOGISTICS



PARTNERSHIP WITH EU BRANCH ASSOCIATIONS

90+ CUSTOMERS ON OUR VERTICAL SOLUTION

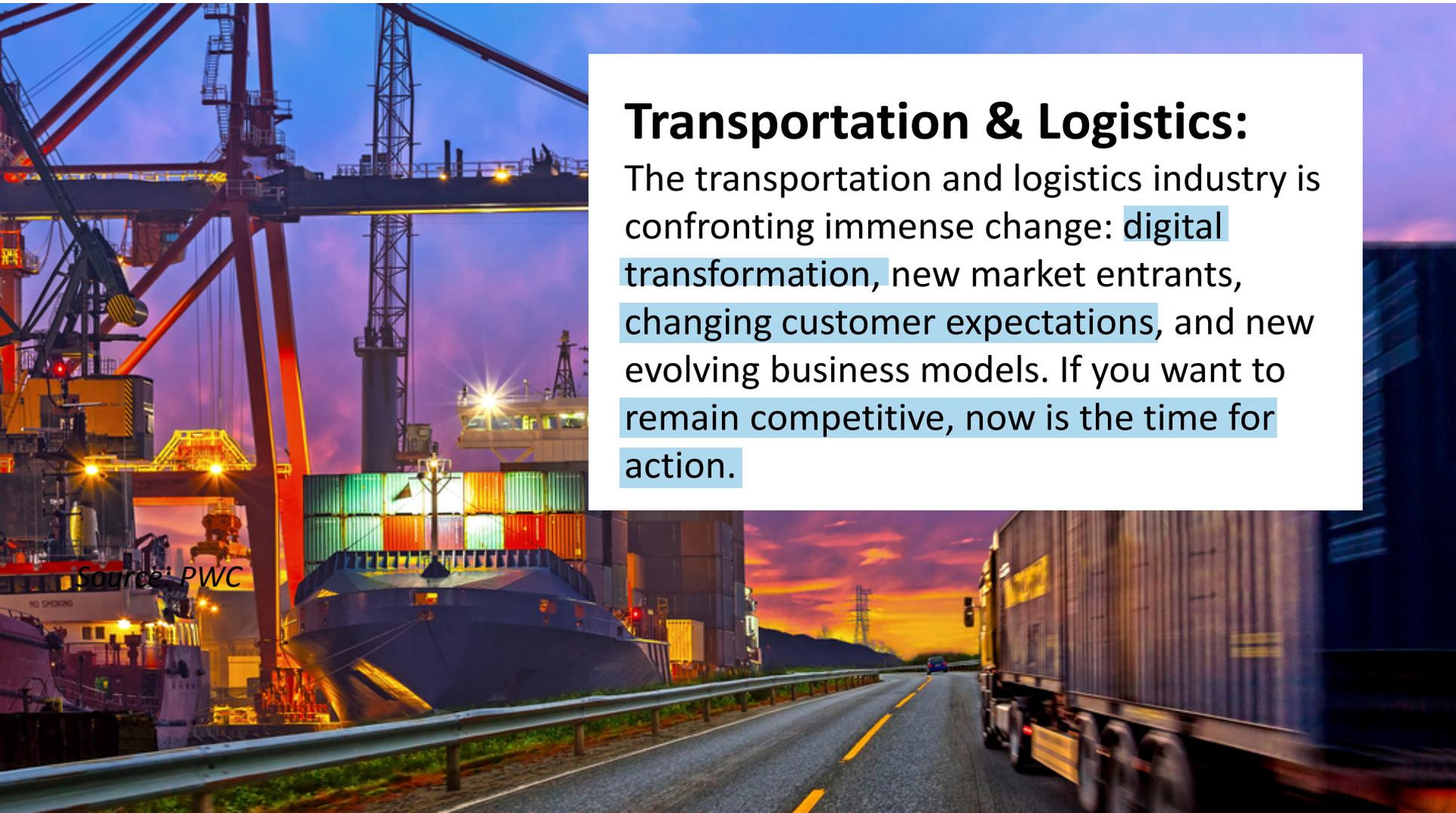
			
			
			



Digitalization

Transportation & Logistics:

The transportation and logistics industry is confronting immense change: digital transformation, new market entrants, changing customer expectations, and new evolving business models. If you want to remain competitive, now is the time for action.



Source: PWC

A close-up, low-angle shot of a large stainless steel milk tanker truck. The truck's body is highly reflective, showing the sky and clouds. A large, colorful logo is painted on the side, featuring a stylized 'F' shape composed of red, pink, blue, and green segments. Below the logo, the words 'FrieslandCampina' are written in a bold, blue, sans-serif font. The truck is parked outdoors, and other parts of the vehicle, like pipes and a ladder, are visible in the foreground and background.

TYPICAL CASE SCENARIO



**Technology feels like it's accelerating
— Because it actually is**



1998



2018





Microsoft predicts everyone will soon have an AI "second self" to boost intelligence

Microsoft president Brad Smith



EVP of AI and Research Harry Shum





From a business perspective



“Self-driving vehicles, Robots in warehouses, automatically choosing the most efficient route... Artificial Intelligence will dramatically improve logistics.”



***"Which ever route to digital transformation you choose,
you're going to invest in innovation and technology."***

Marc Engel, director

Source: PWC





**“Stay committed to your decisions,
but stay flexible in your approach.”**



PREVENT TECHNOLOGY TO BECOME YOUR WEAKEST LINK





How to protect yourself from cyberattacks:

- Keep your system up to date
- Always have a backup



How to become and remain compliant





Key GDPR Steps

1. **DISCOVER.** Identify personal data that you have and where it resides.
 2. **MANAGE.** Govern access to and the use of personal data.
 3. **PROTECT.** Prevent, detect, and respond to any vulnerabilities and personal data breaches.
 4. **REPORT.** Maintain the required documentation, and handle requests for personal data and infringement notifications.
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Thank you

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