

## **EURO-LOG at transport logistic 2017: Four days of IT innovations, in-depth discussions and climbing fun**

*From 9 to 12 May, the IT service provider presented its new EUROLOG SCM PLATFORM at the international trade fair. The company demonstrated to visitors how it can help businesses prepare their international supply chain for the digital shift with its cloud-based software solutions.*

**Hallbergmoos-Munich, 24 May 2017** – With a record attendance of over 60,000 visitors and 2290 exhibitors, the leading international trade fair for the logistics, mobility, IT and supply chain management sectors was a resounding success for EURO-LOG. The trade fair and the programme of conferences accompanying the event – all held at Messe München, Munich’s trade fair and exhibition site – was an excellent opportunity to connect with new business contacts and strengthen existing relationships. Visitors to the EURO-LOG stand used the opportunity to engage in a personal consultation to find out more about the potential of the SCM platform and the associated modules, including procurement management, transport management, ONE TRACK dispatch tracking, mobile logistics solutions, container management and solutions for freight companies and contract logistics. The purpose of the SCM platform is to use innovative solutions to connect all involved process partners within the shortest of time frames, establishing a digital and transparent supply chain to improve collaboration and provide real-time control for managers.

Feedback from professionals at the trade fair was overwhelmingly positive. “We spoke to many interesting new contacts at this year’s transport logistic, and we’re looking forward to future projects”, says Jörg Fürbacher, Chairman of EURO-LOG AG. After the consultations, visitors got the chance to bring the trade fair slogan of “Connect. Collaborate. Control.” to life on our very own supervised climbing wall, which provided many a fun opportunity for an action photo. All of the images have been uploaded to the EURO-LOG [Facebook page](#).

On 11 May, Horst Neumann, Business Development Manager at EURO-LOG AG, spoke about the challenges and advantages of using telematics apps in the discussion session on “Subcontractors

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and leased fleets – The use of external service providers and services in transport companies”. Mr Neumann’s talk focused on the security risks associated with BYOD (“bring your own device”) situations and on the possibilities for interface integration.

*Character count: 2,383*

#### **EURO-LOG AG**

For 25 years, EURO-LOG has been providing IT services to shippers and logistics service providers who know that logistics is much more than just transporting goods from A to B. With the help of the EUROLOG SCM PLATFORM, the IT service provider connects all process partners involved in real time, creates a transparent supply chain to improve cooperation and offers managers maximum control.

The innovative IT solutions, which provide open service interfaces, are ready to use on the EUROLOG SCM PLATFORM: B2B Integration, Procurement Management, Transport Management, ONE TRACK Shipment Tracking, Container Management and Mobile Logistics Solutions. EURO-LOG’s solutions are currently used by international customers operating in sectors such as automotive, ecommerce & retail, industry and logistics as well as many others.

EURO-LOG was founded in 1992 as a joint venture by Deutsche Telekom, France Telecom and Digital Equipment. The firm became a “people-owned company” in 1997 and developed into one of the leading providers of IT and process integration. Today, at the head office in Hallbergmoos-Munich with its own computer centres, more than 80 employees provide for transparency in logistic processes with innovative software applications and individual links.

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