

PRESS RELEASE**Online survey by AEB and DHBW: what is the role of apps in logistics, supply chain management, and global trade?**

- Survey runs from now until 1st September 2016 at www.aeb.com/gtm-survey



Leamington Spa, 27th June 2016 – Apps have become an indispensable part of everyday life. The little helpers support us in nearly all areas of life with mobile services and information. But have they found their way into logistics? What is their role in supply chain management (SCM) and global trade? What opportunities and risks do they bring? These and other questions are the subject of the fourth

edition of the Global Trade Management Agenda, a joint study of AEB GmbH and the Baden-Württemberg Cooperative State University (DHBW) in Stuttgart. Logistics managers, supply chain professionals, and everyone working in the fields of customs and exports, in companies of any size, are invited to participate via www.aeb.com/gtm-survey between now and 1st September 2016.

Focus on apps in logistics, SCM, and customs

Logistics, SCM, and global trade, offer great potential for apps: from mobile stock and order management to transport controlling and fleet management. So which applications are already in use in everyday business? “We hope our study will help us find out if and how logistics managers and global trade professionals are already using business apps in their daily work routine,” explains Dr. Dirk H. Hartel, a professor at DHBW Stuttgart. “We also examine the risks and opportunities inherent in using logistics apps and the factors that account for a successful business app,” adds Dr. Ulrich Lison, AEB’s global trade expert.

Another of the study’s focal points are the top issues overall in global trade and logistics in the coming year. These include the importance of goals such as cost reduction, legal protection, or shorter lead times, and how well positioned businesses see themselves here.

Logistics managers, supply chain professionals, and everyone working in the fields of customs and exports in companies of any size and sector are invited to complete the online questionnaire by Thursday, 1st September 2016, and add their voice to the discussion. Each participant will receive a copy of the study once it has been published (scheduled for the end of the year) and will also be entered in a raffle to win one of several prizes, including a tablet, powerbanks, and business-themed books.

Global Trade Management Agenda series

The Global Trade Management Agenda series is a joint project by AEB and Dr. Hartel of DHBW Stuttgart. The studies examine the global trade and logistics trends of the coming year, each with a special focus on one additional issue as well. The last study, published in late 2015, focused on “Supply Chain Collaboration” and can be requested free of charge at www.aeb.com/uk under “Media”.

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Contacts

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About AEB (International) Ltd (www.aeb.com/uk)

AEB is one of Europe's leading providers of supply chain logistics software, consultancy, and services and has been delivering solutions to customers for over thirty five years. The company has over 5,000 customers worldwide, supported by offices in the UK, Germany, Singapore, Switzerland, Sweden, the Netherlands, Czech Republic, France, and the US. AEB's core product - ASSIST4 - is the comprehensive solution suite for all logistics processes in global business. ASSIST4 offers a complete set of business services for end-to-end logistics, including international goods movements, making it possible to standardise and automate business processes in supply chain execution. ASSIST4 also creates transparency and provides a reliable basis for making the right decisions about the planning, monitoring, control, and continual optimisation of supply networks - even beyond the boundaries of the business. The ASSIST4 suite offers full functionality via a wide range of modules including Visibility & Collaboration Platform, Order Management, Warehouse Management, Transport & Freight Management, Customs Management, and Compliance & Risk Management.

About DHBW Stuttgart (www.dhbw-stuttgart.de)

Baden-Württemberg Cooperative State University (DHBW), with some 8,400 Bachelor students, is among the largest higher education institutions in the Stuttgart and Upper Neckar regions: The Schools of Business, Engineering, and Social Work collaborate with about 2,500 carefully selected companies and social institutions to offer more than 40 nationally and internationally approved Bachelor courses. Every three months, the students switch between the university and the training companies allowing them to gain valuable professional experience already during the time of their studies. Significant advantages for students result from the financial independence, better chances in the job market due to an exceptionally high retention rate, small groups, and an international orientation.