Digitization in shipping, some initial observations:

- Technology is reaching a new level of maturity in terms of internet access, user experience, mobile, cloud, SaaS

- It’s an app-based consumer world, in banking, retail, social, information, entertainment, is it the same for B-to-B and specifically for shipping?

- Startup culture driven by Silicon Valley is that anything can be automated, digitized. If Uber can do it for taxis, why not for freight?

- Deep-pocketed backers: early-stage investors in the last five years have pumped more than $430 million into at least 29 companies focused on bringing technology into the shipping and logistics industries- Crunchbase

- More than 90 companies, most of them startups, were identified in the recent JOC/IHS Markit-produced technology matrix (see handout)

- Major bets being placed on digital, example being Maersk forays into blockchain, startup investment, fostering a digital culture of innovation, although the CEO said it’s doing nothing “but costing us money”

- But is there really “disruption” occurring? How much new economic value creation is really achievable?
Some example of technology players, both startup and legacy