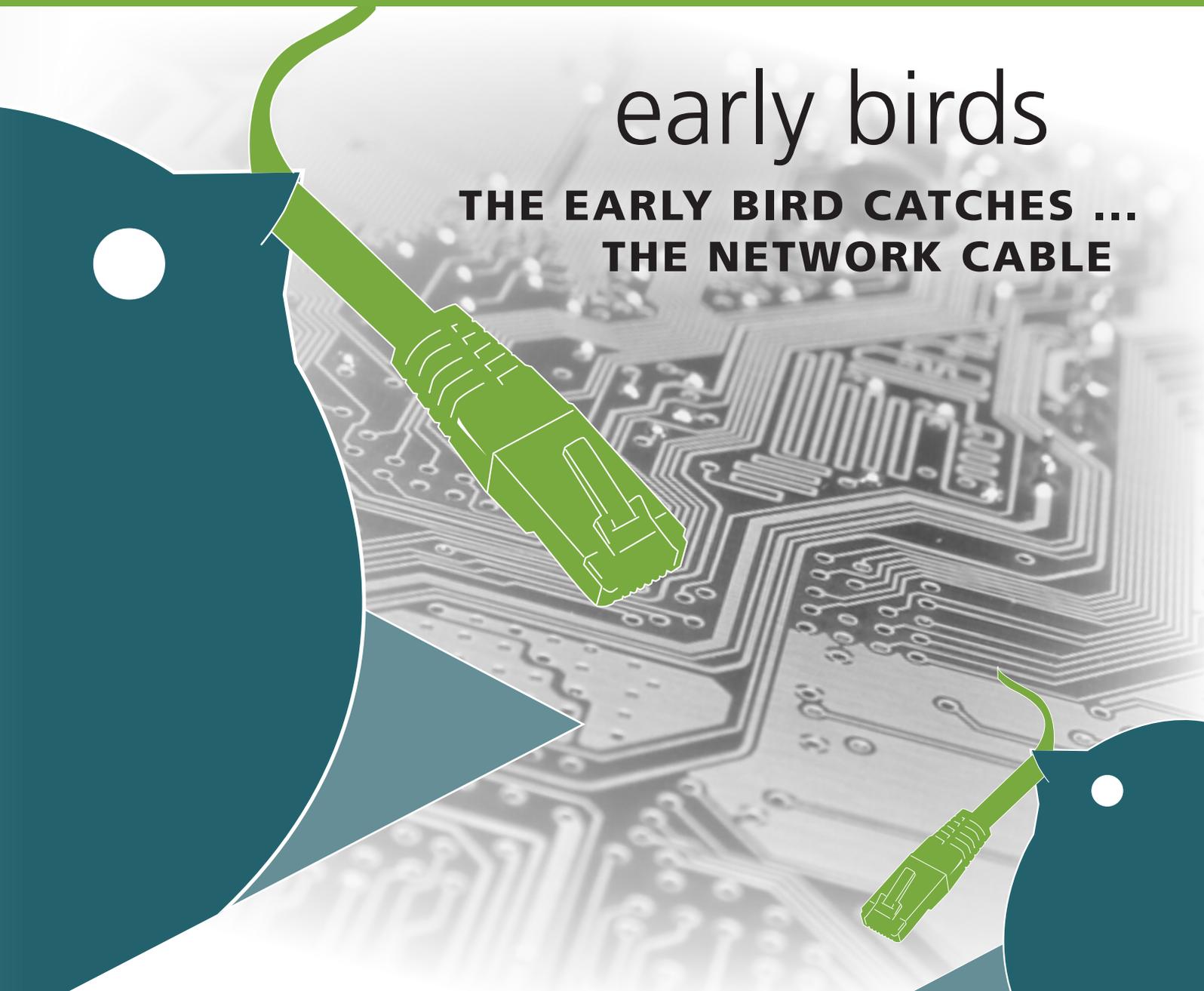


**USERGROUP
»CLOUD COMPUTING FOR LOGISTICS«**

early birds

**THE EARLY BIRD CATCHES ...
THE NETWORK CABLE**



USERGROUP »CLOUD COMPUTING FOR LOGISTICS«

Cloud computing has established itself inexorably in all branches and areas as a popular technology concept. Even the logistics sector has followed the trend and moved traditionally stationary software applications to the cloud. This step has resulted in a lot of confusion and questions about the imminent changes. The goal of the Usergroup »Cloud Computing for Logistics« is to make it possible for companies to take a careful step into the cloud so that they can discover the benefits, ask questions, discuss their thoughts, and define their own point of views.

What does cloud computing mean for logistics?

The benefits of cloud computing are obvious: costs are saved because companies do not need to use their own software and hardware resources or outsource to a specialized vendor. The high degree of flexibility and scalability of the cloud mean that the necessary computing power is always available, even during peak business periods.

The logistics sector shows special potential for large cost savings because of the requirement that all systems continuously provide maximum performance even though often only a fraction is really needed. The performance also increases significantly if the required IT is provided by a specialist company.

Fraunhofer Innovation Cluster »Cloud Computing for Logistics«

Within the scope of the Fraunhofer Innovation Cluster »Cloud Computing for Logistics«, the Fraunhofer Institute for Material Flow and Logistics IML and the Fraunhofer Institute for Software and Systems Engineering ISST used their combined logistics and IT know how to develop an online market place for logistics IT applications, services, and processes: the Logistics Mall. The applications ordered there can be run in the cloud. The Fraunhofer Innovation Cluster »Cloud Computing for Logistics« is an associated project of the »EffizienzCluster LogistikRuhr«: Germany's largest logistics research project.
For more information visit: www.logistics-mall.de.

What can cloud computing mean for my company?

Cloud computing technology makes it possible for both vendors and users of logistics software to forego making large investments in their own IT infrastructure.

The cloud allows these types of companies access to logistics software that they could not use before because of the high cost. Vendors benefit from the expansion of the market to include new customer groups from small and medium-sized enterprises.

How can the Usergroup help?

At the moment, taking a step into the cloud is hampered by misunderstandings and unanswered questions. To counteract these problems, the Fraunhofer Institute for Material Flow and Logistics IML and the Fraunhofer Institute for Software and Systems Engineering ISST created the Usergroup »Cloud Computing for Logistics« within the scope of the Fraunhofer Innovation Cluster »Cloud Computing for Logistics«. The purpose of this Usergroup is to answer questions and clear up misunderstandings. The Usergroup provides all companies with the opportunity to get a first impression of cloud computing and a behind the scenes look at the largest cloud computing project in the logistics sector in Germany. The Usergroup also makes it possible for all participants to network with other innovative companies, exploit synergies, and help shape the cloud of tomorrow with their own ideas and concepts and, thus, set new standards.



What does the Usergroup offer?

Logistics companies face difficult decisions. The focus and future strategy of a company are often called into question and facts and answers are few and far between. The Usergroup wants to change all of this by offering semi-annual technology transfer meetings, access to research results and technology, moderated discussion forums, and the possibility for your software to be certified. You can also emphasize your image as an innovative and sustainable company by collaborating with the world's largest cloud computing project in the logistics sector and by exploiting synergies and jointly increasing your customer base.

What answers does the Usergroup provide?

Our research results provide answers on the integration of peripheral devices, usability, cloud readiness, cost models, user management, operational concepts, business models, process modelling, business processes, interoperability, communication standards, and business objects.

»The future belongs to the cloud. Even in the logistics sector we will see cloud technology become the standard in the foreseeable future. We want to make our innovative applications ready for the cloud as early as possible and develop a new generation of logistics IT applications – this is why we are members of the Usergroup »Cloud Computing for Logistics«.

Rainer Appel, Managing Director of ita vero GmbH, member of the Usergroup »Cloud Computing for Logistics« since January 2012

Come and join us!

For more information visit:
www.logistics-mall.de/usergroup



»In addition to exclusive access to current research topics, the Usergroup also provides members the opportunity to actively participate in designing IT for logistics and, thus, helping to shape future trends.«

Dipl.-Inform. Oliver Wolf
 Manager of the Fraunhofer Innovation Cluster »Cloud Computing for Logistics«

Your Benefits at a Glance

- C**haracterize yourself as innovative
- L**earn from the latest research results
- O**rganize your network again
- U**nparalleled support for your cloud activities
- D**efine your point of view



Connection of Peripheral Devices

2.2.2 At the Company
 The Internet Printing Protocol (IPP) has been in use for more than 10 years. It provides standardized, cross-platform communication between applications and printers over the Internet.

2.2.3 In the Logistics Mall
 The Logistics Mall peripheral proxy makes it easier to configure the printer connections. The proxy provides the applications with the necessary information so that available printers can be shown in a window. At the same time, the proxy also ensures that the data is encrypted when it goes through a secure tunnel between the Logistics Mall and the customer network.

2.2.4 Application
 Applications have many opportunities to use the printing infrastructure of the Logistics Mall (see 1.4.3. Use of Software in the Logistics Mall).
 In the simplest case, no modifications need to be made to the existing applications. The Logistics Mall printing infrastructure can also be fully integrated into an application to make it easier and faster for the user.

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Why is cloud computing for logistics?
 Costs are saved, companies do not need to own software and hardware, and they can benefit from the expansion of the market to include new groups from small and medium-sized enterprises.

early birds.
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 Within the scope of the Fraunhofer Innovation Cluster »Cloud Computing for Logistics« (Fraunhofer Institute for Material Flow and Logistics IML and Fraunhofer Institute for Software and Systems Engineering ISST) the Usergroup »Cloud Computing for Logistics« is a platform for logistics companies, service providers, and researchers. The application can be run in the Logistics Mall. Der Fraunhofer »Cloud Computing« is an association of German companies. For more information, visit www.fraunhofer.de/usergroup.

Your Benefits at a Glance
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 Unparalleled support for your cloud activities
 Define your point of view

Fraunhofer Innovation Cluster »Cloud Computing for Logistics«

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