

“Modern approaches to digital transformation of logistics sector”

THE DANUBE REGION TRANSPORT DAYS 2025

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DIGITAL TRANSFORMATION



DIGITALISATION



INFORMATISATION



GLOBAL SITUATION

- Lack of work force
- Environmental, social, and governance (ESG) standards & Green transformation
- Geopolitical uncertainties (SUEZ, Red see, Wars,...)
- Start Ups
- High cost of energy
- Nearshoring
- Global strategic resources restructuring
- Lack of knowledge
- Critical infrastructure
- Dual use
- ...

TECHNOLOGY DEVELOPMENT

- Drones
- Robotisation
- Automatisisation
- IOT
- Machine learning
- Augmented reality
- 3D print
- 5G
- Warehouse automation
- Loading automation
- Packaging automation
- RPA
- AI / Generative AI
- Mobile technology
- AI / Machine learning



DIGITALISATION DEVELOPMENT

(digital supply chain)

- Business process digitalisation
- SCaaS
- Cybersecurity
- Blockchain
- Collaboration platform
- AI
- Sensoric data
- Digital twins
- WMS, TMS, MES, YARD mgm, ..
- Data exists
- Visibility, traceability
- Big data
- Next generation connectivity
- API – based integration
- Cloud based technology
- Orkestration



ORGANISATION



- Green logistics
- Risk management
- Predictive maintenance
- Lean concept
- Collaboration in Supply Chain
- Cross-Functional Collaboration
- SC Network
- Resilient logistics
- Agile logistics
- Agile organisation
- Loosing domain knowledge
- Performers bolstered by AI vs actual high performers





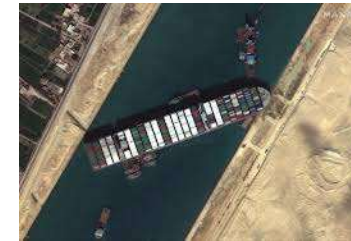
- RPA
- Robotisation
- Mobile technology
- IOT & Sensor system
- AI & Machine learning



- Complexity
- Cost pressure
- Data are goods
- Customizing the user experience for customers



DIGITAL TRANSFORMATION !!



- Start Ups
- Labour shortages

- API – based integration
- BIG Data
- Cloud based technology
- Digital Twin
- Blockchain
- AI & Machine learning
- Cybersecurity



- Predictive maintenance
- Cross-Functional Collaboration
- Agile logistics
- Agile organisation
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STEPS

1. Current Situation Review
2. Strategy of Digital Transformation
3. Digital Transformation proposal buy out from Management
4. Detail Implementation plan and buy out of internal team
5. Kick Off
6. Delivery according to the plan
7. Project closing



DIGITAL TRANSFORMATION BUILDING BLOCKS

1. Digital Strategy
2. Data & Analytics
3. Core technologies
4. Digitised and optimised processes
5. User Experience
6. Organisational and digital competences
7. Cybersecurity and Risk mgm
8. Digital Culture
9. Platforms and Ecosystems



Conclusion

- **NO TIME TO WAIT**

Digital transformation is no longer optional—it is essential for success.

- **ADOPT DIGITAL TRANSFORMATION STRATEGY**

Businesses that adopt digital strategies achieve improved efficiency, innovation, and customer engagement, positioning them for long-term growth.

- **PROJECT MANAGEMENT MATERS**

Current Situation Review, Strategy, Plan, Delivery!

Use detailed project plans, professional project managers, delivery by milestones.

- **BUSINESS PROCES MATTERS**

Understand, Improve, Deploy

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Thank you !

Q & A

