



6TH EDITION
GLOBAL
RAIL
FREIGHT
CONFERENCE

MODAL INTEGRATION
AT THE SERVICE OF GLOBAL DISTRIBUTION

26-28 JUNE 2018, GENOA, ITALY



Technology Mega Trends

Amazon Web Services

Max Peterson

VP International

Digital Disruption is Accelerating

- Digital disruption – the change that occurs when new digital technologies and business models affect the value proposition of existing goods and services.
- If your organization and your IT systems are prepared for the fourth industrial revolution ... you can be the disruptor.



Internet of Things Becomes Pervasive

- IoT – any object can now be connected together online with the ability to communicate and capture data for analytic and control purposes.
- If you knew the state of everything and could reason on top of that data ... imagine the problems you could solve.



RAILPOD

comprehensive track data for safer railroads



Machine Learning Powers Insight

- ML – use big data and mathematical models to give systems the ability to learn and improve from experience without being explicitly programmed.
- If you could analyze massive quantities of data quickly and accurately ... imagine the insight you could have to identify profitable opportunities or dangerous risks.



Security is Job One

- Security – information is as important as protecting our property so enterprises must secure digital information and systems from destruction or unauthorized access.
- If you are to achieve this it requires integrated security by design with high levels of automation.

