

IDENTIFY GLOBAL LOGISTICS RISKS BY MONITORING TWITTER

Key Word: Customs Delay + Port Strike + Road Closure+ Transportation Delay + Flood+ Cargo Theft+ Customs Clearance + Work Stoppage + Earthquake + Tsunami + Rail Delay + Vessel Collision

PROBLEM

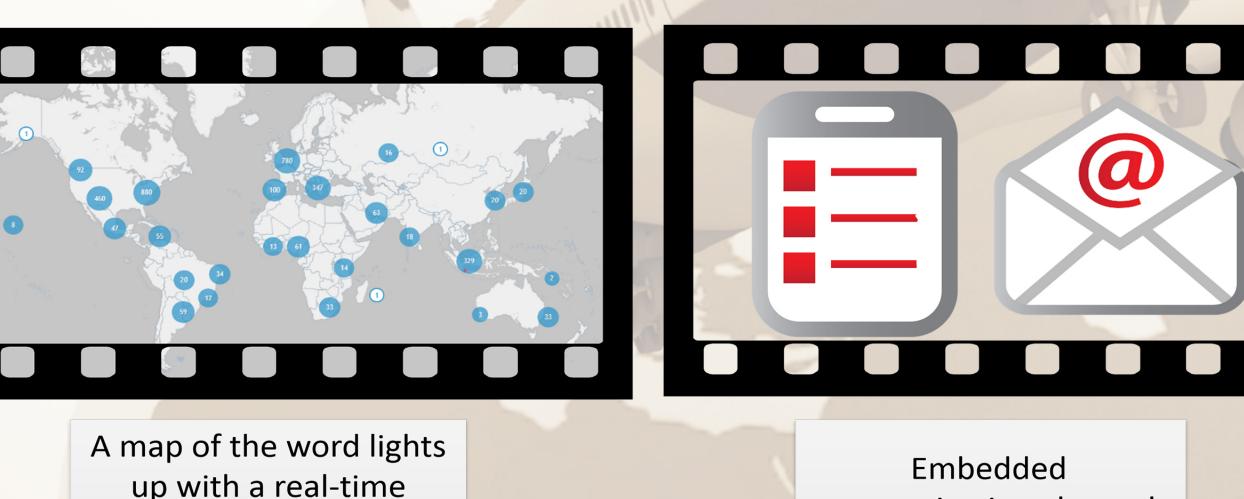
How could we help Expeditors get an earlier awareness of the supply chain interruptions?

Awareness of 2013 HK Strike



The **speed** at which Expeditors can respond to these interruptive events is critical for maintaining a competitive advantage and providing exceptional customer service.

SOLUTION



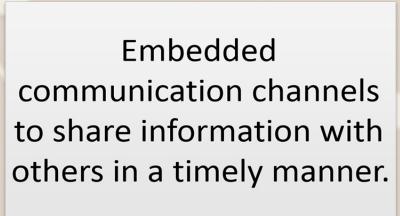
Tweets Analytics

Statistical data

analytics of relevant

tweets in a specified

period.



Easy to Share

Organized and categorized keyword list of interruptive events in

the supply chain management.

Keywords Dictionary

Various options to receive relevant information based on users' needs.

Customized Subscription

Timely, reliable and highly relevant tweets results through ranking.

Optimized Tweets

GOALS

In order to identify global logistics risks in an earlier manner, we choose to acquire timely, reliable and highly related data from Twitter so that Expeditors can consistently meet customer service commitment.

Timely

Reliable

Highly Related

Earlier awareness of the potential operational risks

Trustworthy information resources (Twitter Accounts)

Tweets with high relevance and accuracy

DESIGN PROCESS

visualization of tweets

occurring throughout the

globe.

Map Visualization

Agile SDLC		
Gather Requirements	System Design	Development & Test
Stakeholders Interview ➤ Project champion ➤ Oganizational mgt ➤ Potential users	Scratch Activities diagram and data flow Hi-Fi prototype	Develop ETL process Tweets Ranking Test
Requirements analysis Stakeholder analysis User stories Acceptance criteria	> Interactive	➤ Self-test ➤ User-test and feedback from the stakeholders
Initial Requirements	Planning & Design	Construction

Initiate | Describe | Prioritize |Plan| Design | Estimate| Schedule | Create | Deploy

IMPACT

- Earlier awareness and better insights into the on-going interruptive events in the worldwide
- More efficient information sharing platform and shortened information processing cycle
- Better customer service performance by earlier risk identification, warning and monitoring
- Enhanced productivity to capture, monitor and share optimized tweets results via our integrated system.





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