



## **PRESS RELEASE**

*Logivations at LogiMAT 2015*

### **First interactive optimization of logistics networks out of the cloud**

**Munich, November 19, 2014** – “Intelligent networking – mastering complexity” – is a fitting motto of the 13th International Trade Fair for Distribution, Materials Handling and Information Flow (10 – 12 February, Stuttgart), where Logivations GmbH will present a web-based software solution to increase efficiency in any area of logistics. This year’s event highlight: the world’s first interactive optimization of logistics networks out of the cloud – easy, fast and cost-effective to get started. Users benefit from much faster visualization of location changes and newly added sites as well as the corresponding costs.

At Logivations’ stand logistics professionals have an opportunity to learn about various possibilities of using the new functionalities based on Google Maps.

#### **Simple run-through of logistics network scenarios**

“Google Maps has long since positioned itself as a professional tool. That is why we have decided to upgrade our multi-awarded logistics software W2MO with a web-based geographic search engine”, comments Dr. Christoph Plapp, Managing Partner and co-founder of Logivations.

“It was overdue to use this highly-useful application as a basis for logistics network optimization. Thanks to this users get an extremely high server performance; they can quickly run different scenarios and see visible results immediately”.

“When using traditional solutions, briefing and training normally takes several weeks”, continues Plapp. “Furthermore, there are significant expenses from maintenance and for example for ongoing updates of the map data”.

In contrast, W2MO including the Google Maps based functionality is extremely easy to use. You can start immediately after registering at [www.logivations.com](http://www.logivations.com).

Trainings and on-site-support are of course available as well but significantly less time-consuming than those of conventional solutions.

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Users now have the opportunity to check out new manufacturing sites directly on the provided maps using so-called “Heat maps” (allocation and spread of the customers). The corresponding data can be easily imported via CSV or using a connector, e.g. SAP.

Advantages:

- Register and start right away!
- Interactive and intuitive optimization of logistics networks
- Direct manipulation of logistics networks with drag and drop. Calculation of total costs in real time
- Use of latest detailed map data, instantly check new sites via Google Street View
- Integration of W2MO location planning for exact cost calculation

We are looking forward to your visit at LogiMAT 2015 – the intralogistics fair for Central Europe – at our booth in hall 7, number 7F03. More information about LogiMAT fair can be found [here](#).

(For publication a copy or link is requested)

### **About Logivations**

Logivations is an international consulting and software solutions provider focused on any kind of logistics with headquarters in Munich. The company develops innovative solutions based on advanced web technologies. The software solution W2MO is the leading Internet platform for logistics design, 3D-simulation, optimization and performance evaluation. W2MO has a user-friendly interface and can be easily integrated. Now more than 35.000 professional users worldwide enjoy W2MO directly from the cloud. W2MO has been nominated several times, including for the “Best Product” at LogiMAT 2011. Gartner Inc., a US research and advisory corporation, highlighted Logivations in their 2013 report on “Cool Vendors in Supply Chain Management Applications”.

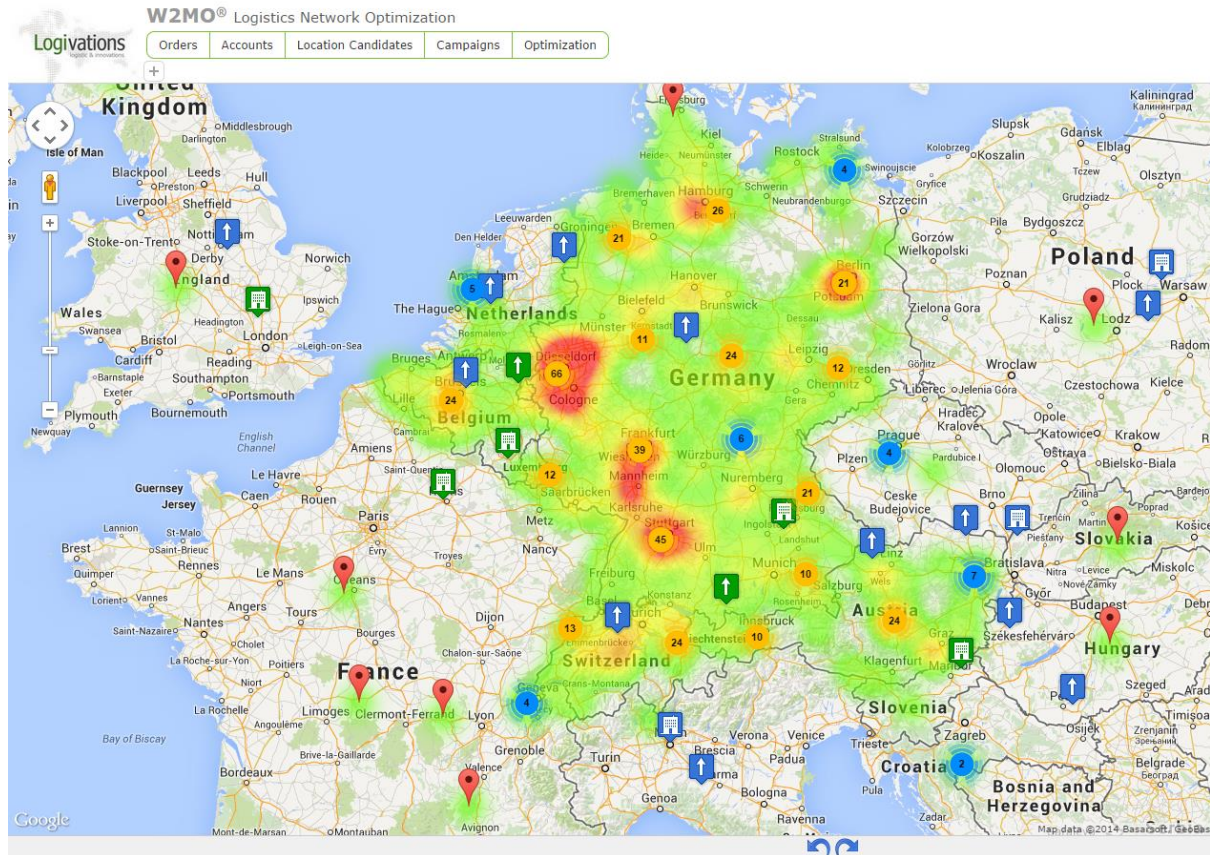
[www.logivations.com](http://www.logivations.com)

### **Additional information + pictures:**

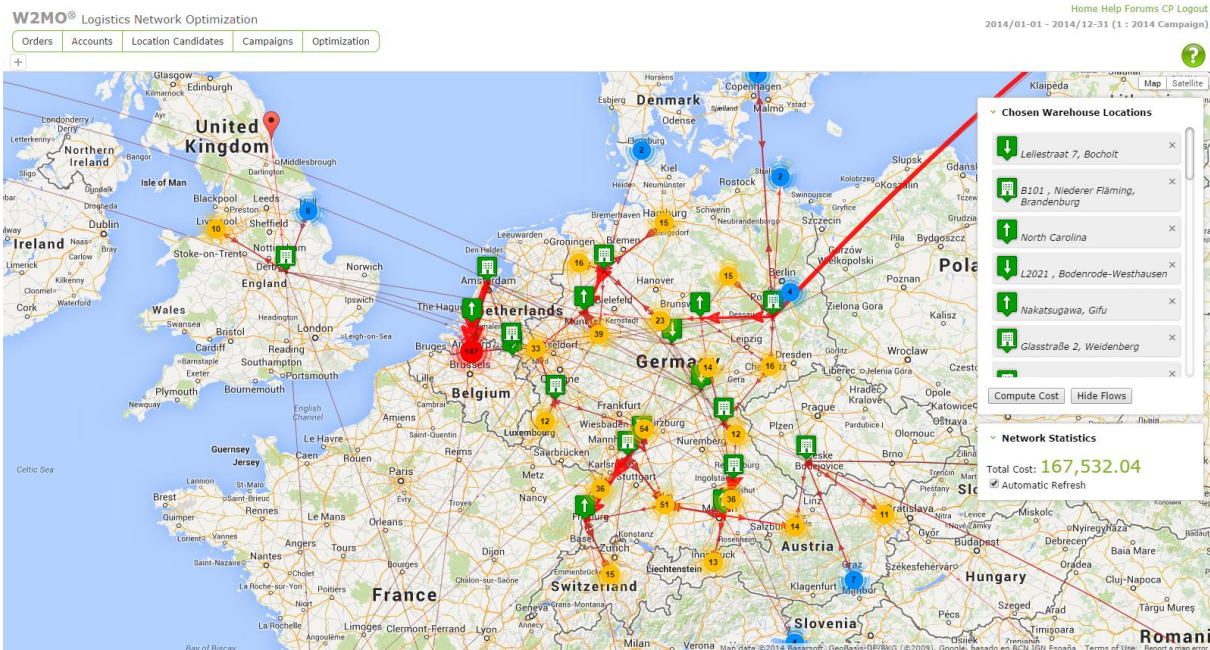
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**Illustration:**



Picture 1: W2MO Logistics Network Optimization: “Heat maps” (allocation and spread of the customers)



Picture 2: W2MO Logistics Network Optimization: Direct manipulation of logistics networks with drag and drop. Calculation of total costs in real time.

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