

# Merger of transport and technology needed to maximise logistics tech solutions

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[National South African furniture removals](#) and storage company SAFR (SA Furniture Removals) advises that the logistics industry still has much to do to enhance efficiencies within the logistics tech solutions space. Currently, the knowledge, training and coordinative functions for technology aren't maximising the solutions that are available, and share-load transportation and management are key focus points to start with in order to maximise efficiency.



Many [moving companies between Cape Town and Gauteng in South Africa](#) and [dedicated furniture removals between Gauteng and KZN](#) have trucks covering long distances that contain empty spaces, even though there are good apps and platforms available to assist coordination of loads between transport businesses. This is due to the fact that, most times, they are individually operated and not coordinated. If the industry bodies and associations were to pull together, invest and commit to developing and utilising selected apps and transport space management platforms, this technology could significantly increase market intelligence, which in turn could be used to enhance and integrate the functions available to users.

## What will the outcomes of this collaborative approach look like?

SAFR suggests that too many players in the logistical playing ground are preoccupied with their own limited focus areas and survival, and that they should instead consider the impact of combining their resources, clients' needs and truck space management to offer more efficient service delivery, and therefore cost savings for themselves and clients. This approach to a more simplistic business infrastructure can be initiated through integrated logistics tech solutions.

The logistics industry would stand to reap great benefits from these coordinative platforms as they would allow independent and large transport businesses to automatically facilitate their services faster and more efficiently. This will result in more accurate load distribution, and as a result give businesses more time to focus on training and delivering better quality service to improve cooperation of all associated businesses.



### **How can this infrastructure be created and implemented?**

According to SAFR, the bottom line is that the efficient management functions of a coordinated platform could accommodate multiple industry players that would ordinarily need to manually, and individually, collect and coordinate clients with services, while reducing storage and inefficient trucks on the road, and increasing warehouse infrastructures.

The idea is for each business to commit to a collective goal. Initially, a huge amount of coordination will be required to implement this kind of infrastructure, but if the associations relevant to specific services in the transport sector provide the leadership and the resources needed to jumpstart the process, it is something that would offer immense benefits to the entire industry.

The main focus of this goal is on technology, but it is important to note that a 'human element' is crucial to integrate and coordinate all viable platforms with every logistics stakeholder. SAFR explains that the 'human element' is necessary for manipulating and incorporating the tech functionality into the logistics arena effectively.

### **Why is the 'human element' so important?**

The transport industry is turbulent – as challenges arise, businesses assume a survival mindset instead of an efficiency-oriented mindset, which in turn limits the amount of time, knowledge and focus the key people in the industry are able to dedicate to driving a program of this nature.

This indicates the need for a co-coordinative team (human element) to be formed. The team will be responsible for developing, communicating and coordinating with all potential players, including participating associations who would be able to assist their members by facilitating the integration of platforms and apps. All member in the industry need to apply themselves in order for this kind of technology to be effective. The 'human element' is essential to initiate and bring all these elements together!

### **The search for strategic IoT opportunities**

At SAFR, the training and selection of staff are key in maintaining the relevant expertise needed, but there is also a continuous focus on the search for strategic IoT opportunities in order to provide even better service delivery.

SAFR's focus is on developing and growing its expertise in these areas. The company has partnered with a few players in the industry in order to best innovate and evolve with the current exposure provided. The next step is to take this onto a larger scale to test and develop.

Staff expertise and focus are vital components in ensuring success in the industry. SAFR Group's objective depicts front end staff with the mandate to develop systems related to client service and space coordination *only*. Their focus and intelligence to enhance this is continually growing their expertise which is ultimately passed onto our clients in the way of better pricing and service delivery.

"Thank you very much for your superb service with my mom's move. The interaction I got from my enquiry to Yolande's

quick and accurate responses. This refreshing experience was backed by a superb team lead by Amos, who coordinated the packers and the rest of team which wrapped up all my furniture in protective wrap. Everything was loaded the same afternoon and placed in my new home without any breakages. I have to commend the attitude and professionalism from start to finish,” L. Segal said in testament to SAFR’s service.

## Great potential for budding entrepreneurs

The opportunity to enter the logistics arena has never been easier or more exciting, and a coordinated industry platform will make the industry even more accessible for entrepreneurs. This platform will create a marketplace to access loads and employ a tried-and-tested system to help with administrative functions. This also helps existing entrepreneurs as well as offer spin-off opportunities for supporting the expertise needed to maintain all things IoT for the platforms.

“My philosophy for starting entrepreneurs is to keep your business model simple and focused. Don’t try and reinvent the wheel when so much experience and time has already been invested into an industry. Use the knowledge and proven concepts that are available and work to build on them or work with them,” says Brad Moore, CEO of SAFR Group.

Moore’s concluding advise for entrepreneurs is: “Try not to use debt to finance your business or its growth. In this day and age, you don’t need to. The proof is in the pudding, so be careful before you invest into businesses or projects before they have proven themselves.”

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Western Cape: <https://www.caperemovals.co.za/>

KwaZulu-Natal: <https://www.dbnmovingcompany.co.za/>

National: <https://www.furnitureremovalssa.co.za/>

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### SAFR



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