



logistics.cloud has teamed up with what3words to improve temperature-sensitive last-mile logistics

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Today, logistics.cloud is proud to announce its partnership with location technology specialist what3words. United in their mission to improve the efficiency of last-mile logistics, the two companies are helping logistics carriers to save time and avoid damages to temperature-sensitive shipments and other goods by enabling them to define precise drop-off points at airports. Having embraced what3words' innovative approach to geographic coordinating, logistics.cloud is now going even further to optimise delivery processes, ensuring an even smoother service.

An increasingly on-demand economy means consumers' expectations have never been greater, forcing businesses to meet these demands whilst also protecting their bottom line. A common barrier to fast, seamless handovers at airports is the challenge of communicating the precise delivery location. Street addresses simply don't cut it when it comes to guiding drivers to the right entrance, whilst the sheer size of the sites doesn't help matters either.

This is where what3words comes in. With their innovative solution, identifying an exact location is now child's play. Every 3-metre square in the world has been allocated a unique combination of three words: a what3words address. For example, the what3words address for the entrance to the logistics.cloud HQ is **///suits.chocolates.outsells**. What3words addresses are available in over 45 languages and represent the first location encoding system optimised for voice input, eliminating many of the frustrations of verbally entering street addresses.

In order to integrate what3words, logistics.cloud has incorporated [what3words API](#) into its internal systems.

"What3words is unparalleled when it comes to converting bitty, vague delivery and pick-up information into clear, everyday human language. The memorability of the words assigned to each location has done wonders for closing the gap between cryptic GPS coordinates and real-world information and environments."

Niko Hossain, CEO logistics.cloud

"We're really excited to team up with logistics.cloud and to collaborate on the optimisation of logistics processes. It's great to be working with such an innovative player in the industry and we are thrilled that they are embracing what3words innovation to offer their customers an even smoother, more efficient service."

David Shakory, Partnerships Director at what3words

Lobster Logistics Cloud GmbH

Hindenburgstraße 15

82343 Pöcking

T +49 8157 5909-150

F +49 8157 5909-159

logistics.cloud@lobster.de

www.logistics.cloud

HRB 244564 Amtsgericht München

Geschäftsführer:

Dr. Martin Fischer, Rolf Henrich,

Niko Hossain



About what3words

Co-founded in London in 2013 by Chris Sheldrick, what3words is the simplest way to talk about location. The system covers the entire world, never needs updating and works offline. A what3words address is a human-friendly way to share very precise locations with other people, or to input them into platforms and machines such as autonomous cars or e-commerce checkouts. It is optimised for voice input and contains built-in error prevention to immediately identify and correct input mistakes.

The free what3words app, available for [iOS](#) and [Android](#), and the [online map](#) enable people to find, share and navigate to what3words addresses in over 40 languages. A 3 word address in one language can be switched instantly into any other supported language, and even looked up in one language and shared in another. what3words can be easily integrated by businesses, governments and NGOs into apps, platforms or websites, with just a few lines of code, and products are available for free or for a nominal fee for qualifying NGOs. Its partners include Mercedes-Benz, Ford, Domino's Pizza, Lonely Planet, Airbnb and Cabify.

what3words has a team of over 120 people, across offices in London, UK, San Francisco, USA, Johannesburg, ZA and Ulaanbaatar, Mongolia. The company has raised over £40 million in capital from investors such as Intel, Aramex, Deutsche Bahn, SAIC and the Sony Investment Fund. what3words is used in 193 countries in the world. Thousands of businesses are using millions of 3 word addresses to save money, be more efficient and provide a better customer experience.

Find your what3words address [here](#).

About logistics.cloud

logistics.cloud is a neutral data platform founded on the initiative of global industrial companies. Our goal is to structurally improve the basic data exchange and thus increase the transparency of shipment visibility in logistics. logistics.cloud is based on the technology of Lobster, a market leader in data integration and connectivity.

Supply chains are highly fragmented in many aspects. Billions of interfaces are the result while the need of data availability and exchange is becoming an increasingly critical business asset. logistics.cloud helps companies to exchange data – smarter, faster and highly cost efficient.

With our game changing technology, companies can exchange data like plug-and-play. We are eliminating the need for hundreds of interfaces for individual users with one subscription!

PRESSEKONTAKT:

Lobster Logistics Cloud GmbH
Marcel Grimmbacher
Tel.: +49 174 9945821
E-Mail: Marcel.Grimmbacher@logistics.cloud

Lobster Logistics Cloud GmbH

Hindenburgstraße 15
82343 Pöcking
T +49 8157 5909-150
F +49 8157 5909-159
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