



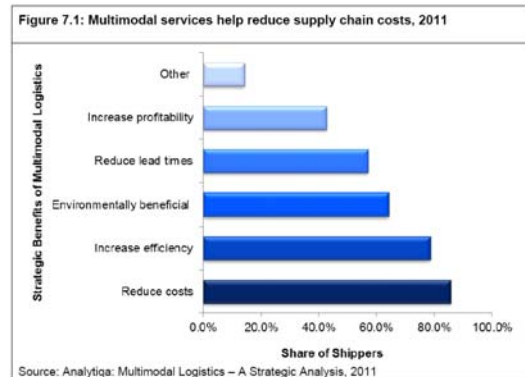
Multimodal Logistics 2011

Following the success of its 2010 multimodal report, Analytiqa's latest research focuses on the key issues of interest to both shippers and logistics providers. It investigates growth areas of multimodal logistics services in Europe, along with the service satisfaction levels recognised by shippers, future service improvements and key areas of concern with 3PLs, including:

- > Key objectives for manufacturers and retailers
- > Country by country evaluation of multimodal success
- > Understanding multimodal supply chain benefits and competitive advantage
- > Prospects of collaboration
- > Perceptions of risk
- > Satisfaction with current service providers
- > Forecast growth of multimodal services

How can this report benefit your business?

- > the latest up-to-date thought leadership
- > delivers in-depth understanding of market dynamics and key issues
- > trusted research methodology and market analysis



Report summary

...table of contents on next page

Report Title:	Multimodal Logistics 2011
Report Price:	£995 / €1,195
Publication Date:	May 2011
Geographic coverage:	Western Europe: Benelux, France, Germany, Italy, Spain, UK
Audience:	Logistics Providers, Freight Forwarders, Road Hauliers, Retailers, Manufacturers, Government Agencies, Professional Services Companies
Market coverage:	Contract Logistics, Road, Rail, Air and Sea Freight
Key report benefits:	Independent and unbiased analysis of primary research - Evaluate the dynamics of the Multimodal market - Compare country trends and the views of manufacturers, retailers and 3PLs - Analyse and forecast market growth - Understand multimodal supply chain benefits and competitive advantage – Identify prospects of collaboration and perception of risk

Table of Contents *(Abridged)*

CHAPTER 1 EXECUTIVE SUMMARY	7
Embracing Multimodal Logistics	7
Adopting Multimodal Solutions	8
Competitive Advantage	8
Customer Satisfaction	9
Future Outlook	9
CHAPTER 2 INTRODUCTION	10
Research Objectives; Report Structure; Research Methodology and Data Definitions	10
CHAPTER 3 KNOWLEDGE AND IMPLEMENTATION	12
3.1 Defining 'Multimodal'	12
3.2 Multimodal Decision-Making	14
Assessment Cycle; Board-Level Decision-Making	15
3.3 Chapter Summary: Key Findings	16
CHAPTER 4 MULTIMODAL ADOPTION	17
4.1 Using Multimodal Logistics	17
4.2 Multimodal Action-points and Objectives	19
4.3 Industry Sector Adoption	21
4.4 Multimodal Logistics in Europe	22
4.5 Chapter Summary: Key Findings	25
CHAPTER 5 COMPETITIVE ADVANTAGE	26
5.1 Contribution of multimodal logistics to competitive advantage	26
5.2 Multimodal Challenges	27
Service Quality; Financial Cost; Environmental Sustainability	28
5.3 Perceived Shipper Objections	30
Quality of Service and Communication; Perception of Risk; Financial Cost	31
5.4 Multimodal Benefits	32
Logistics Providers' Perspective; Shippers' Perspective	33
Supply Chain Efficiency; Service Quality; Environmental Considerations	35
5.5 Chapter Summary: Key Findings	35
CHAPTER 6 CUSTOMER SATISFACTION	36
6.1 Delivering Results via Multimodal Services	36
A Shipper's Perspective; A Logistics Provider's Perspective; 3PLs: We must do better	37
6.2 Chapter Summary: Key Findings	39
CHAPTER 7 FUTURE OUTLOOK	40
7.1 Shippers' Supply Chain Challenges	40
7.1.1 Cost Stability	40
7.1.2 Service Differentiation	41
7.2 Addressing Supply Chain Challenges	41
7.3 Improving Multimodal Services	42
Customer Centricity; Multimodal Capabilities; Multimodal Design	45
7.4 Promoting Multimodal Logistics	46
Multimodal Marketing; Collaboration for Customisation; Investing in Infrastructure; Multimodal Security	48
7.5 Multimodal Growth	50
Shippers; Logistics Providers	52
7.6 Chapter Summary: Key Findings	54
CHAPTER 8 APPENDIX	55

To obtain your copy of Multimodal Logistics 2011 for only £995 / €1,195 please send an email to sales@analytiqa.com. You can also buy online at www.analytiqa.com to pay by credit card or alternatively contact us on +44 (0)1707 37 22 11 (UK) or +353 (0) 1 640 18 18 (Ireland)

Analytiqa UK

Gate House, Fretherne Road, Welwyn Garden City, Hertfordshire, AL8 6NS, United Kingdom.
 Telephone: +44(0)1707 372211
 Facsimile: +44(0)1707 372299
 Email: info@analytiqa.com
 Web: www.analytiqa.com

Analytiqa Ireland

77 Sir John Rogerson's Quay, Dublin 2, Ireland
 Telephone: + 353 1 6401818
 Facsimile: + 353 1 6401899
 Email: info@analytiqa.com
 Web: www.analytiqa.ie