

# Streamlined Logistics Transformation at the RAI Amsterdam

## EXPECTATIONS

RAI Amsterdam aimed to enhance their logistics operations with the goals of:

- Expanding distribution capabilities
- Improving data-driven decision-making and communication

## REALISATION

By implementing the Voyage Control system and leveraging industry expertise, RAI Amsterdam achieved:

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### Optimised Distribution and Flow Management

- **More Distribution and Direction Upfront:** Early allocation of distribution points and clear directions minimised congestion, particularly in front of barriers.
- **Closer Proximity to Loading/Unloading Doors:** Vehicles could access doors more efficiently, reducing time spent on-site and easing movement.
- **Staggered Vehicle Arrivals:** By staggering arrivals throughout the day, the environment became safer and quieter, reducing pressure on work areas.

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### Enhanced Operational Efficiency

- **Smoother Traffic Flow:** The streamlined entrance process, facilitated by fully completed vehicle passes, minimised delays and bottlenecks.
- **Efficient Use of Halls and Loading Areas:** Improved scheduling allowed for better capacity utilisation and less inactivity among forklifts and staff, reducing operational downtime.
- **Digital Transition:** The shift from paper-based to digital systems significantly cut down on paperwork, time, and costs. It also ensured a more reliable tracking and verification process.

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### Improved Communication and Coordination

- **Proactive Vehicle Management:** Vehicles with unpaid lorry parking were flagged and managed digitally, avoiding confusion and unauthorised access.

- **Data Accessibility:** The Voyage Control system provided easy access to critical information, such as licence plate numbers and driver contact details.
- **Pre-arrival Preparation for International Drivers:** Drivers received clearer guidance, ensuring they arrived well-prepared and knew their exact destinations within the venue.

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### Technological Integration

- **Phased Build-Up Technology:** This technology enabled phased operations, granting early access to authorised contractors and exhibitors and eliminating the need for manual checks.

## KEY BENEFITS



**Increased Safety and Tranquillity:** The systematic approach to scheduling and traffic management reduced vehicle congestion, leading to a calmer and safer environment.



**Operational Predictability:** With an accurate forecast of daily vehicle traffic, staff scheduling became more efficient, matching resources with demand.



**Reduced External Dependencies:** The need for external holding areas was minimised, with only two events per year requiring such arrangements.

## CONCLUSION

RAI Amsterdam's strategic overhaul of their logistics operations, driven by the implementation of the Voyage Control system, has not only streamlined processes and reduced inefficiencies but has also created a more predictable and safe environment. The integration of Voyage Control has been pivotal in achieving these outcomes, setting a new standard for event logistics management.

This case study demonstrates how embracing technology and strategic planning can lead to significant improvements in operational efficiency and service quality.