

Logistics tech start-up Synple wins the Accenture Innovation Award 2017

Jury of the prestigious Dutch innovation award expects the transport collaboration platform to have a significant impact on the world of transport and logistics.

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The jury in the category of 'Seamless Travel and Transport' declared on Friday's event that "Synple puts forward a strong innovation with impact on the world, based on a straightforward but groundbreaking logistics model." Logistics tech start-up Synple has developed a collaboration platform for road freight companies. In the finals on Friday's Accenture Innovation Award event, the Synple Team received the Blue Tulip Award for best Innovation.

In this year's round, Accenture scouted over 770 innovations from Start-ups but also Corporate innovations. In the past 2 months, a jury of ten experts from the fields of travel, transport, logistics and innovation, have been scrutinizing over 130 innovations. Synple made it to the finals, where together with 5 other innovative startups and corporates had to present themselves to the jury and a large public in a pitch round. After a pitch from each innovation, the jury and the crowd asked many questions about the business model, the future growth perspectives, and the differences to other successful innovative initiatives.

The jury represented the industry sectors of travel, transport, logistics and also had a number of experts in the field of innovation. Amongst others, the jury existed of Mattijs ten Brink (CEO Transavia and jury lead), Eric van den Dobbelen (director at Booking.com), Onno Benninga (Industry Director at Google), Martin Gussinklo (VP Fieldplanning and Engineering at FedEx Express), Liselotte de Maar (Global Travel lead at Accenture Strategy), Janine van der Meijs (CFO at Schiphol), Marco van Kalleveen, (COO at Leaseplan), Debby Woesthuis, (Division Director Bus at GVB Amsterdam).

The jury ruled that the points for 'impact on the world', 'scalable business model', 'social innovation' en 'tech innovation' scored high for Synple. Especially the straightforward and the well applicable model for horizontal collaboration in logistics is very promising, says Mattijs ten Brink, CEO Transavia, during the Award ceremony.

Roderick Rodenburg, co-founder at Synple: "This was a fantastic event with great innovations. Really nice to be a part of this event and of course we are super proud that we take this Award home. A great recognition of our innovation but especially our strong team!"

A voucher of 25.000€ of advisory services by Accenture is attached to the Award. "We want to use the voucher for our customers, transport companies, to further innovate the logistics sector", says Machiel Resink, co-founder at Synple.

EDITOR'S NOTE

ABOUT THE INNOVATION BY SYNPLE

The Synple software platform allows partners in road transport to simply match freight orders with available capacity. This will make the transport sector more efficient, it will reduce the number of empty runs and CO₂ emissions and it will increase profitability. One in four trucks on the road is empty. It is Synple's ambition to reduce these empty runs by 50%. Together with partners in the logistics sector, Synple has developed a collaboration platform for an exchange of trips between transportation companies.

Like digital freight platforms such as Uberfreight, Convoy and Saloodo, Synple uses smart technology to match freight with capacity. What makes Synple unique is that it can make smart combinations of runs between trusted partners in real time. On top of that Synple offers a state of the art user interface for transport schedulers, who can process the required information in their own transport management systems with the click of a button. The information is exchanged via the Synple platform without having to disclose any confidential information or having to make adaptations to the existing system. Collaboration at the click of a button!

Transportation companies can integrate the Synple platform to their existing systems as a collaboration module. The Synple solution saves transport schedulers a lot of time and searching and it enables them to carry out runs more efficiently. In addition to saving time and reducing errors, the solution results in a saving of road mileage, reduced CO₂ emissions and, resulting, sustainable profits for the transport sector.

National and international parties that have ran projects and pilots with Synple are very enthusiastic and they confirm the value for schedulers. Next step is connecting large and smaller transport companies in the Netherlands and Belgium, followed by the rest of Europe in 2018.

ABOUT SYNPLE

In 2015, Synple started applied research into the field of logistical collaboration in the road transport sector. Together with Dinalog, Connekt and TNO (the Netherlands Organisation for Applied Scientific Research), among others, it started projects to test the concept. In 2016, the founders, Roderick Rodenburg and Machiel Resink, started developing a first version of the Synple platform. The roll-out of a scalable platform was started in 2017. Synple is active in the field of road transportation of heavy and special goods and fast moving consumer goods. Visit synple.eu for more information.

ABOUT AIA2017

The Accenture Innovation Awards is a year-round program with the goal to create an extensive ecosystem to connect all innovators and to drive innovation together. This year-round innovation program consists of a series of events throughout the year. Visit innovation-awards.nl for more information.

CONTACT DETAILS

SYNPLE:

synple.eu / synple.pr.co

Roderick Rodenburg, rr@synple.eu or +316 53 63 72 81