

The image features a long, straight wooden plank walkway that recedes into the distance. On either side of the walkway are rows of young, green trees and modern streetlights. In the background, several tall, modern office buildings with glass facades stand against a clear blue sky. The overall scene is bright and well-maintained, suggesting a corporate or urban environment.

**ZIEGLER**<sup>®</sup>  
Excellence in supply chain

# GOODS TRANSPORT: How to optimize last mile delivery?

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# INTRODUCTION

Years ago, last mile delivery posed few challenges for logistics providers. But now, things have changed.

With the rise of omnichannel shopping, the last mile delivery has become more complex and important. It's not just about delivering products from a warehouse to a home or business anymore.

Supply chains have to move in new directions and be agile to adapt quickly to different delivery methods. For example, items can be shipped from a warehouse directly to a store or home, to a parcel drop-off center, or to a pedestrian drive-through.

Last-mile delivery can be expensive and complicated due to customer expectations, environmental concerns, and other constraints.

As an international transportation specialist, we recognize that the last mile of delivery is often the most challenging and expensive part of the logistics process. Supply chain professionals are under pressure due to high customer expectations, cost management, environmental concerns, port congestion, inflation, and restrictions in urban areas. Additionally, challenges arising from the COVID-19 pandemic, geopolitical tensions, social conflicts, and labor shortages exacerbate these constraints.

Our guide provides insights into new market trends and solutions to help brands navigate these challenges and efficiently ship products worldwide.

# THE CHALLENGES OF THE LAST MILE DELIVERY

Last mile delivery is different in every country, but as more companies produce goods internationally, they have to navigate local rules and global issues to make smart choices. That's why Ziegler can handle everything from picking up products to loading them onto ships, booking shipping, warehousing, customs, and more. Shipping is important for efficient last mile management. For example, goods from China can be shipped to Marseille, France, then transported by barge to Lyon before being sent throughout Europe by train and road to the final destination.

What does successful last-mile logistics look like for customers?

- Real-time visibility and tracking of orders.
- On-time delivery.
- Safe transportation of shipments.
- Flexible delivery options that must accommodate customer requirements.
- A high success rate so that no delivery is missed.



## Issue #1: Cost

The last mile delivery can be very costly for companies. In fact, it's the most expensive part of the transportation process. Experts say that it can cost up to 5-6% of a company's total revenue.



## Issue #2: Environmental impact

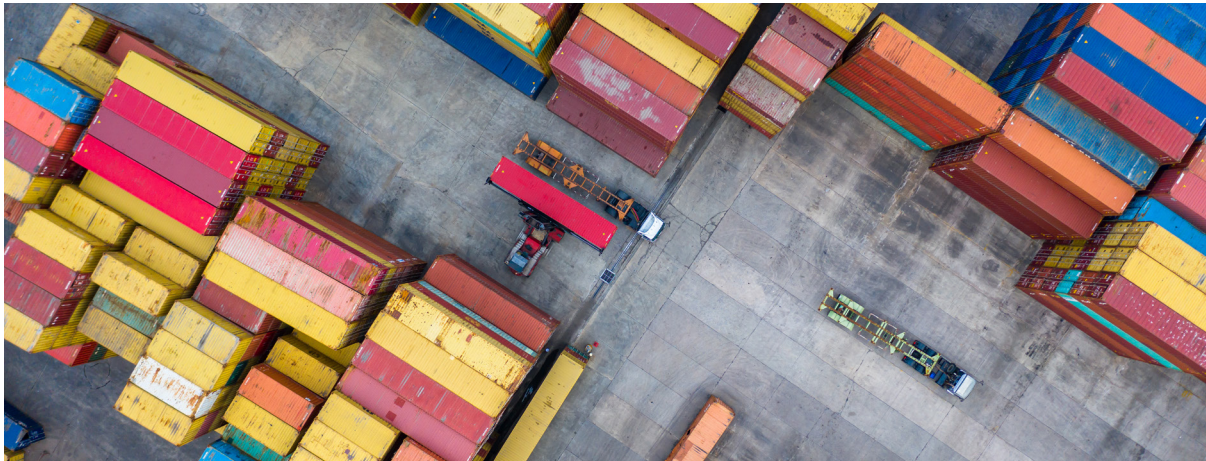
Last mile deliveries contribute to 25% of harmful emissions, 20% of road traffic and use up 30% of the space on the roads.



## Issue 3: Access to city centers

Delivery vehicles contribute 30% of urban emissions. To address this, it's important to find ways to consolidate deliveries and bring them into the city center in a sustainable way.

# Multimodal SOLUTIONS



When goods arrive at a port, they often need to be transported to another location via multimodal transport involving two or more modes of transport like barges, trains, or trucks. By using special containers, goods can be seamlessly moved from one mode to another, making the transportation process smoother. This strategy has become popular because it simplifies port handling and helps optimize the management of last mile deliveries.

Advantages of multimodal transport:

- Better cost efficiencies.
- Greater energy efficiency.
- Easily scalable to available capacity.
- Better environmental sustainability than long-haul trucks.

Incorporating river or rail transportation into your intermodal strategy can offer great savings, especially for longer journeys. This is because these modes of transportation have lower fuel costs compared to trucks. Additionally, handling costs are lower because the freight remains in the container until it reaches its final destination, resulting in less handling and therefore lower costs. So, choosing intermodal transportation with river or rail can be a smart and cost-effective choice for businesses.

Intermodality also means:

**SEVERAL MILLION**  
fewer trucks on  
the roads every year

**85% LESS**  
CO2 emissions compared  
to road transport

**12X LESS**  
external costs than  
road freight

Source: *Groupement National des Transports Combinés*

# ACCESS TO CITY CENTERS

A study by Capgemini revealed that before the COVID-19 pandemic, 97% of online retailers believed that the existing last mile delivery methods were not sustainable and could not be used everywhere on a large scale. In response to this challenge, new solutions have emerged, such as click-and-collect, delivery to a pick-up location or a secure locker, and the use of dark stores. These options are more flexible and less costly than home delivery, but they do require access to city centers.

Getting access to city centers is a critical challenge when it comes to improving last mile delivery. There are many regulations in place that restrict trucks from entering the city, and low-emission zones are becoming more common, meaning carriers will have to replace their older vehicles with newer, more environmentally friendly ones. This change also means that cargo will need to be transferred to different modes of transportation, like trains or bikes, at urban distribution centers to continue the journey to the final destination.

Solutions to facilitate access to city centers:

## Bikes and electric cargo bikes



Ziegler has introduced a new and innovative solution for the delivery of parcels and pallets - the Cargo Bike. This uses a bike with a covered trailer to move and protect goods. It's a perfect option for navigating through narrow and restricted streets, where large trucks cannot go. The best part is that this delivery method produces zero CO2 emissions, making it an eco-friendly alternative for last-mile delivery.

## Autonomous and electric vehicles



Ziegler's "Transporter" is an innovative, self-driving electric delivery vehicle that is ideal for delivering packages in densely populated urban areas. With no driver's cab, it is perfect for navigating tight spaces, while its autonomous technology enables it to avoid obstacles and prevent collisions. This eco-friendly vehicle is a significant step towards a more sustainable future for last-mile delivery and can complement existing delivery methods for enhanced efficiency. It is particularly useful in busy European cities where traffic can be a challenge.

## Partnership with a last mile expert



Ziegler has teamed up with URBYP, a company specializing in last-mile delivery of all sizes, to optimize the delivery of goods to urban centers. URBYP takes care of receiving and unloading semi-trailers at their warehouses, recording the data, and scheduling delivery rounds using low-emission vehicles. This ensures that goods are delivered to the urban center efficiently and in an environmentally friendly manner.

# HOW TO FIND THE RIGHT PARTNER FOR YOUR BUSINESS?

From the first to the last mile, and for all the steps between, it is essential to choose a partner who becomes an integral part of your team. For this, there are several points to keep in mind:

## **The cost, quality and time triangle:**

While price is important when choosing a carrier, it's not the only factor to consider. Quality of service and delivery time should also be considered. Identifying your company's specific needs and prioritizing the most important factors is crucial. Opting for the cheapest carrier may mean sacrificing quality and delivery time, so it's vital to find the right balance between good service and a fair price. Choosing a carrier that can meet all of your needs is essential because these factors are interrelated.

## **Services offered:**

When it comes to choosing a carrier for your goods, it's important to know what transportation services they offer. You need to consider if one company can handle all of your needs or if you'll need to work with several different companies, which can cost you more time and money. Be informed about the services your carrier provides to make sure they can meet all of your transportation needs.

## **Reliability:**

The reliability of your carrier is directly connected to your customers' experience. Short delays in the supply chain can lead to weeks of delays and negative outcomes for your brand and customers.

## **Stability and experience:**

How long have they been around? Do they have their own trucks and storage facilities? How do they stack up against other carriers in terms of rates and service? It's important to ask these questions because the carrier you choose can impact your business in the long run. You don't want to choose a carrier just because they have low prices, only to find out later that they aren't reliable and end up costing you more time and money in the end.

Ziegler also offers chartering services with a focus on providing top-notch satisfaction for their customers.

- A specialist at your service:
- A team dedicated and trained to the specificities of our customers
- Various and personalized modes of transport
- A network of 1500 rigorously selected partners
- Real-time tracking for your freight (geolocation, POD...)



# OUR EXPERTISE IN SEA FREIGHT

Strategically located around the world, Ziegler offers an advanced range of sea and inland waterway solutions.

We offer expertise in global supply chain and distribution, from groupage to customized containers, from full single or multi-stop to triangular trading solutions.

We have extended this expertise to specific solutions such as temperature-controlled transport, oversized transport (OOG), undivided bulk transport, conventional transport and ship chartering.

Aware of the industrial stakes and the permanent evolution of the markets, we develop customized solutions adapted to all sectors of activity.



- LCL import and export
- FCL import and export
- Real time tracking of FCL containers
- Consolidation
- Deconsolidation
- RORO, industrial and conventional project
- NVOCC : GREEN OCEAN LINES

180 000 shipments/year  
210 000 TEU/year

Ziegler Group owes its success to its amazing employees, who are experts and passionate about what they do. They strive to provide customers with innovative, customized, and responsive multimodal transportation services. It is because of their dedication that Ziegler is known for its expertise and has been able to grow and thrive as a company.

# RECOGNIZED KNOW-HOW

Ziegler Group has been around since 1908 and has become the top player in the transport and logistics industry, providing custom solutions for air, sea, road, rail, customs, and logistics.

With over 3,200 employees worldwide and a network of 154 branches in 16 countries, we have a strong global presence to meet our clients' needs.

Our exclusive agent network also extends our reach to the rest of the world.

