

# Collaborative Routing, AI-basierte Verkehrsoptimierung

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# **‘Selfish Routing’ ist eine der größten Verschwendungen und Dummheiten unserer Zeit**

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A close-up photograph of a person's hand, wearing a silver ring, pointing at a tablet. The tablet screen displays a financial application with a red line graph and various data points. The background is blurred, showing another person in a blue shirt. A white circular callout box is overlaid on the right side of the image.

**Warum Kapital-  
märkte und  
nicht Verkehr?**

"Man checking stock market data on tablet" by Wirestock – Freepik.com is licensed under Freepik free license



### **Selfish routing**

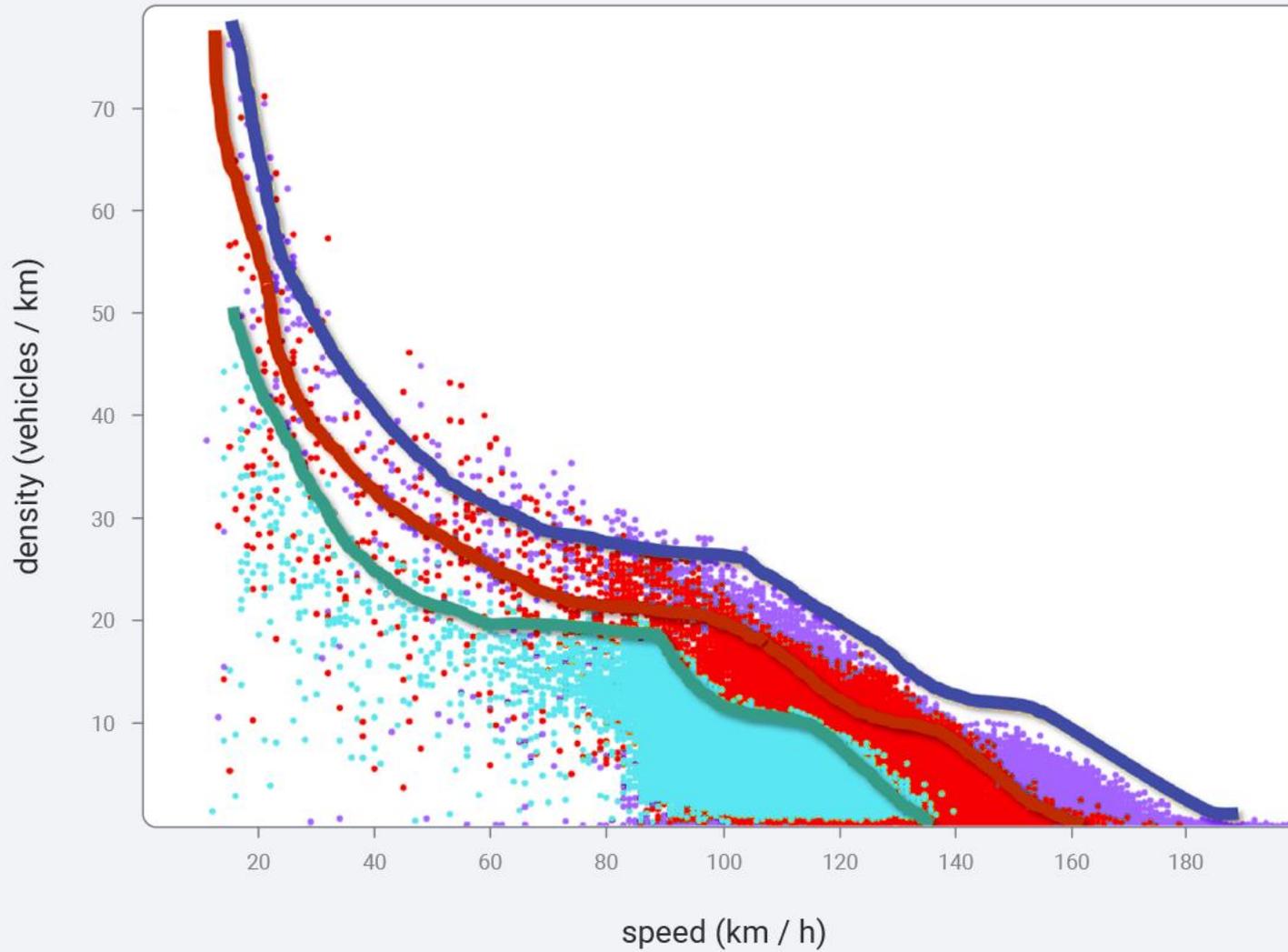
Our daily traffic jams



### **Collaborative routing**

Individually distributed vehicles

## Traffic density vs. speed



**Infrastruktur  
intelligent  
nutzen**



**Verkehr  
=  
Chaos**



# Seit den 80er Jahren versprechen die Software- Entwickler, die Logistik zu verbessern

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**Warum arbeiten  
Logistiker  
ineffizient?**





**Reales  
Kunden-  
Beispiel**

**Bestehendes Layout**

**Dynamische Tourenplanung  
+30% Stopps**

**TOUREN  
6**

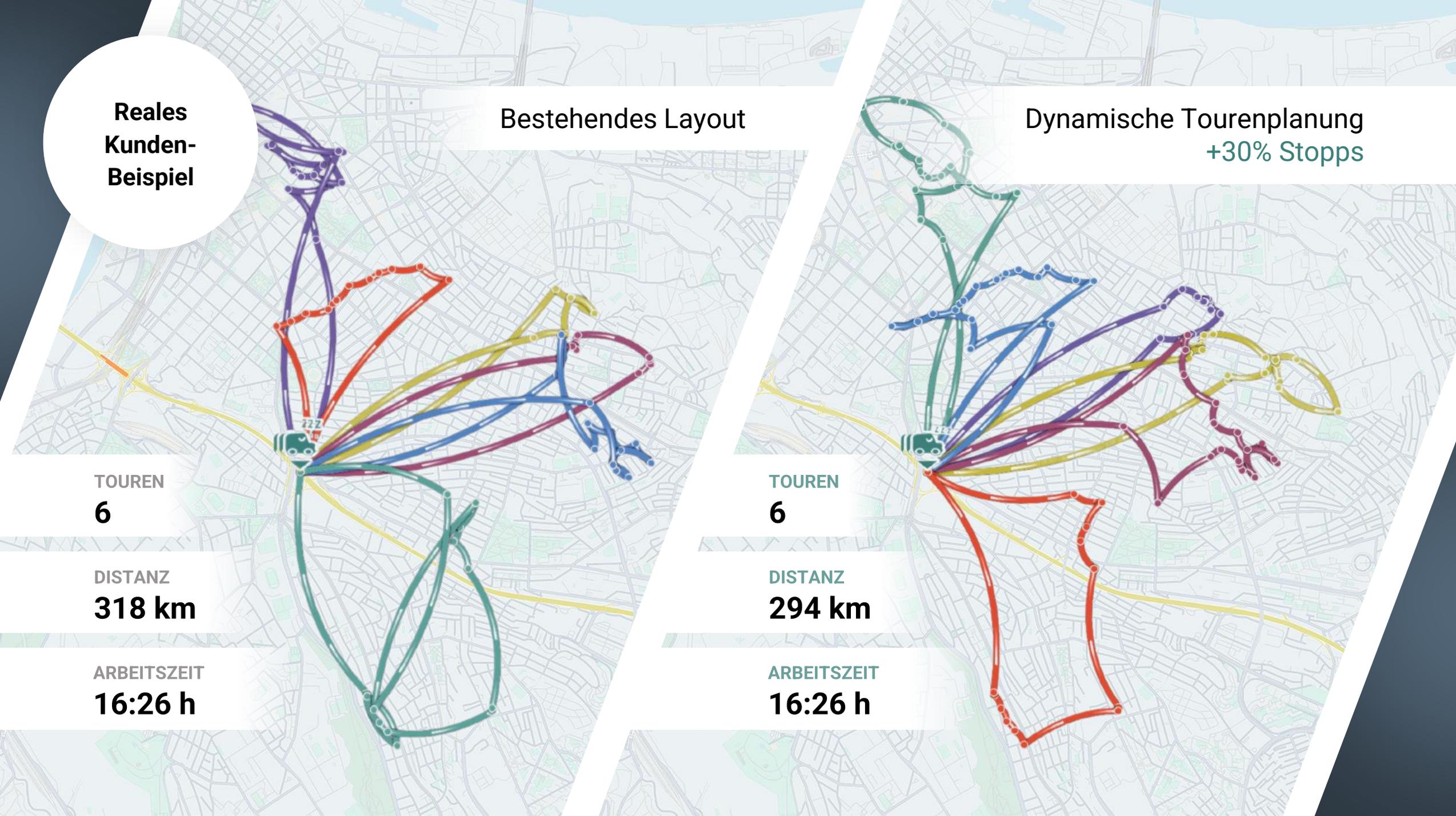
**DISTANZ  
318 km**

**ARBEITSZEIT  
16:26 h**

**TOUREN  
6**

**DISTANZ  
294 km**

**ARBEITSZEIT  
16:26 h**





**VUCA-  
Welt**

An aerial photograph of a large industrial parking lot. A curved road runs through the center. On the right side of the road, a series of white arrows point towards a designated area where several white semi-trailers are parked in a diagonal line. A red car is also parked in this area. The rest of the parking lot contains several other white semi-trailers parked in a more traditional parallel fashion. The background shows a large warehouse building with a corrugated metal roof.

**First Mile /  
e-Slotting**



# MIGROS

MIGROS

MIGROS

MIGROS

MIGROS

MIGROS

Middle Mile /  
Last Mile



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# Warum ist die Logik des Verkehrssystems nur *top-down* gerichtet?

**Robert Dohrendorf**

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Old School



**Weltrekord  
im vernetzten  
Fahren**

Man in dark suit with RID logo on lapel.

Man in dark suit holding the 'REKORDURKUNDE' certificate.

Man with beard in grey sweater shaking hands.

ohmasters  
professional routing

REKORDURKUNDE

NDR 90,3

DIGITAL

08:00

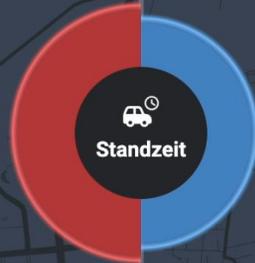
NUNAV Navigation

Karte: © OpenStreetMap contributors; ODb License





17:30



14:51

11:04

Klassische Navigation

NUNAV Navigation

**Einrichtung  
von Verkehrs-  
korridoren**





# Traffic flow matters!

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