Transportens Innovationsnetværk
Medfinansieres af Uddannelses-og Forskningsministeriet

Wind Logistics Group

The impact of standardized wind logistics on a global scale

After work / ”gå-hjem” meeting presentation by Thomas Poulsen
November 4, 2019
Aarhus, Denmark

1. Industry maturity

Industries go through life-cycles

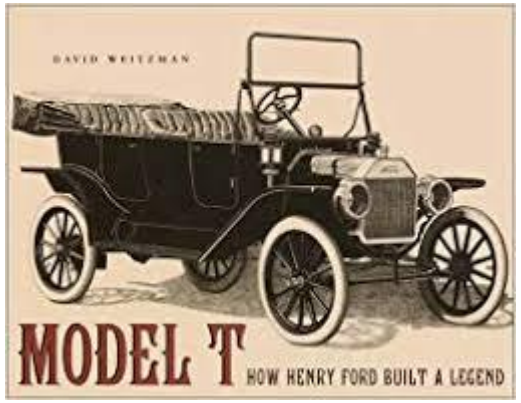


Photo source: Amazon

Start-up
Development
Embryonic

Introduction
Growth

Consolidation
Shake-out


Photo source:
Panticon courtesy Portpictures.nl

Maturity

Decline

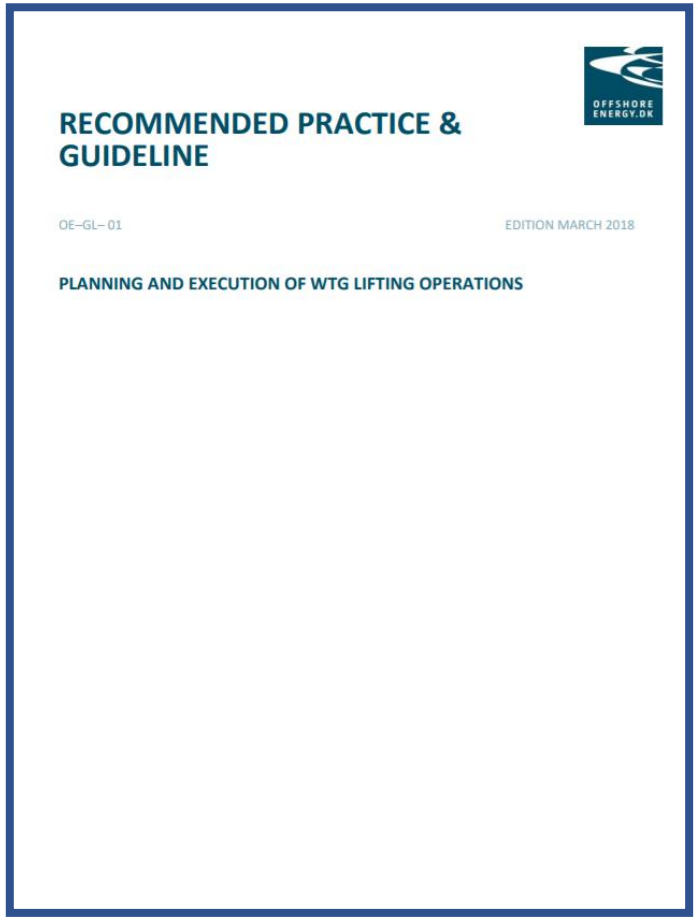
Product Life Cycles
…Process Life Cycles…

2. Standardization

Standardization scope

- What industry can agree to standardize





INNOlog project

- DNV GL certified
- Link to documents here

Successor: Wind Partnership

- Energy Innovation Cluster
- Wind Denmark

3. Modularization

A variation of standardization…

- Also related to industry maturity

- Upgrade from product suppliers to system suppliers or solution providers
  - More scope
  - Tiered supply chain
  - Downwards delegation by supply chain lead firms

- Modules are ”clicked” on
  - Supplier parks
  - Pre-assembly/pre-commissioning

4. Implications

Standards are great



Photo source: Panticon courtesy Portpictures.nl

Changes in…

- Efficiencies
- Ownership structures
- Global scalability
- Transportation, duties, and VAT
- Tracking and turn

5. Conclusion

Take-aways from this presentation

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1. Industries need a certain degree of maturity before standardization occurs

2. Rivalry between competitors will outline areas where standardization is feasible

3. Logistics and shipping is one such key area
   - Real opportunities exist
   - Supply chain can be restructured
   - Cost savings and efficiencies can be realized

Thank you!

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Questions and answers!

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