

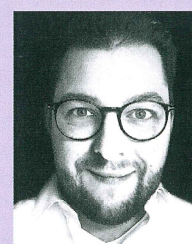
# ARE YOU READY FOR THE FUTURE?

**Tim van Tartwijk**, entrepreneur and co-investor in Move4U Moving Technology, explains how the industry can profit from embracing integrated technology

**T**ake a moment and ask yourself when you last touched your smartphone. The answer is likely to be sometime in the past 10 minutes, according to research by smartphone producer Apple. The fact that we pick up our phones six to seven times each hour and that more than 90 per cent of the population in the western world has access to one illustrates just how used we have become to consuming digital information.

Digital information technology has changed our lives forever. Take getting to an appointment, for example. Nowadays my phone reads my agenda, checks the expected traffic intensity from my current location to the next, tells me when to leave and even notifies the host of the appointment of my expected arrival time. And ►►

## ABOUT TIM VAN TARTWIJK



As a co-owner of investment company Castle Capital Investments, and owner of the Netherlands-based marketing agency Get Hooked, Tim van Tartwijk's day-to-day activities are all based around creating, supporting and

introducing impactful digital innovations. With a strong personal interest in technological trends and gadgets, he is always looking for new ways to improve everyday lives.



Tim van Tartwijk introduces his ideas

when I leave my appointment, my phone can already have the lights and heating switched on ready for when I get home. Not only do we consume and exchange information digitally, people and systems are becoming increasingly connected.

As the co-owner of an investment company called Castle Capital Investments, I have always been fascinated by the opportunities modern technology offers to create or improve business. Having invested in both start- and scale-ups within a variety of industries, I am especially interested in companies and products that transform traditionally analogue processes into more efficient and user-friendly digital versions. Hence the reason why the moving industry caught my eye a few years ago.

It is a sector that I have grown familiar with over the past three years. It is close and solid, yet characterised by a vast amount of workflows and processes that have remained unchanged for generations. And, despite the fact that moving companies worldwide are continually looking for ways to reduce operational costs, improve their competitiveness and, naturally, their profits, digital technology has not yet permanently settled into the majority of their daily operations.

During the many conversations I have had with industry representatives at international conferences and meetings, I noticed that companies are open to technology but are struggling to implement the various stand-alone tools that are currently available.

In my opinion, there are plenty of digital mover tools available, so there is no reason why industry professionals should not be adopting them. The market offers some interesting options for digitising and boosting different aspects of the moving process, such as self-surveying, packing, insurance and claim handling. It is, however, the combination and – more specifically – the integration of these tools, other solutions, processes and workflows that

would really yield a big benefit for moving companies. I am talking of solutions that communicate and exchange data with each other, as we already do, albeit unconsciously, in our private lives – data that is aggregated on one single cloud-based platform, available whenever you need it. Whether the industry likes it or not, customers and corporates have already grown familiar with these technologies and will increasingly demand the same user experience for their moves as they have become used to in other aspects of their lives.

## SMART AUTOMATION

At the beginning of this article, I described how integrated technology has already become embedded in my daily routine and how it helps me and others to get the most out of our time.

While an integrated digital workflow might still sound futuristic for the moving industry, it is closer than some might think. The technology is very nearly here to enable moving companies to use one platform to optimise their daily workflows in essential parts of their organisation, through smart automation of core processes.

Such automation will allow your sales department to instantly generate quotations based on digital survey data from other industry solutions. It will reduce the burden on your coordinators, through automated task management and notifications, while centralising communications between you, your partners and your customers.

The particular platform I'm talking about is called Reedge and it has been specifically designed around integrations and automation. Look out for its launch soon.

It may sound scary to introduce new technology into your daily processes, but often, nothing happens until the pain of remaining the same outweighs the pain of change. Are you willing to wait? **FF**

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