



New Logistics Technologies Emerging to Address E-Commerce Needs, Says Augusto Beato

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The logistics industry is addressing the rising demands of e-commerce with new technologies, observes Augusto Beato, CEO of Portland SEO.

Among them are a digital platform focused on matching available warehouse space for online orders and a collaboration on next-generation machine learning and robotic controls to help distribution centers address rising e-commerce demands. "The rapid growth of e-commerce is putting increased pressure on distribution centers to fulfill orders quickly and accurately for retailers and consumers," says Beato.

E-commerce firms seeking to boost sales and online presence may engage the services of Portland SEO by [clicking here](#) or by contacting Augusto Beato via Twitter.

UPS rolled out the new digital platform focused on matching available warehouse space and fulfillment services geared towards merchants shipping online orders to their customers quickly. Entitled Ware2Go, UPS said that this new offering leverages its various custom e-commerce solutions for both small- and medium-sized shippers.

"This is beneficial for small and mid-sized businesses that do not have multiple distribution centers and warehouses often have unused capacity," said a UPS spokesperson.

Ware2Go provides the platform to match merchants to warehouse and fulfillment providers and provide an end-to-end order to delivery experience. Customers can quickly and routinely position inventory in locations where they need to serve their customers. They only buy warehousing and fulfillment space as they need it.

Meanwhile, warehouses throughout the United States have extra capacity and are seeking new customers to fill their space.

According to UPS, there's a \$26 billion market for on-demand warehouse space. UPS noted that the rate growth in tandem with e-commerce growth has resulted in shifting from large centralized sites to localized facilities across several major markets.

On the other hand, the collaboration between Honeywell and Carnegie Mellon University will focus on next-generation machine learning and robotic controls to help distribution centers address rising e-commerce demands and resource challenges.

The two organizations are advancing the capability of artificial intelligence and robotics technologies to benefit distribution centers, which are becoming more integrated and complex and looking to robotics solutions to improve productivity and performance in fulfilling orders.

According to research by eMarketer, e-commerce sales in the U.S. will increase by approximately 16 percent in 2018, to exceed \$526 billion. This growth will continue, with e-commerce projected to account for more than 12 percent of U.S. retail sales in 2020.

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