四港联动一网智联赋能物流降本增效

Intellgent Network Services Of Four-Ports Linkage For Transportation Empowers Logistics To Reduce Costs And Increase Efficiency

By Jun Wang 王 军

浙江四港联动发展有限公司董事长、总经理
Zhejiang Four-Ports Linkage Development Co., Ltd
Chairman and General Manager

四港联动背景
The Four-Ports Linkage Background

- **2017年，习近平在"一带一路"国际合作高峰论坛上提出"着力推动陆上、海上、天上、网上四位一体的联通"的倡议。2018年，浙江省委省政府作出海港、陆港、空港、信息港"四港"联动发展战略部署，并于2019年成立四港联盟。2020年，"四港"联动智慧物流云平台1.0版发布上线。2021年，浙江四港联动发展有公司正式成立。**

- In 2017, at the Belt and Road Forum for International Cooperation, Xi Jinping put forward the initiative of "promoting land, sea, air and Internet connectivity in four parts". In 2018, Zhejiang provincial government put forward the "Four-Ports" linkage development strategy of seaport, dry port , airport and information port, and established the Four-Ports Alliance in 2019. In 2020, the 1.0 version of the "four-ports" intelligent logistics cloud platform was released and launched. In 2021, Zhejiang Four-Ports Linkage Development Company was officially established.

- **关于物流降本增效的论述：2024年2月，习近平在中央财经委员会第四次会议上指出，降低全社会物流成本是提高经济运行效率的重要举措，主要途径是调结构、促改革，有效降低运输成本、仓储成本、管理成本，强化"公转铁"、"公转水"，深化综合交通运输体系改革，形成统一高效、竞争有序的物流市场。**

- Discussion on cost reduction and efficiency enhancement in logistics: In February 2024, Xi Jinping stated at the fourth meeting of the Central Commission for Finance and Economy that reducing the logistics cost of the whole society is an important measure to improve the efficiency of economic operation, the main way is to adjust the structure, promote reform, and effectively reduce the transportation cost, storage cost and management cost. We will optimize the transportation structure, strengthen the "Transition from road transportation to railway transportation or waterway transportation", deepen the reform of the comprehensive transportation system, and form a unified, efficient and orderly competitive logistics market.

02 四港联动智慧物流云平台
Four-Ports Linkage Intelligent Logistics Cloud Platform

"1" FOUR-PORT BIG DATA BASE

打通班轮公司、货代、仓库、码头、驳船等系统，推动数据全量汇集，加强平台、数据、应用的贯通。

Integrate the systems of liner companies, freight forwarders, warehouses, docks, barges, etc., promote the full collection of data, and strengthen the integration of platforms, data and applications.

1 个四港大数据底座

"3" TYPES OF SERVICE

面向平台交互的集成交互服务、面向市场业务的四港联运服务、面相行业治理的运行监测服务。。

Integration and interaction service for platform interaction, four-port intermodal transportation service for market business, and operation monitoring service for industry governance.

3 类服务

"6" FUNCTIONAL MODULES

行业数据中台、标准孵化工厂、多式联运业务、物流数字产品、物流运行监测、行业决策辅助。

Provide the logistics data center, standard incubation factories, intermodal transportation services, logistics digital products, logistics track monitoring, and industry decision-making support function.

6 大功能模块

X 个多样化应用服务场景

"X" DIVERSIFIED APPLICATION SERVICE SCENARIOS

■ 四港联动智慧物流云平台，是浙江省物流领域核心平台，通过推动海港、陆港、空港等相关物流资源共享、数据汇集，提供多式联运一站式服务，提升全社会物流资源协作与交易的便利度，助力世界一流强港建设，实现"一平台联动四港"，赋能全社会物流降本增效。

■ The four-ports linkage intelligent logistics cloud platform is the core platform in the logistics field of Zhejiang province. By promoting the sharing and data collection of logistics resources related to seaports, land ports and airports, it provides one-stop services for multimodal transport, improves the convenience of logistics resource cooperation and transaction in the whole society, realizes the "one platform linkage four ports", helps the construction of world-class strong ports, and enables the whole society to reduce costs and increase efficiency.

03 一网智联应用
Intellgent Network Services For Multimodal Transportation Application

- 一网智联应用，聚焦集装箱运输，打造浙江海港多式联运统一服务门户，通过"一键订舱、一码约箱、一单报关、一站联运、一路可视"功能支持，向市场提供"全流程、端到端"的一站式国际物流解决方案，赋能物流降本增效。

- Intellgent Network Services For Multimodal Transportation Application，Focus on container transportation, create a unified service portal for multimodal transport in Zhejiang seaport, through the function support of "one-click for booking, one-code for container reservation, one-document for custom declaration, one-stop service for intermodal transportation, and full link nodes visibility", provide the market with a one-stop international logistics solution of "whole process, end-to-end", enabling logistics to reduce costs and increase efficiency.

安全高效订舱通道 Safe and Efficient Booking Channels
智能高效业务协同 Intelligent and Efficient Business Collaboration
优质可靠运价服务 Quality and Reliable Freight Services
对接船司多维数据 Multi-type Data Connection with Shipping Companies

智能算法模拟计算 Simulation by Intelligent Algorithms
车箱数据自动匹配 Automatically Match Truck and Container Data
联运智能调度 Intelligent Multimodal Transportation Scheduling
动态采集交互 Dynamic Data Acquisition and Interaction

国际物流一键订 One Click of International Logistics
综合物流推荐方案 Recommended Program for Integrated Logistics

车箱联动一码约 Reserve Trucks and Containers with one QR code
集约不同物流环节 Centralization of Different Logistics Segments
- 箱源实时查询预警 Real-time Query and Alert of Container Source
- 空箱盘存动态管理 Dynamic Management of Empty Container Inventory
- 集卡智能调度匹配 Intelligent Dispatch Matching for Container Trucks
- 车辆GPS轨迹跟踪 Vehicle GPS Tracking

智慧联运一路通 Smooth Intelligent Multimodal Transportation
提升全业务链操作效率 Enhance Operational Efficiency across the Entire Business Chain
- 运力资源整合 Integrate Transport Resource
- 调度统一受理 Harmonized Intake by Dispatchers
- 通道稳时双快 IStable Channel, Fast Timing
- 转码头无缝衔接 Seamless Transfer of Ports

跨区通关一单报 Cross-area Customs Clearance with A Single Report
规范可靠报关保障 Ensuring Customs Declarations Standardized and Reliable
- 专业便利化通关 Professional Facilitation Customs Clearance
- 赋能口岸营商环境 Improving the Business Environment at Ports
- 数字化关务服务 Digital Customs Services
- 满足多元通关需求 Satisfying Diversified Customs Clearance Requirements

通关数据交换对比 Customs Clearance Data Exchange Comparison

全程可视一站查 Full-progress and one-stop Search
数据一站式查询推送 One-stop Query and Push of Data
- 多元数据融合 Multiple Data Fusion
- 全程物流跟踪 Logistics tracking of the whole process
- 状态实时预警 Real-time Status Alert
- 问题快速响应 Responding quickly to concerns

- **一网智联应用获奖情况**
- ✓ 国家数据局全国首批"数据要素×"典型案例，是交通运输领域唯一入选案例。
  One of the first batch of "Data Element ×" typical cases by the National Data Bureau, it is the only selected case in the field of transportation.
- ✓ 国务国资委国企数字场景创新专业赛产业协同类二等奖。
  State owned Assets Supervision and Administration Commission of the People's Republic of China State owned Enterprise Digital Scene Innovation Professional Competition Industry Collaboration Second Prize.
- ✓ 浙江省"地瓜经济"提能升级"一号开放工程" 首批最佳实践案例。
  The first batch of best practice cases of the "No.1 Opening-up Project" for upgrading the "Sweet Potato Economy" in Zhejiang Province
- ✓ ……

FOUR PORT LINKAGE 四港联动

四港联动
FOUR PORT LINKAGE

■ 客户服务模式
Customer Service Mode.

□ **中小企业：** 通过平台整合优质物流供应商，提供全程供应链解决方案。
Small and medium-sized enterprises: Integrate high-quality logistics suppliers through the platform to provide full supply chain solutions.

□ **传统货代：** 提供更好的获客平台，数智赋能、补链强链。
Traditional freight forwarding: provide a better platform for getting customers. Digital intelligence empower and strengthen the chain.

□ **大客户企业：** 提供定制化服务，实现系统对接、数据互通，帮助客户更精细化供应链管理。
Key customer enterprises: provide customized services, realize system docking and data exchange, and help customers manage more finely.

■ 为大客户提供定制供应链管控解决方案
Provide customized supply chain management and control solutions for key customers

□ **体系全面互通：** 四港平台与企业内部系统无缝衔接，自动交互信息
Comprehensive interoperability of the system: the four-ports platform seamlessly connects with the internal system of the enterprise, and automatically exchanges information

□ **供应链协同：** 数据+AI算法帮助客户实现生产计划及运输资源全局协同
Supply chain collaboration: Data +AI algorithms help customers globally coordinate production planning and transportation resources

□ **物流全程可视：** 提供"端到端"全链路运输跟踪服务
The whole process of logistics is visible: providing "end-to-end" full-chain transportation tracking service

□ **在途风险预警：** 集装箱在途"事前，事中，事后"可视化全面风险管理
Risk warning in transit: Container in transit "before, during, after" visual comprehensive risk management

■ 在途预警相关场景展示
In-transit early warning scenario dispaly

提空箱	船期延误	码头甩柜	开船通知	中转换船	到港通知
码头拥堵	箱子滞留	提货通知	用箱超期	还箱通知	超期费测算

06 四港联运+小程序首发上线
Four-Ports Intermodal Transportation+Mini Program Launch Online

四港联运+首页

"四港联运+" 微信小程序
今日正式首发上线！

请微信扫码体验
Please scan the QR code on WeChat to experience it

多式联运节点查询

FOUR PORT LINKAGE
四港联动

优化资源配置
Optimize resource allocation

■ 打造多式联运一站式服务，通过资源整合、流程再造，提供全程物流解决方案，实现多式联运"一网通办"。

To create a one-stop service for multimodal transportation, through the integration of multimodal transportation resources and process reengineering, providing a full process solution, and achieving "one-stop operation" of multimodal transportation.

发展新质生产力
Develop new quality productive forces

■ 运用大数据、AI人工智能、大模型算法，实现物流运单智能识别、路径智能优选、船期智能预测等新质生产能力提升。

The use of big data, AI (artificial intelligence), and large model algorithms to realize the intelligent identification of logistics waybills, intelligent optimization of routes, and intelligent shipping schedule prediction, to improve new quality production capacity.

赋能实体经济
Empower the real economy

■ 平台注册用户数突破2.6万，2024年至今已完成多式联运业务量超50万TEU，赋能外贸及物流企业超3000家。

The cumulative number of registered users on the platform has exceeded 26000. Optimizing the business environment and empowering the development of the real economy. In 2024, the multimodal transportation business volume has exceeded 500000 TEUs, empowering over 3000 enterprises of foreign trade and logistics.

实现各方共赢
Win-win for all parties

■ 各方参与，形成多元化优势资源整合体系，为平台物流生态圈伙伴赋能，实现合作共赢。

All parties participate, form a diversified resource integration system, empower platform logistics ecosystem partners, and achieve win-win cooperation.

- **账户认证互通**
  - Account authentication and interoperability
- **商务一单结算**
  - Business settlement with one bill
- **订单委托数据同步**
  - Order delegation data synchronization
- **微服务对接**
  - Microservice integration

深化多式联运统一服务门户
Deepen the Unified Service Portal for Multimodal Transport

- **为第三方提供物流数据验证服务**
  - Provide logistics data verification services to third parties
- **物流数据分析产品**
  - Logistics data analysis products
  ……

发挥物流数据信息资源优势
Leveraging the Advantages of Logistics Data and Information Resources

- **以"门到港"模式为试点应用推动多式联运一单制，并探索"端到端"模式可行性。**
  - Using the "door-to-port" mode as a pilot application to promote the implementation of a "one waybill system" for multimodal transportation, and explore the feasibility of an "end-to-end" mode.

探索"端到端"全程供应链模式
Explore the End-to-End Full Supply Chain Mode