

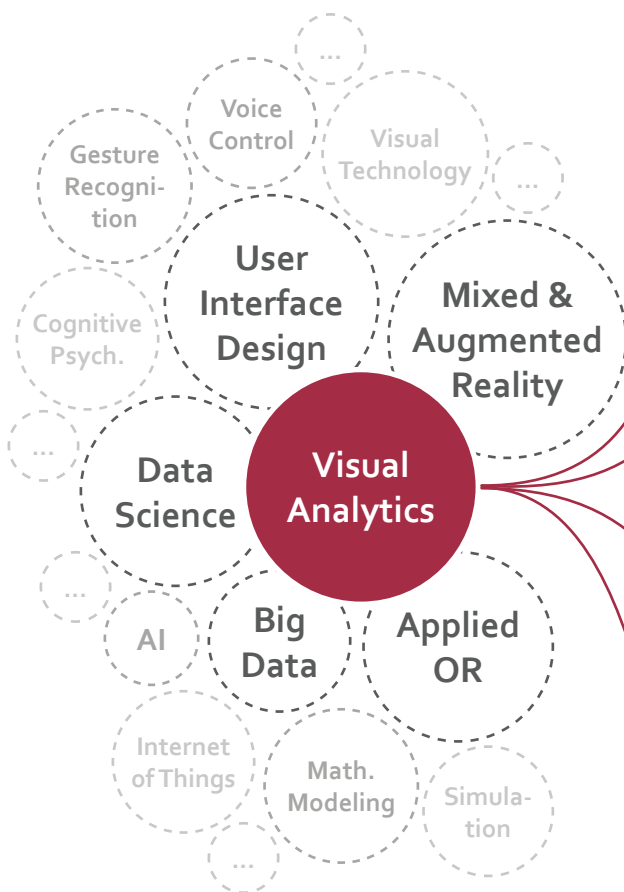
The MIT CTL Visual Analytics Lab

Shaping the Future of Supply Chain Data Visibility and Analytics

The Digital Supply Chain Revolution is Taking Off

Do you want to be ready for the digital age and turn data analytics into competitive advantage? The application of visual analytics (VA) and augmented reality (AR) technology is the key to unlocking the transformative power of supply chain and logistics Big Data.

Interactive Visualization Turns Data Into Insight



Seamless data visibility and analysis

- » Learning from historic data, real-time tracking and response, and predictive analytics
- » Interactive visualization, dynamic dashboards, and remote information sharing

Data-driven decision support

- » Big Data analytics to inform better, faster, and more cross-functional decision making
- » Intuitive visual interfaces to mathematical optimization and simulation tools

Immersive remote collaboration

- » Unrestricted, remote communication and collaboration through 3D holographics
- » Collaborative, visual data analytics for cross-functional, global teams

Holographic simulation

- » Virtual immersion in simulated real-world operational and commercial environments
- » Intuitive control over data, decision models and simulations via gesture, gaze and voice

At BASF, we strongly believe in the value of visualization of data and information. Developing new ways of intuitively interacting with complex data and decision support models leveraging technological advancements such as Augmented Reality will be important to unlocking the full potential of Big Data analytics at all levels of our supply chain. The MIT Visual Analytics Lab offers the opportunity to experiment with this kind of technology to turn our data into valuable insights at BASF.

— **Ralf Busche**, SVP of Global Supply Chain Strategy & Performance, **BASF Group**

“The MIT Center for Transportation & Logistics has been a trusted and innovative partner for Anheuser-Busch InBev’s Global Logistics business for several years now. The new Visual Analytics Lab continues to show the forward-thinking nature of MIT’s research and we look forward to the opportunities and savings it can unlock for our business.

— Elito Siqueira, Global VP of Operations and Logistics, Anheuser-Busch InBev”

An Interdisciplinary Approach to Data Innovation

Located at the heart of a highly interdisciplinary research ecosystem at MIT, and drawing on a unique range of managerial and technical expertise, the Visual Analytics Lab is harnessing interactive visualization and augmented reality technology to change the way supply chain and logistics data is accessed, understood and utilized.

» **Data** science and quantitative modeling for data-driven analyses and decision support tools in logistics, supply chain, manufacturing, and many other fields

Application

» **Human**-machine interaction that leverages auditory, tactile, and visual cues to make the use of data, models and analytics exceptionally user-friendly

» **Software** development that achieves more efficient data collection, processing, analysis and display, enabling more effective data analysis and decision making

Technology

» **Hardware** and system design to support seamless data visualization and analysis and immersive remote collaboration with augmented reality technology

» **Business** models turning innovations in interactive visualization and augmented reality applications into commercially viable products and services

Commercialization

Join Us in Shaping the Future

Become a partner of the MIT Visual Analytics Lab and take a seat at the forefront of data innovation in supply chain and logistics. Gain priority access to intellectual property developed at the lab, use it for workshops, trainings and executive education, and tap into MIT’s unique talent pool. Strategic partners may also be recognized with exclusive naming rights.

Contact us today to learn more!

Contact us to learn more about partnership opportunities!

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Lab Technology Components



Multi-touch interactive video wall

Multi-user tactile interaction with interactive dashboards

- » Real-time visibility of operational performance of suppliers, facilities, vessels, inventories, channels, customers, etc.
- » Dynamic alerts of pending risks and disruptions
- » Remote communication and information sharing

Capacitive- touch data mapping table

Collaborative analysis of geospatial information

- » Geo-mapping and control of logistics and supply chain data
- » Dynamic overlay of historic, real-time or predicted context information such as customer, supplier, infrastructure, traffic, weather, socio-economic, policy, or social media data

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Lab Technology Components



Multi-user augmented reality system

Immersive, holographic communication & collaboration

- » Holographic remote in-person meetings
- » Joint three-dimensional data exploration, analysis and manipulation with multiple local and remote collaborators
- » Virtual simulation of real-world operational environments

Integration of mobile secondary devices

Real-time visibility & remote collaboration

- » Mobile data visibility and analysis on demand
- » Mobile collaboration and communication
- » Mobile holographic visualization and communication

Contact us to learn more!

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