
ЛОГИСТИКА, ТАСЫМАЛДАУДЫ ҰЙЫМДАСТЫРУ, КӨЛІКТЕГІ ҚАУІПСІЗДІК
ЛОГИСТИКА, ОРГАНИЗАЦИЯ ПЕРЕВОЗОК, БЕЗОПАСНОСТЬ НА ТРАНСПОРТЕ
LOGISTICS, TRANSPORTATION ORGANIZATION, TRANSPORT SECURITY

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THE SIGNIFICANCE OF USING THE LATEST IT TECHNOLOGIES IN LOGISTICS

Abstract. *The development of modern means of transport, information systems, communication systems and telecommunications open up great opportunities for the rapid dissemination of information, technology, goods and financial resources. Competitive advantages associated with the development of scientific and technological progress gradually began to lose their priority, and new competitiveness came to the forefront - flexibility, limited order fulfillment times, reliable and high-quality supplies, and the ability to choose.*

The article discusses ways to optimize supply chains and delivery systems as the main ways to increase the efficiency of logistics activities of companies and enterprises. The essence of innovative technologies and the need for their implementation in the activities of modern enterprises is revealed. Highlighted advanced innovative technologies used in the operation of enterprise logistics systems.

Keywords: *logistics, information technology, supply chain, development, efficiency.*

Introduction. The logistics industry is constantly evolving as businesses strive to find new and more efficient ways to deliver their products to consumers. This has led to a number of innovative solutions. However, as the logistics industry becomes more complex, so do the challenges that must be overcome. Despite these challenges, the field of logistics continues to innovate and evolve. This is driven by the ever-changing needs of businesses and consumers, as well as the desire to find new and more efficient ways of working.

Logistics is the process of planning, implementing and controlling the efficient flow and storage of goods, services and related information from the point of origin to the point of consumption in accordance with customer requirements.

Logistics is important because it helps businesses move goods and services from production to consumption. Logistics plays a critical role in the supply chain, ensuring that goods and materials arrive at the right place, at the right time and in the right quantity. An efficient logistics system is essential for businesses to compete in today's global marketplace.

Logistics can be complex and costly, but it is necessary to ensure that goods and materials reach their final destination on time and at minimal cost. A well-functioning logistics system can help businesses save money, improve customer service and increase their competitiveness. Logistics is therefore a critical function for businesses of all sizes.

Main part. As the global economy continues to recover from the 2020 pandemic-induced recession, businesses will face a number of logistics challenges in the coming years. One of the biggest challenges will be the rising supply chain and shipping costs. Due to increased demand and inflationary pressures, the cost of goods and services is expected to rise significantly over the next few years. This will force businesses to either raise prices or find ways to cut their costs.

To remain competitive, businesses need to find ways to optimize their supply chains and delivery systems. This may include using technology to automate processes, reduce waste and improve efficiency. Additionally, businesses will need to find ways to cope with rising labor costs. One way to do this is to use technology to replace or supplement humans. The challenges businesses face over the next few years will be significant, but those who can adapt and find innovative solutions will have a good chance of success.

Supply chains are the lifeblood of most, if not all, businesses today. Keeping all components of the supply chain running smoothly ensures that a business can ensure timely delivery of products and services, especially given changing consumer demands and supply chain disruptions caused by the COVID-19 pandemic.

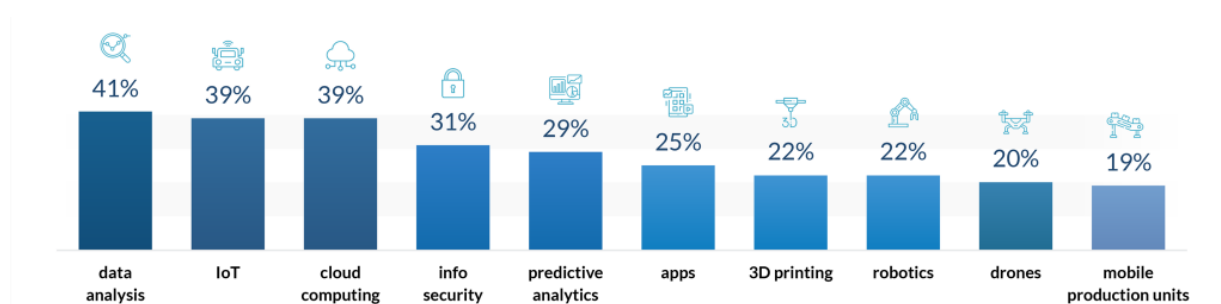


Figure 1. Technologies that have become a priority in the field of supply chain

As Figure 1 shows, technology is constantly evolving as companies strive to make life easier for consumers and businesses in various sectors.

Hence, choosing the right technology for various logistics companies in any business is important to gain a competitive advantage in today's environment.

Owing to modern technologies, companies can predict demand for products and thereby plan and coordinate their actions in advance. Let's look at some of them in Figure 2:

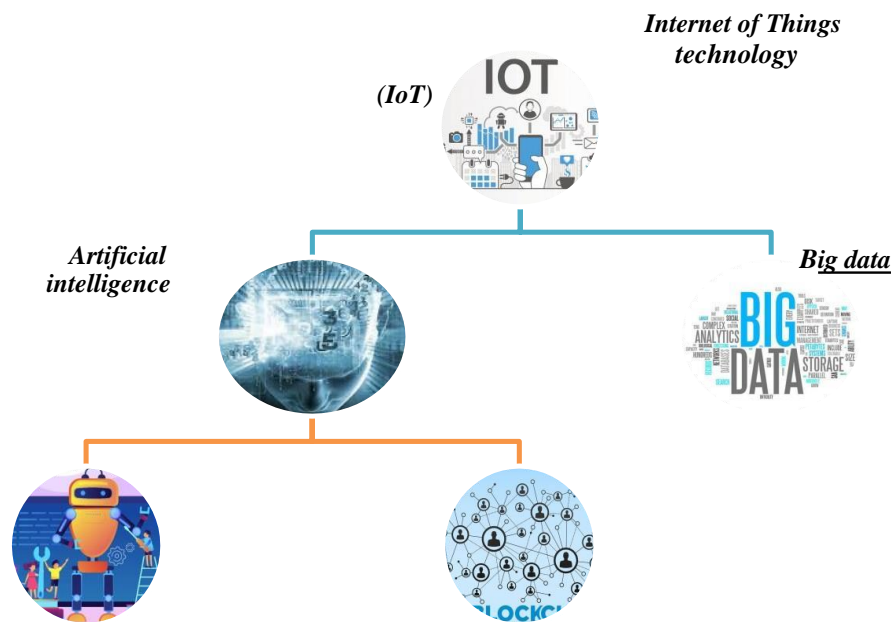


Figure 2. Innovative technologies used in logistics

Internet of Things (IoT) technology is one of the innovations in logistics. By 2023, IoT will be fully integrated into the logistics industry, increasing efficiency and reducing costs. IoT sensors will be used to track the movement of goods and products throughout the supply chain. This real-time data will enable better decision-making and coordination among various stakeholders. IoT-enabled devices will also be used to automate various logistics processes. Integrating IoT into the logistics industry will lead to a more efficient and cost-effective supply chain. This will benefit businesses and consumers and help further develop the economy.

Artificial intelligence is expected to play a big role in logistics innovation in 2023. The area where AI will have a big impact is in automated warehouses. These warehouses will use robots to pick and pack orders. This will lead to faster and more accurate order fulfillment. Additionally, AI will be used to manage inventory levels and forecast demand. This will help ensure inventory levels are maintained and orders are completed on time.

Robotics has been a game changer for logistics innovation and its impact is only expected to grow in the coming years. Here are some of the ways robotics is expected to continue to innovate the logistics industry in 2023 and beyond:

1. Increased use of collaborative robots
2. Improved warehouse management

And this in turn once again proves that digital transformation is one of the biggest logistics challenges that logistics companies face today. By introducing new technologies, there will be a real chance to be ahead of competitors and meet customer expectations. Innovation and technology will help businesses overcome challenges and improve efficiency. The most successful companies will be those that embrace change and implement new technologies to stay ahead of the competition.

Conclusions. Latest IT technologies and smarter decision making based on supply chain data are among the most important trends in the logistics industry for 2023. All of this contributes to increased sustainability, which will continue to be a central theme in providing competitive advantage for food storage and distribution.

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ЛОГИСТИКАДА СОҢҒЫ ІТ ТЕХНОЛОГИЯЛАРДЫ ҚОЛДАНУДЫҢ МАҢЫЗДЫЛЫҒЫ

Аңдатпа. Қазіргі заманғы көлік құралдарын, Ақпараттық жүйелерді, байланыс және телекоммуникация жүйелерін дамыту ақпаратты, технологияларды, тауарлар мен қаржы ресурстарын жылдам тарату үшін үлкен мүмкіндіктер ашады. Ғылыми-техникалық прогрестің дамуына байланысты бәсекелестік артықшылықтар біртіндеп өзінің басымдылығын жоғалта бастады, ал жаңа бәсекелестік артықшылықтар бірінші орынға шықты — икемділік, тапсырыстың шектеулі мерзімі, сенімді және сапалы жеткізілім, таңдау мүмкіндігі.

Мақалада компаниялар мен кәсіпорындардың логистикалық қызметінің тиімділігін арттырудың негізгі жолдары ретінде жеткізу тізбегі мен жеткізу жүйелерін оңтайландыру жолдары қарастырылған. Инновациялық технологиялардың мәні және оларды қазіргі заманғы кәсіпорындардың қызметіне енгізу қажеттілігі ашылды. Кәсіпорынның логистикалық жүйелерінің жұмысында қолданылатын озық инновациялық технологиялар бөлінді.

Түйін сөздер: логистика, ақпараттық технологиялар, жеткізу тізбегі, даму, тиімділік.

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ЗНАЧИМОСТЬ ИСПОЛЬЗОВАНИЯ НОВЕЙШИХ ІТ ТЕХНОЛОГИЙ В ЛОГИСТИКЕ

Аннотация. Развитие современных средств транспорта, информационных систем, систем связи и телекоммуникаций открывает большие возможности для быстрого распространения информации, технологий, товаров и финансовых ресурсов. Конкурентные преимущества,

связанные с развитием научно-технического прогресса, стали постепенно утрачивать свою первостепенность, и на первое место вышли новые конкурентные преимущества — гибкость, ограниченные сроки выполнения заказа, надежные и качественные поставки, возможность выбора.

В статье рассмотрены способы оптимизации цепочек поставок и систем доставки как основных путей повышения эффективности логистической деятельности компаний и предприятий. Раскрыта сущность инновационных технологий и необходимость их внедрения в деятельность современных предприятий. Выделены передовые инновационные технологии, используемые в работе логистических систем предприятия.

Ключевые слова: логистика, информационные технологии, цепочка поставок, развитие, эффективность.

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