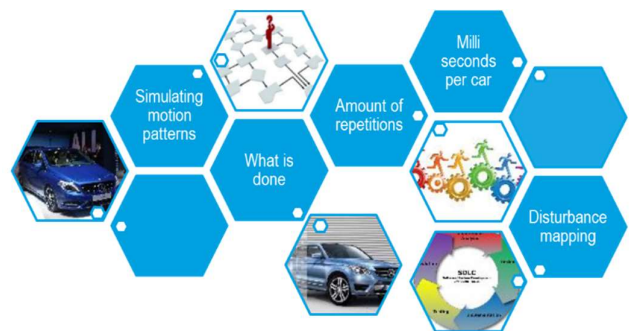**HUB Hackers Innovation Code Camp 08-09.02.2017**

HUB logistics - Way to value

- Tailored third-party logistics solutions for material, information and capital management
- World class concepts for procurement, warehousing and in-house logistics
- Innovative solutions enabling flexibility in demanding business environments

www.hub.fi, LinkedIn, Twitter

Themes of Innovation camp

In the case of HUB logistics there are three interest areas available for the teams to pick their own favorite. Additionally, the teams may suggest their own topic that is related or maybe a mix of these three interest areas listed below:

1. Management in digitalized business environment
2. Technology, IT and digitalization
3. Branding and communication in digitalized companies

Read more about the interest areas and tasks below!

Challenges

There are three point of views/topics which the student or groups can choose from or do a mix of the given interest areas.

1) **HUB logistics' strategy & vision is to gather, analyze and take advantage of data and information in order to be a transparent company for their staff and customer. Design the way how HUB should build their management and operational models.**

   Introduce the challenges the management faces in the future in digitalized business environment. How is the change of working models, customer service processes, oversight models etc. managed (change management), and what kind of actions and processes are needed to ensure your subordinates recognize the benefits of digital tools? How will the communication, reporting and management be handled in future? Describe risks, benefits, motivation sources for working in this kind of business environment.

   Read HUB logistics blogs to get background information of the technological change in B2B sector.

2) The challenge of information sharing in digitalized companies.

How is the information flow organized in future companies? What tools are you used and needed? What information should be available for everyone? What about for CEO only? Create your vision of company user interface. What sort of IT-tools are there for a company that is functioning in various locations, in a modern digitalized world?

3) The importance of a brand management (both as a company and as services) and how to make it interesting for both current and future employees? How should an innovative, fast growing company with today's work environment, newest gadgets and managing processes brand and market itself as an employer?

How is the brand of future digitalized companies built? How do they look like and where do they "broadcast" at (social media, other channels)? Build a plan for HUB logistics.

Resources

- Relevant background data from HUB
- Access to HUB work space in Sharepoint
- IT infrastructure map / development strategy
- Needed tools and programs
- HUB/LUT staff available for questions and help

Prize
Winner team gets tickets to Slush 2017. People with exceptional performances are given opportunities to complete internships in HUB logistics. Additionally, Master / Bachelor thesis opportunities will be made available for outstanding performers.

Rules of applying
Apply by yourself or with a team of 2-4 people. All applications will be reviewed after the deadline and all applicants will be informed within five (5) days.

The goal
The goal is to get to know the challenges concerning digitalization and information sharing in future companies. The participating students are encouraged to come up with new ideas and solutions for today's challenges and familiarize themselves and HUB logistics with the tools that are available today (a presentation of company and tools will be given by the company). The goal for HUB logistics is find start students to work as Master/Bachelor thesis worker in HUB logistics "Student path" program and potentially later on working in full time in the company. Shine bright and potentially you can be a future HUB member.

Who will own the ideas?
Ideas are free for everyone, but the materials and software codebases will stay with the participating team.

Coaches
Ari Happonen, D.Sc. (Tech.), LUT

HUB logistics, Development Engineers

Jury
Aki Jumppanen, CEO, HUB logistics Oy

Pasi Kivinen, Key Account and Project Management & Business Development Director, HUB logistics Oy

Ari Happonen, D.Sc. (Tech.), LUT

Judging criteria

1. Innovativeness and new approach
2. Creating and suggesting feasible ideas for HUB
3. Team working skills and the capability to finalize the project
4. Use of the given resources

Timetable

Applications close: 28.1.2017

Event held on 8-9.2.2017 in Rauhan Kylpylä, Imatra

Transportation, Lunch and Accommondation

Free bus to the event will be organized by LUT from the University. Food and drink will be provided by HUB logistics. There will be a possibility to accommodate in Rauhan Kylpylä, Imatra.

Questions?

If you have any questions, do not hesitate to contact us by email at vesa.siljander@hub.fi or ari.happonen@lut.fi

"We take the advantage of capitalism to encourage green logistics solutions"
Visit us at www.HUB.fi

HUB logistics®

way to value®